



DRAFT 01/03/16

******SUBJECT TO CHANGE******

“CONTENT CREATION AND DISTRIBUTION IN THE DIGITAL SINGLE MARKET”

Monday, 14 March 2016

13.00 – 14.00 **Registration and Coffee**

14.00 – 16.00 **Opening session**

Chair: Andrea Renda, CEPS, Chair of the Scientific Committee of EuroCPR

14.00 – 14.10 **Welcome**

14.10 – 14:40 **Keynote Speaker:**

14.45 – 16.00 **Industry dialogue:**

Augusto Preta (ITMedia Consulting), Grégoire Polad (Association of Commercial Television in Europe), Eirini Zafeiratou (Amazon tbc)

16.00 – 16.30 **Coffee break**

16.30 – 18.30 **Session 1: Perspectives on the distribution infrastructure: deployment and regulation**

Chair: Lorenzo Pupillo, Telecom Italia

Felice Simonelli and Giuseppe Mazziotti, “Another breach in the wall: copyright territoriality in Europe and its progressive erosion on the grounds of competition law” Discussant: Alexandre de Stree, University of Namur

Jean Paul Simon and Pierre Jean Benghozi, “Out of the blue: the rise of CDN networks” Discussant: Adam Watson-Brown, European Commission

Stefan Herwig and Lukas Schneider, “Are we harmonizing failing markets?” Discussant: Bruno Soria, NERA (tbc)

19.30 – 22.00 **Conference dinner at Restaurant De Ultieme Hallucinatie**

Tuesday, 15 March 2016

09.00 – 09.30 **Registration and Coffee**

09.30 – 11.00 **Session 2A: Users and uses: an active role in making and breaking media policy (I)**

Chair: Patrice Chazerand, Director Public Affairs, Digital Europe

Fabrice Le Guel, Grazia Cecere and Nessrine Omrani, "Who reads privacy policies?: Consequences for privacy regulation" Discussant: Cory Robinson, Linköping University

Jean Paul Simon, "User generated content: Users, community of users and forms: towards new sources of co-innovation" Discussant: David Sweeney, Sweeney Consulting

Judith Möller, Damian Trilling, Natali Helberger and Claes de Vreese, "The shrinking core? Exploring the differences between traditional and personalised news" Discussant: tbc

11.00 – 11.30 Coffee

11.30 – 13.00 **Session 3: Media & markets: new dynamics and changing technology (I)**

Chair: Aviva Silver

Georgios Alaveras, Estrella Gomez and Bertin Martens, "Cross-border circulation of films in the EU Digital Single Market" Discussant: André Lange-Medart

Luis Aguiar and Joel Waldfogel, "Digitisation, the European Digital Single Market, and their Effects on Film consumers" Discussant: tbc

Tim Raats, Ilse Schooneknaep and Caroline Pauwels, "How 21st century-proof is national film distribution support?: Analysis of 20 years of national distribution enhancing mechanisms for film circulation in the EU" Discussant: Annick Schramme, Antwerp Management School

13.00 – 14.00 Lunch

14.00 – 15.15 **Session 4: Media & markets: new dynamics and changing technology (II)**

Chair: Jean-Pierre Chamoux, Université Paris Descartes

Joost Rietveld, "Value creation from freemium-goods: effects on adoption, usage & monetization" Discussant: Natali Helberger, University of Amsterdam

Volker Rieck, "The unconsidered key role of data centres in enforcing copyright" Discussant: tbc

Frederik Zuiderveen Borgesius and Joost Poort, "Legal and economic effects of online personalized pricing" Discussant: tbc

15.15 – 15.45 Coffee break

15.45 – 17.45 **Session 5: Getting media regulation right**

Chair: Caroline Van Weede, Cable Europe (TBC)

Nico van Eijk and Wolfgang Schulz, “Towards a new approach for the regulation of audiovisual media” Discussant: tbc

Katharine Sarikakis, Olga Kolokytha and Krisztina Rozgonyi, “The case of ‘content-exception’ as a policy compromise between public needs and private interests”
Discussant: Kristina Irion, University of Amsterdam

Kristina Irion and Natali Helberger, “Privacy, data protection and personalization in the online media sector” Discussant: Cory Robinson, Linköping University

17.45 – 18.00 Concluding remarks: Andrea Renda, CEPS, Chair of the Scientific Committee of EuroCPR

18.00 – 19.00 Closing reception