



MINISTRY  
OF NATIONAL DEVELOPMENT

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## Conference on the Future of Audiovisual Industry

by the Hungarian Presidency and the European Commission

19-20 April 2011  
Museum of Ethnography  
Budapest, Hungary

19<sup>th</sup> 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

*Key note speaker:*

**Róbert Dobay – RTL Klub, Business Transformation Manager**

*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

Patrice Chazerand - Digital Europe, Public Affairs Director

**Moderator:**

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

11.00 - 11.30 COFFEE BREAK

11.30 - 12.00 Cinematic heritage in digital era  
(Animation short film: *The Fly* - video message)  
video message

*Key note speaker:*

**Ferenc Rofusz – Oscar winner film director**



**12.00 - 13.30** **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

Yvon Thiec – EURO CINEMA, Director General

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

**13.30 - 15.00** **LUNCH BREAK**

**15.00 - 16.30** **Distribution of online content  
(alternative methods of deployment)**

**Key note speaker:**

**Agnes Lanoe – Arte France, Deputy Director Strategy**

**Further panel representatives:**

Caterina Bortolini – ETNO, Chair of the Digital Single Market Expert Group

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

**16.30 - 17.00** **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

Elzbieta Wysocka – Filмотека Narodowa / The National Film Archive, Digital  
Repository project manager

Vera Gyürey – Director of the Hungarian National Film Archive

**Moderator:**

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



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**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**



20<sup>th</sup> 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, Director for DG INFSO Directorate H

**12.30 - 12.45 Conference closing / way forward**  
Géza Szócs – Minister of State for Culture, Hungary

**12.45 - 14.00 LUNCH**

**14.00 Cultural Programme – Visiting the House of Parliament**