

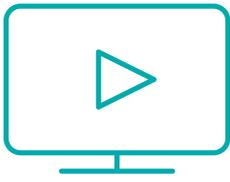
# Mastering European audiovisual regulation

A two-day training course



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 directive that reviews the EU Audiovisual Media Services Directive and of how it is being transposed
- an overview of successful co-regulatory systems
- a clear picture of the international and EU legislative framework (and recent proposals) on copyright and the practical aspects of clearing rights.
- a clear description of the role played by competition law in the sale of football rights and in the cross-border access to pay-TV services
- important new initiatives proposed by the European Commission and the member states aimed at eradicating terrorist content, fake news and other types of illegal and harmful content
- a prospective session on the future of media regulation as a round-up to the training

## Who should attend and why?

The course 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.

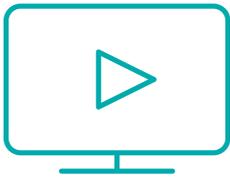
We are also regularly selected to carry out important research and studies for the European Commission and other organisations and we are frequently sought out to chair or make presentations at industry events.



## Course Timings

Starting at 9:00 am on the first day,  
and ending at 4:30 pm on the second day.

**For future course dates, please visit our website:  
[www.cullen-international.com](http://www.cullen-international.com)**



# Mastering European audiovisual regulation

## Presenters

### Lead trainer

**Michèle Ledger**, *Head of Practice*

Michèle leads Cullen International's Media regulatory intelligence service. She also works in the digital economy practice and has extensive knowledge on the implementation of the frameworks at national level across Europe. She joined Cullen International in 1998, previously working as a researcher at the Centre de Recherche Informatique et Droit at the University of Namur, Belgium; and as a lawyer.

### 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).

**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**, *Principal Analyst*

Suzanne tracks and analyses competition law developments at both EU and national level in all sectors covered by Cullen International (telecoms, media, digital economy and postal). Prior to her collaboration with Cullen International, Suzanne was a competition lawyer in international law firms for seven years. She received a PhD in European competition law in 2006.

**Olha Hrubá**, *Analyst*

Olha follows EU regulation affecting the internet and media sectors, with a focus on national developments in the Netherlands. Olha received an Advanced Master's in intellectual property and information and communications technology law from the Catholic University of Leuven, Belgium. Olha joined the company in 2017.



# Mastering European audiovisual regulation

## DAY 1

Introduction to the training course  
Delegate introductions and objectives

**9:00 – 9:15**

## SESSION 1

### SETTING THE SCENE AND EU ARCHITECTURE

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**9:15 – 11:30**

This session will start by an overview of key market data and trends governing the media sector and of the evolving value chain. It will then provide an overview of the instruments that shape the EU audiovisual regulatory framework, their scope of application, their underlying policy objectives, principles, inter-relationships, national competences

#### Setting the scene

- Key market data and trends
- The value chain
- Content strategies of some of the main telecom companies and pay-TV operators

#### The EU regulatory architecture

- The EU framework governing electronic communications networks and services
- The Audiovisual Media Services (AVMS) Directive
- The Electronic Commerce Directive
- Deep-dive into national laws regulating traditional TV distribution platforms

## SESSION 2

### NEW AVMS DIRECTIVE – OBJECTIVES AND SCOPE

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**11:45 – 12:45**

This session will provide a clear overview of the new directive amending the EU AVMS Directive. It will explain why the 2007 directive was revised and provide a detailed assessment of its new extended scope of application.

- Context of the review and general aims of the new directive
- Definitions and scope of application
- New rules for video-sharing platforms

## SESSION 3

### NEW AVMS DIRECTIVE- GOVERNING PRINCIPLES

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**13:45 – 14:45**

This session will cover the governing principles of the new AVMS directive and will highlight the novelties it introduces in terms of how operators will be supervised, the roles to be played by national regulators, the European Regulators Group for Audiovisual Media Services (ERGA) and by co-regulation.

- Jurisdiction
- Country of origin and derogations
- Roles of regulators and of ERGA
- Co-regulation



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## SESSION 4

### NEW AVMS DIRECTIVE – IMPLEMENTING NEW SUBSTANTIVE RULES

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**14:45 – 15:45**

One of the aims of the new AVMS directive is to achieve a more level playing field between the rules applicable to linear and non-linear services. The session will provide an overview of the substantive changes brought by the new AVMS.

- Advertising
- Promotion of EU works
- Protection of minors
- Accessibility
- Media literacy

## SESSION 5

### NEW AVMS – NATIONAL IMPLEMENTATION SO FAR

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**15:45 – 16:45**

Some Member States are already starting to implement the AVMS directive. Since the directive allows Member States to introduce additional rules, this session will identify some national specificities while also providing an overview of national implementation plans so far.

New AVMS directive – state of play of national implementation

- Overview of transposition process
- Highlights from national implementation

## DAY 2

## SESSION 6

### REGULATING COPYRIGHT IN AUDIOVISUAL CONTENT

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#### Governing principles

**9:15 – 10:15**

This session will cover the basic principles of copyright protection in relation to audiovisual content 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

#### Recent initiatives

**10:15 – 11:15**

Many new initiatives have been recently adopted at the EU level. Some are still in the process of adoption. The new regulation on content portability, and the soon to be adopted directive on rights clearance for cross-border broadcasters' online services and retransmission of programmes are both aimed to increase the pan-European availability of audiovisual content. The session will also cover debates surrounding the adoption of the new directive on Copyright in the Digital Single Market.

- Portability regulation
- Cab&Sat proposal
- Copyright and the digital single market



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## DAY 2

### SESSION 7

## ANTICOMPETITIVE AGREEMENTS RELATING TO AUDIOVISUAL CONTENT

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**11:30 - 12:45**

This part of the training will cover the way competition law interferes with the distribution of

- Copyrighted audiovisual content: European Commission intervention on cross-border access to pay-TV services
- Non-copyrighted audiovisual content: Competition authorities' intervention on the licensing of football

### SESSION 8

## INITIATIVES TO ADDRESS SOCIAL MEDIA AND VIDEO-SHARING PLATFORMS

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**14:00 - 15:15**

The European Commission is proposing self-regulation and legislation to counter illegal and harmful content on internet media platforms such as YouTube and Vimeo as well as on social media platforms. This session will cover new initiatives aimed at eradicating fake news, terrorist content and other types of illegal and harmful content from internet platforms.

- Fake news
- Terrorist content
- Hate speech

### SESSION 9

## WHERE NOW?

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**15:15 - 16:00**

A prospective session on the future of media regulation as a round-up to the training drawing from some national examples and with the help of participants



## For more information

On the programme, contact

Michèle Ledger

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On administrative questions, contact

Sarah Vergote

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[events@cullen-international.com](mailto:events@cullen-international.com)

## 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.

## How to register?

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

[www.cullen-international.com](http://www.cullen-international.com)

## Fees

Fee (VAT excluded\*) per delegate

Early bird (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.

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