



14/03/16

## “CONTENT CREATION AND DISTRIBUTION IN THE DIGITAL SINGLE MARKET”

**Monday, 14 March 2016**

13.30 – 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 – 15:00 **Keynote Speakers:**

Bruno Soria, NERA “A new regulatory framework for the digital ecosystem”

Alexandre de Streel, University of Namur, “Towards a robust regulatory framework for the 21st century information society”

15.00 – 16.00 **Industry dialogue:**

Augusto Preta (ITMedia Consulting), Grégoire Polad (Association of Commercial Television in Europe), Tobias McKenney (Google)

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 Streel, 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

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 2: Users and uses: an active role in making and breaking media policy**

**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: Colin Blackman, CEPS

11.00 – 11.30 Coffee break

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

**Chair: Aviva Silver**

Volker Rieck, “Unregulated content distribution on the Internet: the underestimated role of data centres and registrars” Discussant: Marie Sellier, Vivendi

Luis Aguiar and Joel Waldfogel, “Digitisation, the European Digital Single Market, and their Effects on Film consumers” Discussant: Natali Helberger, University of Amsterdam

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 – 15.30 **Session 4: Getting media regulation right**

**Chair: Colin Blackman, CEPS**

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

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 with smart TV and in the online media sector” Discussant: Cory Robinson, Linköping University

15.30 – 16.00 Coffee break

16.00 – 17.30 **Session 5: Media & markets: new dynamics and changing technology (II)**

**Chair: Jean-Pierre Chamoux, Université Paris Descartes**

Frederik Zuiderveen Borgesius and Joost Poort, “Legal and economic effects of online personalized pricing” Bertin Martens, IPTS

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

17.30 – 17.45 **Concluding remarks:** Colin Blackman, CEPS

17.45 – 19.00 Closing reception