



“CONTENT ONLINE FOR CREATIVITY”

Concept of the conference

Date: 5 June, 2008

Venue: Congress Centre Brdo, Slovenia

Slovenian presidency of the EU

The main purpose of the conference “Content Online for Creativity” is to **re-direct the discussions on the information society in the field of culture from technical issues to content.**

The conference will thus open a debate on the issues of how to promote creation, production, online accessibility and consumption of quality digital content online. The promotion of creative online content goes hand in hand with strengthening European values among European citizens and the globalised world in general. The focus of the conference is digital content with the potential to communicate cultural values at the European, national and local levels. The challenges of so-called “cultural and creative content” distributed via new communication technologies need to be addressed in a specific way and adjusted to the diversity of cultural expressions, especially from the point of view of online content, media literacy, mobile TV, licensing and business models.

The conference will gather experts, policy makers, stakeholders and other interested parties. It is inspired by the European Commission’s *Communication on Creative Content Online in Europe’s Single Market* and *Communication on Media Literacy in the Digital Environment*.

The conference will consist of four thematic *sessions*:

- **New business models** including availability of content, improvement of rights clearance, position of SMEs; digital convergence and type of media platforms (mobile TV...).
- **Piracy and legal offers** including cooperation mechanisms to improve respect of copyright in the online environment and piracy issues.
- **Media Literacy** in the field of culture and AV works, in online environment and in the field of AV commercial communication; media literacy as a tool in promoting intercultural dialogue.
- **Management on copyright online** (including development of multi-territory licensing, private copying levies etc.): Intellectual Property Rights – Creative Commons, creators as rights holders.

The conference will be organised by the Slovenian Ministry of Culture and co-funded by the European Commission - General for Information Society and Media.



Tentative Programme of the event:

Wednesday, 4 June 2008

- Arrivals and accreditation of participants
Departure from *Ljubljana Jože Pučnik Airport* to the hotels
- 11.00 **Press conference** at the *Ministry of Culture of the Republic of Slovenia*
- 18.30 Departure from the hotels to the *National Gallery of Slovenia*
- 20.00 **Reception and refreshments at the *National Gallery of Slovenia***

Thursday, 5 June 2008

- 8.00 Departure from the hotels to the *Brdo Congress Centre*
- 9.00 – 10.00 **Opening session of the conference** at the *Brdo Congress Centre (Grandis Hall)*
Opening addresses:
Dr Jelka Pirkovič, State Secretary, Ministry of Culture of the Republic of Slovenia
Gregory Paulger – Director, Directorate-General “Information Society and Media”, Directorate A “Audiovisual, Media, Internet”, European Commission
Ruth Hieronymi, Member of the European Parliament
- 10:00 – 10:30 Coffee Break
- 10:30 – 13:00 **Sessions 1 & 2**
Session 1: **New Business Models for Online Distribution of Content** (*Heros Hall*)
Session 2: **Piracy and Legal Offers** (*Grandis Hall*)
- 13:00 – 14:30 Lunch at *Hotel Kokra*, Brdo
- 14:30 – 16:00 **Sessions 3 & 4**
Session 3: **New Business Models for Online Distribution of Content** (*Heros Hall*)
Session 4: **Media Literacy/Cultural Diversity** (*Grandis Hall*)
- 16:00 – 16:30 Coffee Break
- 16:30 – 18:00 **Closing session** (*Grandis Hall*)
- 19:00 Departure from Brdo to Arboretum Volčji Potok
- 20.00 Dinner at Arboretum Volčji potok

Friday, 6 June 2008

- 9.00 Guided tour of Ljubljana (optional)
Departure to the Ljubljana Jože Pučnik Airport

