Draft programme

PUBLIC HEARING

on

"The role of public broadcasters"

5 March 2009

from 10.00 a.m to 12.30 p.m

Chairwoman: Katerina Batzeli

Room: PHS P1A002

BRUSSELS
DRAFT PROGRAMME

10.00 - 10.05 Opening remarks by the Chairwoman

10.05 - 10.35 Part I- The role of public broadcasters in the new audiovisual landscape
Presentation by experts:

- **Pere-Oriol Costa**, University professor of political communication, Universitat Autònoma de Barcelona (10 min.)

- **Michel Boyon**, CSA President, France (10 min.)

- **Ross Biggam**, Director-General of the Association of Commercial Television in Europe (ACT) (10 min.)

10.35 - 11.15 Debate

11.15- 11.45 Part II- Future strategies for public broadcasting: perspectives and challenges

Presentation by experts:

- **Maria Rørbye Rønn**, Head of Legal Department -Danish Broadcasting Corporation (10 min.)

- **Dr Alexander Wrabetz**, Director of ORF (10 min.)

- **Pascal Albrecht Kirchinger**, Head of the ZDF - Europe office, Brussels (10 min.)

11.45- 12.25 Debate

12.25 - 12.30 Closing remarks by the Chairwoman