



European Commission

Directorate-General Communication



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

WHAT'S NEW IN THE NEWS?

Evolution of the European TV News Market

Wednesday 7.10.09 from 4:30 pm to 6.00 pm

Auditorium K, Level 4, Palais des Festivals, Cannes

Jointly organized by:

The European Commission (DG Communication) and the European Audiovisual Observatory

- ◆ **Welcome:** Anthony O'Donnell, DG Communication of the European Commission, André Lange, European Audiovisual Observatory

- Specific challenges in the measurement of TV news channels audience** presented by Jacques Braun, International Director, Eurodata TV Worldwide

- ◆ **Overview of European news channels (based on MAVISE data)** by Deirdre Kevin and Florence Hartmann, Analysts from the European Audiovisual Observatory's Department for Information on markets and financing

- ◆ **Point of view of television news channel N24**, private German news and documentary channel, by Astrid Steinmeyer, Head of documentaries and licensing

- ◆ **EURONEWS – Presentation of a pan-European news channel** by Michael Peters, Managing Director

- ◆ **The impact of convergence on the news market – Presentation of a recent Headway International report** presented by Arnaud Dupont, Managing Director of Headway International

- ◆ **MAVISE Database on TV channels and companies in Europe:** presentation of a unique free access tool for TV professionals by Florence Hartmann, Analyst from the European Audiovisual Observatory's Department for Information on markets and financing

These presentations will be followed by a discussion with our panel and participants.

--- Please note that the entire workshop will take place in English---

Following this workshop, you are cordially invited to attend a cocktail on the stand of the European Commission – Hall Lérins 3.05

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