



EUROPEAN MEDIA LITERACY WEEK



High-level conference: Informed Citizens in the Digital Age

Cinema Palace Bruxelles - 19 March 2019

#EUMediaLiteracyWeek

You will be guided through the conference by Kate Russell, Tech Journalist

- 08:30 - 09:30** **Registration & welcome coffee**
- 09:30 - 09:45** **Opening** by Mariya Gabriel, **Commissioner for Digital Economy and Society**
- 09:45 - 10:00** **Welcome address** by Valer-Daniel Breaz, **Minister of Culture and Audiovisual, Romania**
- 10:00 - 10:15** **Keynote speech** by Kajsa Ollongren, **Deputy Prime Minister, Minister of the Interior and Kingdom Relations, The Netherlands**
- 10:15 - 11:45** **Panel discussion – Which role for public authorities in supporting quality journalism and fostering media literacy skills among citizens?**
- Helga Trüpel, Member of the European Parliament
- Jean-Paul Philippot, Director-General, RTBF
- Christian Van Thillo, CEO, De Persgroep
- Celene Craig, Chair, European Platform of Regulatory Authorities (EPRA)
- Luboš Kukliš, Chair, European Regulators Group for Audiovisual Media Services (ERGA)
- Mirta Lourenço, Chief, Media Development, UNESCO
- Moderator: Madeleine De Cock Buning, Professor of Digital Politics, Economy and Society at European University Institute, Florence
- 10:15 - 10:45** **Press Conference** - Mariya Gabriel, **Commissioner for Digital Economy and Society**
- 11:45 - 12:30** **Pitching session for the Media Literacy Awards**
- 12:30 - 13:45** **Networking Lunch**
- 13:45 - 13:55** **Setting the scene**: James Ball, author & journalist
- 13:55 - 15:00** **Panel discussion – Quality media and media literacy tools: which roles and perspectives for stakeholders and civil society in the digital environment?**
- Juliane von Reppert-Bismarck, CEO and Founder, Lie Detectors
- Tessa Lyons Laing, NewsFeed product Manager, Facebook
- Gianni Riotta, Journalist and Professor, LUISS, School of Journalism
- Matt Rogerson, Head of Public Policy, The Guardian
- Claus Grewenig, Vice President Governmental Affairs, Mediengruppe RTL
- Moderator: Maja Cappello, Head of Department for Legal Information, European Audiovisual Observatory
- 15:00 - 15:40** **Testimonials from inspiring media literacy projects and initiatives**
- Cecilia Roos, Head of Strategy & Gabriella Thinsz, Head of Content, Swedish Educational Broadcasting Company (UR)
- Žarko Čižmar, Director, Telecentar
- Christian Radler, Head of Research & Development, ARD



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Pavel Pavlov, CEO, HyperAspect

Journalist reporting on media literacy experience

15:40 - 16:00

Coffee break

16:00 - 16:10

Setting the scene: Pascal Vrebos, Professor, Université Libre de Bruxelles

16:10 - 17:30

Panel discussion – Sustaining media innovation and diversity in the digital age: how to harness the potential of technology to engage audiences and ensure media pluralism

Brigitte Alfter, Journalist and Director Arena for Journalism in Europe

Rémi Banet, Journalist, AFP

Thomas De Graeve, Journalist, VRT

Pier Luigi Parcu, Director of the Centre for Media Pluralism and Media Freedom, European University Institute

Mandy van der Wal, Video Director, Telegraaf Media Groep

Moderator: Kate Russel, Tech Journalist

17:30 - 17:45

Closing and handing out of the Media Literacy Awards

Giuseppe Abbamonte, Director Media Policy, DG CONNECT