



MINISTRY
OF NATIONAL DEVELOPMENT

eu 2011.hu

Conference on the Future of Audiovisual Industry

by the Hungarian Presidency and the European Commission

19-20 April 2011
Museum of Ethnography
Budapest, Hungary

19th April

08.30 Registration

09.00 - 09.30 WELCOME AND KEYNOTES

Zsolt Nyitrai, Minister of State for Infocommunications,
Ministry of National Development, Hungary

Antti Ilmari Peltomäki – European Commission, DG INFSO, Deputy Director-General

09.30 - 11.00 Digital single market, promotion of new business models, innovative industry initiatives

Tibor Kalmár – RTL Klub, Head of Online Department

Further panel representatives:

Ted Shapiro – Senior Vice President, General Counsel and Deputy Managing
Director EMEA, Motion Picture Association

Glen Harper – iPONT International Kft., Business Development Director

Dragoslav Zachariev – EuroVod, Project Manager

Moderator:

Harald Trettenbrein – European Commission, Deputy Head of Unit/INFSO A1

11.00 - 11.30 Cinematic heritage in digital era
(Animation short film: *The Fly* - video message)
video message

Key note speaker:

Ferenc Rofusz – Oscar winner film director



11.30 - 13.00 **Creation of content for the online world**

Key note speaker

Peter De Maegd – Potemkino, Producer

Further panel representatives:

Ian Christie – Representative of the Europa Cinemas, Vice President

Pawel Baj – CanalPlus, Marketing Offer & Research Director

Istvan Szabo – President of Federation of European Film Directors

Moderator:

Emmanuel Joly – European Commission, MEDIA Programme and Media Literacy,
Directorate General Culture and Education, Principal administrator

13.00 - 14.30 **LUNCH BREAK**

14.30 - 16.00 **Distribution of online content
(alternative methods of deployment)**

Key note speaker:

Executive level representative – Google (TBC)

Further panel representatives:

Agnes Lanoe – Arte France, Deputy Director Strategy

Luigi Gambardella – ETNO, Chairman of the Executive Board

David Wheeldon – BSkyB Ltd, Policy & Public Affairs Director

Alessandro Dionisi Vici – Senior consultant at the integration of industrial clusters

Moderator:

Vincent Letang – Screen Digest, Senior Analyst (TBC)

16.00 - 16.30 **COFFEE BREAK**

17.00 - 18.30 **Audiovisual Archives in Digital Era
(future criteria of selection and collection)**

Key note speaker:

**Nicola Mazzanti – Digital Agenda for European Film Heritage / Royal Film Archive of
Belgium**

Further panel representatives:

Johan Oomen – Netherlands Institute for Sound and Vision, Project Manager

Executive level representative – Association des Cinémathèques Européennes

Vera Gyürey – Director of the Hungarian National Film Archive

Moderator:

Emjay Rechsteiner – Images of the Future /EYE Institute, Curator Contemporary Dutch
Film



**18.30 - 19.00 Archiving of Hungarian content in the digital era
Corvinas of King Matthias**
Key note speaker:
Zoltán József Tóth (Phd) – Hungary, Associate Professor

20.00 - DINNER

20th April

08.30 Registration

**09.00 - 10.30 Consume & share
(Copyright challenges)**
Key note speaker:
Marco Ricolfi – University of Torino, Professor

Further panel representatives:

Helen Dolby – COM, DG Market, Policy Officer
Cécile Despringre – Society of Audiovisual Author, Executive Director
Kostas Rossoglou – European Consumer Organisation BEUC, Legal Officer
Patrick Grüter –Walt Disney Company, Global Public Policy, Vice President

Moderator:

Péter Munkácsi – Ministry of Public Administration & Justice, Hungary,
Head of Unit

10.30 - 11.00 COFFEE BREAK

**11.00 - 12.30 Accessibility to audiovisual content
(accessibility to audiovisual content, challenges in the future for the industry)**
Key note speaker:
David Crombie – Utrecht School of the Arts, Planning & Research

Further panel representatives:

Alicia Fernández – INDRA
Volker Hahn – FHG IGD, Researcher
Jim Beveridge – Microsoft, Director
Jaymeen Patel – Chair of GSMA Europe's M-COM Operator Expert group

Moderator:

Paul Timmers – European Commission, Head of Unit H3

12.30 - 12.45 Conference closing / way forward
Géza Szócs – Minister of State for Culture, Hungary
dr. Zsolt Nyitrai – Minister of State for Infocommunications,
Ministry of National Development, Hungary



MINISTRY
OF NATIONAL DEVELOPMENT

eu 2011.hu

12.45 - 14.00 LUNCH

14.00 Cultural Programme – Visiting the House of Parliament