

MASTERING EUROPEAN AUDIOVISUAL REGULATION

A two-day training course



CULLEN

INTERNATIONAL

Regulation made simple

MASTERING EUROPEAN AUDIOVISUAL REGULATION

The training will provide attendees with:

- key market data on the audiovisual sector
- a historical perspective and an overview of the EU architecture governing audiovisual regulation
- an in-depth overview of the new proposal to review the EU Audiovisual Media Services Directive, with a special emphasis on platforms and advertising
- an explanation of the net neutrality debate
- an overview of the evolution of digital terrestrial television (DTT) and of where challenges lie
- an update on access to content, in particular competition law developments
- a clear picture of the international and EU legislative framework (and recent proposals) on copyright and the practical aspects of clearing rights

Who should attend and why?

The seminar is suitable for:

- seasoned regulatory experts who have become specialised in a specific area and who wish to refresh their understanding of the broader range of regulatory issues
- regulatory specialists dealing with a specific country who want to become acquainted with broader regulatory developments across Europe
- individuals who have recently moved into a regulatory position and wish to acquire a rapid grasp of the key debates; and
- regulatory experts who wish to reflect on regulatory trends in the industry.

The seminar is not designed for experts who are already very familiar with the various aspects of audiovisual and copyright regulation – please look out for other Cullen International trainings to be launched later.

The training organiser

Cullen International tracks, reports on and benchmarks regulation and competition law in four sectors – telecommunications, media, digital economy and postal - covering developments across Europe, Americas, the Middle East and North Africa.

For over thirty years, we have been providing comprehensive, neutral, unbiased, timely information that is trusted by industry and official institutions alike. We are widely recognised as the leading regulatory intelligence provider in the field.

Our services consist of a unique range of alerts, reports, benchmarks and enquiry services that are complemented by our topical conferences and regulatory training offer.

We are also regularly selected to carry out important research and studies for the European Commission and other organisations and we are frequently sought out to chair or make presentations at industry events.



COURSE TIMINGS

Starting at 9:00 am on the first day,
and ending at 5:30 pm on the second day.

>>> For future course dates, please visit our website: www.cullen-international.com

MASTERING EUROPEAN AUDIOVISUAL REGULATION

PRESENTERS

LEAD TRAINER

Michèle Ledger, Head of Practice

Michèle leads Cullen International's Media regulatory intelligence services.

She has extensive knowledge of EU regulation affecting media and the digital economy and the implementation of frameworks at national level across Europe.

She joined Cullen International in 1998, previously working in a law firm specialised in intellectual property law.

She is also a researcher at the CRIDS (University of Namur) where she also teaches comparative law and English legal terminology.

GUEST SPEAKER

Séverine Dusollier is professor at SciencesPo Paris where she teaches intellectual property. She is also Professor at the University of Namur (and former director of the CRIDS, a research centre on information law and society) and at CEIPI (Strasbourg University). She is widely recognised as a leading expert on copyright matters.

TEAM OF TRAINERS

All Cullen International trainers are seasoned regulatory affairs professionals specialised in telecoms, media or internet regulation. Most of them have more than ten years experience in their field of expertise.

Laura Sboarina, Principal Analyst

Laura follows EU regulation affecting the media sector, specialising on television and online video services. She also follows the television markets in Italy and the US.

Laura joined Cullen International in 2011, previously representing in Brussels the European association of television and radio advertising sales houses (EGTA).

Dries Indestege, Principal Analyst

Dries follows telecoms and radio spectrum regulation in the Netherlands and Poland.

He is lead author of the Telecoms Cross-Country Analysis reports covering Western Europe and Central & Eastern Europe.

Dries also follows media regulation and the television market in the Netherlands.

Before joining Cullen International in 2008, Dries worked as a senior regulatory advisor at Belgacom on local loop unbundling and on the company's launch of IPTV services.

James Thomson, Principal Analyst

James follows EU regulation shaping the digital economy, covering e-commerce, payments, privacy, cyber security, cloud, copyright and the liability of intermediaries.

James joined Cullen International in 1999; previously he was a researcher at the European University Institute, Florence, Italy.

Jerome Dheur, Senior Analyst

Jerome follows EU regulation affecting the internet and media sectors. He also follows the television market in France.

