

EUROPEAN PARLIAMENT

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Committee on Culture and Education

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 Albrechtkirchinger**, Head of the ZDF - Europe office, Brussels (10 min.)
- 11.45- 12.25** **Debate**
- 12.25 - 12.30** **Closing remarks by the Chairwoman**