

Hearing on the promotion of European films and TV series on-line
Monday, 18 November 2013 – 14h30 to 18h
Centre de Conférence Albert Borschette, Rue Froissart 36, 1040 Bruxelles (CCAB OD)
Interpretation from and into EN/FR/DE/ES/IT

14.30 **Introductory remarks by Lorena Boix Alonso**

14.40 – 14.55 **Presentation by André Lange (European Audiovisual Observatory)**

Presence of European movies in VoD catalogues

14.55 - 15.10 **Presentation by Nicola Allieta (Under the Milky Way)**

15.10 – 16.05 **Panel 1: Promoting European works by a required share in the catalogue:
Challenges and Experiences**

- **Maja Cappello, Head of Digital rights unit, Media Services Directorate, AGCOM, Italy**
- **Alessandro Schintu, Co-Founder/ Chief Global Development Officer, CHILI TV**
- **José Antonio De Luna, Co-Founder / Business Manager, FILMIN**
- **Peter de Maegd, Producer, POTEMKINO**

Presentations by the members of the Panel followed by discussion including the possibility for the audience to intervene

16.05 - 17.00 **Panel 2: Promoting European works by the use of Prominence tools:
Challenges and Experiences**

- **Jean-François Furnémont, Director General of CSA, Belgium**
- **Bruno Chauvat, Executive Vice President Strategy & Content at BELGACOM**
- **Chris Libertelli, Vice President Global Public Policy at NETFLIX**
- **Sarah Calderón, Director of THE FILM AGENCY**

Presentations by the members of the Panel followed by discussion including the possibility for the audience to intervene

17.00 – 17.55 **Panel 3: Promoting European works by an imposed Financial Contribution:
Challenges and Experiences**

- **Corinne Samyn, Head of the Department for Audiovisual and Cinematographic Production, CSA, France**
- **Bernard Tani, Vice President VoD & Acquisitions at ORANGE**
- **Dragoslav Zachariev, Secretary-General of EuroVoD**
- **Jimmy Ahlstrand, Director of Strategy, Sveriges Television (SVT)**
- **Claus Hjorth, Head of Unit, Danish Film Institute**

Presentations by the members of the Panel followed by discussion including the possibility for the audience to intervene

17.55 **Closing words (Lorena Boix Alonso)**