Jerome is lead author of the Media Cross-Country Analysis report covering Western Europe. He is in charge of a similar report covering Latin America. Jerome joined the company in 1999.

Suzanne Jude, Senior Analyst

Suzanne follows competition law developments in Europe and national levels. Prior to joining Cullen International, she was a competition lawyer in international law firms. She has a PHD in European competition law.

DAY 1

Introduction to the training course
Delegate introductions and objectives

9:00 – 9:15

SESSION 1 EU ARCHITECTURE

9.15 – 10.15

This session will provide an overview of the key instruments that shape the EU audiovisual regulatory framework, their scope of application, their underlying policy objectives, principles, and inter-relationships.

- A short historical perspective
- Key market data on the audiovisual media sector in the EU
- The policy objectives
- The EU framework governing electronic communications networks and services
- From the Television without Frontiers Directive to the Audiovisual Media Services Directive
- The Electronic Commerce Directive

SESSION 2 AVMS PROPOSAL

10:30 – 12:30

This session will provide a clear overview of the new proposed directive amending the Audiovisual Media Services (AVMS) Directive proposed by the European Commission in May 2016.

- Context of the review and general aims of the proposal
- Definitions and scope of application
- Country of origin and derogations
- Roles of regulators
- Level playing field (advertising, protection of minors and promotion of EU works)
- Timeline of adoption and state of play on discussions

LUNCH 12:30 – 14:00

SESSION 3 ADVERTISING

14:00 – 15:00

Advertising is a major source of income for the audiovisual industry in Europe and beyond. The session will look at the new rules proposed by the European Commission to ease the placing of advertising on television and to facilitate product placement and sponsorship in audiovisual media services:

- an explanation of the concrete implications of new proposed rules
- trends in national implementation of advertising rules

SESSION 4 PLATFORMS

15:30 – 16:30

This session will cover existing national regulatory frameworks on audiovisual platforms (e.g. cable and satellite platforms) as well as the recent proposals on online video-sharing platforms stemming from the AVMS proposal and the Commission Communication on platforms

- National examples of regulatory intervention
- Underlying policy objectives
- Overlaps and possible inconsistencies

SESSION 5 NET NEUTRALITY

16:30 – 17:30

Directly-binding EU rules on safeguarding open internet access (net neutrality) entered into application from April 30, 2016. However, individual national regulatory authorities (NRAs) are required to assess on a case-by-case basis commercial offers in their national markets, in particular whether:

- mobile data plans that involve zero rating of particular apps are anti-competitive
- 'optimised services' such as IPTV which reserve network capacity to ensure a certain level of quality have a negative impact on the general quality of internet access for end-users

This session will look at the recently published guidelines by the Body of European Regulators for Electronic Communications (BEREC) to ensure NRAs implement the new EU rules in a consistent manner.

DAY 2

SESSION 6 COPYRIGHT

9:15 – 12:30

The European Commission has recently proposed a number of important new initiatives relating to copyright and audiovisual services in particular. This session will cover the theoretical and practical aspects of copyright clearance both from the perspective of those who own the rights and of those wanting to broadcast or retransmit audiovisual content either on a national or pan-European basis. This session will provide an insight into:

- the international and European frameworks on copyright and related rights, the main principles and a clear overview of what is harmonised and what is left for member states to decide
- a clear picture of the rights at stake
- a clear explanation of the Commission's proposals on content portability, rights clearance for cross-border broadcasters' online services and retransmission of programmes and on copyright in the digital single market
- an insight into how the current EU initiatives will affect the pan European provision of audiovisual services

LUNCH 12:30 – 14:00

SESSION 7 ACCESS TO CONTENT

14:00 – 16:30

A fierce battle is taking place between broadcasters, pay TV operators, and telecom companies on access to premium content. Both regulation and competition law address, each from their side, certain issues of access to premium content. This session will address the content strategies of some of the main telecom companies and pay TV operators and will cover in particular obligations to grant access to content derived from EU level and national competition law:

- regulatory provisions on access to content
- EU Commission intervention on cross-border access to pay-TV services
- joint selling and exclusivities: the case of the licensing of football rights
- merger control and access to content and to TV platforms

SESSION 8 THE FUTURE OF DTT

16:45 – 17:30

In this session we will examine recent developments relating to the DTT platform and in particular how DTT has been affected by the allocation of the digital dividend to mobile broadband services in the 800 MHz and more recently in the 700 MHz band. We will discuss:

- the international and EU policy frameworks on the digital dividend
- how interference issues and migration costs are being addressed
- the recent debates on whether broadcasters should pay for spectrum

The venue

The training course will be held in Brussels, Belgium, usually in a 4-star hotel near the EU district and/or the city centre.

