



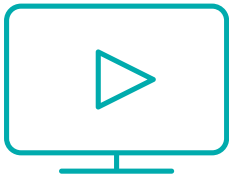
Mastering european audiovisual regulation

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 (proposed) directive that will review the EU Audiovisual Media Services Directive
- 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 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**



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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).

Dries Indestege, *Head of Europe Telecoms*

Dries leads our research on telecoms regulation in Europe, pulling in contributions from our analysts and correspondents across the continent. Prior to his collaboration with Cullen International, Dries worked at Belgacom / Proximus on local loop unbundling and the company's launch of IPTV.

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.

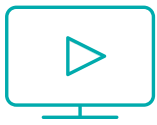
James joined Cullen International in 1999; previously he was a researcher at the European University Institute, Florence, Italy.

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.

Janne Kalliala, *Head of Practice*

Janne is responsible for the Competition Law service of Cullen International that tracks and analyses competition law developments at both EU and national level. He also follows telecoms regulation in Finland. Prior to his collaboration with Cullen International, Janne was a competition lawyer in Helsinki.



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DAY 1

Introduction to the training course
Delegate introductions and objectives

9:00 - 9:15

SESSION 1 - EU ARCHITECTURE

9:15 - 10:30

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 value chain
- The policy objectives
- The EU framework governing electronic communications networks and services
- The Audiovisual Media Services Directive
- The Electronic Commerce Directive

SESSION 2 - NEW AVMS DIRECTIVE (objectives, principles and scope of application)

10:45 - 12:30

This session will provide a clear overview of the new (proposed) directive amending the EU Audiovisual Media Services (AVMS) Directive.

- Context of the review and general aims of the new directive
- Definitions and scope of application
- Jurisdiction, country of origin and derogations
- Roles of regulators

LUNCH 12:30 - 14:00

SESSION 3 - NEW AVMS DIRECTIVE (substantive rules)

14:00 - 15:30

This session will cover the new substantive rules that apply to traditional (linear) broadcast and non-linear (e.g. Netflix-type) services:

- Advertising
- EU works quotas, investment obligations
- Protection of minors

It will also cover the new rules that will apply to video-sharing websites.

SESSION 4 - COPYRIGHT

15:45 - 18:00

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



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- a clear picture of the rights at stake
- a clear explanation of the Commission's new regulation on content portability, and the proposals on 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

DAY 2

SESSION 5 - ACCESS TO CONTENT

9:15 - 11:30

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 6 - NET NEUTRALITY

11:45 - 12:45

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 guidelines by the Body of European Regulators for Electronic Communications (BEREC) to ensure NRAs implement the new EU rules in a consistent manner.

LUNCH 12:45 - 14:00

SESSION 7 - PLATFORMS

14:00 - 15:00

This session will cover existing national regulatory frameworks on audiovisual platforms (e.g. cable and satellite platforms) as well as a possible new proposed EU regulation on promoting fairness and transparency for business users of certain online platforms

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

SESSION 8 - THE FUTURE OF DTT

15:30 - 16:30

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



For more information

On the programme, contact

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On administrative questions, contact

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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

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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