



**EUROPEAN COMMISSION**

Internal Market and Services DG

Knowledge-based Economy

**Copyright**

## **AUDIOVISUAL PRODUCTION IN THE EU: OPPORTUNITIES AND CHALLENGES**

### **Public Hearing**

*Monday, December 13, 2010*

*DE GASPERI Room, Charlemagne Building, Rue de la Loi 170, 1040 Brussels*

The way in which cinematographic and other audiovisual works are produced, distributed, marketed and made available to consumers is undergoing significant change. Technological developments have altered both the modes of exploitation of audiovisual content, as well as consumer expectations and choice.

The purpose of this hearing is to seek the views of interested parties on the opportunities and challenges of the online distribution of audiovisual works, in particular the emergence of new on-demand services.

**8:45 – 9.30 REGISTRATION**

**9:30 -11.00 PANEL 1 – VIDEO-ON-DEMAND**

This panel will examine the status of the emerging Video-on-Demand (VOD) services and reflect on how best to foster a consumer friendly business model whilst stimulating creativity and investment in the European audiovisual sector.

• <b>Cable Europe</b>	Stephane David
• <b>Warner Brothers Home Entertainment Group</b>	Nick Macrae
• <b>CANALPLAY</b>	Jean-Marc Juramie
• <b>Federation of Screenwriters in Europe</b>	David Kavanagh
• <b>Le Meilleur du Cinéma / UniversCiné</b>	Alain Rocca
• <b>EYE Film Institute</b>	Emjay Rechsteiner
• <b>Eurovod</b>	Jean-Yves Bloch
• <b>BEUC</b>	Kostas Rossoglou

**11.00 – 11.30 QUESTIONS AND ANSWERS**

**11.30 - 13.00 PANEL 2 – AUDIOVISUAL LICENSING**

This panel will discuss the functioning of copyright clearance and licensing in the audiovisual sector in order to assess if any changes need to be made to ensure that European audiovisual creativity reaches the widest possible audiences and stimulates the economic side of the industry.

•BBC	James Lancaster
•CEPI	Klaus Hansen
•FIAPF	Veit Heiduschka
•FIAD	Antoine Virenque
•EGEDA	José Antonio Suárez
•PROTV INTERNATIONAL (ACT)	Doina Gradea and Adina Gorita
•MPA	Ted Shapiro
•AEPO-ARTIS	José María Montes

**13.00-14.30 LUNCH BREAK****14.30-15.00 QUESTIONS AND ANSWERS****15.00-16.30 PANEL 3 - AUDIOVISUAL ARCHIVES**

This panel will discuss the complex chain of ownership of rights and copyright transfers in the European audiovisual sector and address the issue of digital rights clearance for audiovisual archives.

•EAO	Susanne Nikoltchev
•EBU	Peter Weber
•INA	Jean-François Debarnot
•ACE	Leontien Bout and Geraldine Vooren
•SAA	Cécile Despringre
•FERA	Elisabeth O. Sjaastad
•IVF	Charlotte Lund Thomsen

**16.30-17.00 QUESTIONS AND ANSWERS**