Delegates at the training benefit from special accommodation prices at the course venue when booking in advance. A hotel booking form will be sent to you together with the confirmation of your registration at the training course.

Cullen International

Clos Lucien Outers 11-21/1 - 1160 Brussels
Tel +32 (0)2-738 72 00 - Fax +32 (0)2-733 96 15
Email: events@cullen-international.com

www.cullen-international.com

For more information

On the programme, contact Michèle Ledger

Tel + 32 (0)497 47 05 27

michele.ledger@cullen-international.com

On administrative questions, contact Sarah Vergote

Tel + 32 (0)2 738 72 03

events@cullen-international.com

How to register?

Please register by filling in the respective registration form on our website:

www.cullen-international.com

Fees

Fee (VAT excluded*) per delegate

Early bird fee (up until 2 months before the training date)	€ 1,350
Standard fee	€ 1,500

10% discount for multiple registrations from the same organisation

The fees include the documentation materials, the refreshments, lunches on the two days and dinner on the evening of the first day. They do not include accommodation.

* No VAT chargeable on bookings by participants from the European Union who are subject to VAT in their country or by non EU participants. Belgian VAT (21%) is chargeable on bookings by European participants who are not subject to VAT.

Upon receiving your registration, we will send you an invoice to be paid within one month and in all cases before the event. Payment can be made by bank transfer, by credit card or by cheque. In the absence of payment by the due date, Cullen International reserves the right to reallocate places.

TRAININGS AND CONFERENCES GENERAL TERMS AND CONDITIONS

A. Limited number of delegates

To ensure a high quality training/conference experience, the number of participants in the training/conference programme will be limited. Cullen International reserves the right to refuse registrations once the maximum number of participants is reached.

B. Cancellations / substitutions

Cancellations must be made in writing. Full refunds will be paid only if cancellations are received by Cullen International 14 days before the start of the training/conference course.

For trainings, in case of cancellations within 14 days before the start of the training course, a refund will also take place but an amount of 300€ will be charged for administrative costs.

If the delegate registers to a subsequent training course that takes places within one year from the date of the training for which the registration was cancelled, the amount of 300€ will be deducted from the cost of that subsequent training course.

Delegate substitutions can be made at any time. They must be communicated to Cullen International before the start of the course.

C. Non-attendance

In the event of non-attendance, full training/conference fees will remain payable and no refunds will be paid.

D. Changes to programme, venue or date

Cullen International reserves the right to make changes to the programme, the venue and the presenters. Cullen International also reserves the right to cancel or reschedule the training/conference if there are insufficient participants. Delegates will be notified in good time and will be entitled to a refund of the fee if the training/conference is cancelled or is changed to a date which is not convenient for the delegate.

E. Invoicing and Payment conditions

Registrations will only be effective after payment receipt and payment must be done before the event takes place. Cullen International reserves the right to refuse attendance of a participant whose invoice has not been paid prior to the event. Cullen International also reserves the right to refuse registrations to members of organisations who had registered participants to previous events and not paid their invoices.

The delegate shall provide, while registering to attend an event, all requested information necessary for the issue of the invoices. All invoices are payable in total, for the amount invoiced including the taxes stated on each invoice (VAT). No withholding for tax or administrative reasons will be accepted.

F. Data protection

Your personal data will be used for the purpose of organising the training or conference. Cullen International will also subsequently use such data to inform you of its future training programmes and other activities or services, unless you opt out by sending us an email. Your personal data will not be communicated to any third parties.

G. Confidentiality and Copyright

All Cullen International training/conference material is subject to normal copyright conditions. Any copy is subject to prior written authorisation from Cullen International. The training/conference material is for the delegate's own use and may not be disclosed to any third party. It shall be treated with a high level of confidentiality, in the same way as the delegate protects its own confidential information.

Cullen International SA

Clos Lucien Outers, 11-21
B-1160 Brussels, Belgium

Tel : +32 2 738 72 00

Fax : +32 2 733 96 15

events@cullen-international.com

www.cullen-international.com



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