



European Commission

DG Information Society and Media



OBSERVATOIRE EUROPÉEN DE L'AUDIOVISUEL  
EUROPEAN AUDIOVISUAL OBSERVATORY  
EUROPÄISCHE AUDIOVISUELLE INFORMATIONSSTELLE

## **Audiovisual On-demand Services in the European Union : Market Analysis and Regulatory Issues**

**Tuesday, 3 November 2009 from 2.00 pm to 4.35 pm  
Room 0A, Centre de Conférence Albert Borschette,  
Rue Froissart 36, 1040 Brussels**

**Jointly organised by:**

**The European Commission (Directorate General Information Society and Media) and the European Audiovisual Observatory**

**Moderator:** Jean-Eric de Cockborne, Head of Unit Audiovisual and Media Policy, DG Information Society and Media

**2:00 Welcome:** **Gregory Paulger**, Director Audiovisual, Medias, Internet, DG Information Society and the Media and **Wolfgang Closs**, Executive Director, European Audiovisual Observatory

### **The Legal Framework**

**2:15 The definition of non-linear services in the AVMS Directive and its transposition in national laws**

by Susanne Nikoltchev, Head of Department for Legal Information, European Audiovisual Observatory

**2:35 Practical arrangements for implementing the Directive: the role of regulatory authorities**

Halina Rostek, Director, Department of European Policy and International Relations, KRRIT (Polish National Broadcasting Council) and Jean-François Furnémont, Director of the CSA (Broadcasting regulatory authority of the Belgian French Speaking Community)

**3.05 Debate**

### **Difficulties in analysing a complex and fragmented market**

**3.20 A first census of audiovisual on-demand services in Europe**

by André Lange, Head of Department for Information on Markets and Financing, European Audiovisual Observatory

**3.40 Forecasts in the developments of the audiovisual on-demand markets in Europe**

by Guy Bisson, Head of TV, Screen Digest

**4.00 Debate**

**4.15 Conclusion: Practical challenges confronting legal obligations and market realities.** by

Alexander Scheuer, Director of the Institute of European Media Law

**4.30 Closing**

Jean-Eric de Cockborne