Content Online for Creativity – detailed programme

5 June 2008

<p>09:00 – 10:00</p>	<p>Opening session Moderator: Zvezdan Martič, head of the Multimedia Centre of the RTV Slovenia (public service) Speakers on the opening session:</p> <ul style="list-style-type: none"> - Jelka Pirkovič, State secretary at the Ministry of Culture – opening speech - Gregory Paulger– welcome speech on behalf of the European Commission - Ruth Hieronymi, member of the European Parliament - Short film 	
<p>10:00 – 10:30</p>	<p>Coffee Break</p>	
<p>10:30 – 13:00</p>	<p>New Business models for online distribution of content</p> <ul style="list-style-type: none"> - Availability of content: which kind of developments can we envisage in order to integrate the creation, adjustment and distribution of content on multiple platforms? - More appropriate financing systems in the online distribution of digital content. - Adjustment of business models to digital convergence and the dematerialisation of content. - The evolution of consumers' needs. - How should revenue sharing be allocated among the different players in the value chain (creators, right holders, distributors, aggregators, internet service providers, telecom operators etc.)? - What can be done to increase legal certainty and the sharing of information? <p>KEYNOTE:</p> <ul style="list-style-type: none"> - John Tate, Director Business Strategy (BBC) <p>PANEL:</p> <ul style="list-style-type: none"> - Jean-Eric de Cockborne, European Commission - Klaus Hansen, European Co-ordination of independent Producers (CEPI) 	<p>Piracy and legal offers</p> <ul style="list-style-type: none"> - Cooperation procedures/cross-industry agreements. - Awareness raising to improve respect of copyright in the online environment. - Is filtering an effective way to prevent online copyright infringements? <p>KEYNOTE:</p> <ul style="list-style-type: none"> - Jean Musitelli, Autorité de régulation de mesures techniques, France <p>PANEL:</p> <ul style="list-style-type: none"> - Charlotte Lund Thomsen, IVF - Kurt Einzinger, President EuroISPA - Bernard Miyet, President, GESAC - Alessandra Silvestro Legal & Policy Adviser Intellectual Property and Media Law - Monique Goyens, Director-General BEUC - Angela Mills Wade, EPC - Tim Kuik (Stichting Brein) <ul style="list-style-type: none"> • Moderator: Bill Rosenblatt • Reporter: Alvydas Stancikas

	<ul style="list-style-type: none"> - Paul Misener, Vice President for Global Public Policy, Amazon.com - Alfonso Pajuelo Gallego, General manager "de Contenidos" of Telefonica and of subsidiaries "Telefonica Servicios de Musica y Telefonica Servicios Audiovisuales" - Johan Vosmeijer, Managing Director Sellaband - Martin Smith, Ingenious Media <ul style="list-style-type: none"> • Moderator: Alexander Scheuer (EMR) • Reporter: Sašo Gazdić 	
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13:00 – 14:30	Lunch	
14:30 – 16:00	<p>Management on copyright online (including development of multi-territory licensing.)</p> <ul style="list-style-type: none"> - Improvement of rights clearance. - Do you provide services on a multi-territorial basis? - Would business models based on the idea of selling less of more, as illustrated by the so-called "Long tail" theory, benefit from multi-territory rights licences for back-catalogue works? <p>KEYNOTE:</p> <ul style="list-style-type: none"> - Mercedes Echerer, EU XXL FILM <p>PANEL:</p> <ul style="list-style-type: none"> - Jose Antonio Suarez, Egeda - Maja Bogataj Jančič, Creative Commons Slovenia - Anne Bergman-Tahon, Federation of European Publishers - Paolo Nesi, Axmedis, University of Florence - Cécile Despringre, FERA - Tilman Lüder, Copyright Unit, DG MARKT, European Commission 	<p>Media Literacy/Cultural Diversity</p> <ul style="list-style-type: none"> - Media literacy in the field of culture and AV works, in online environment and in the field of AV commercial communication, and as a tool in promoting intercultural dialogue. - Complementarity between broadcasting and online media services to promote cultural diversity <p>KEYNOTE Media Literacy:</p> <ul style="list-style-type: none"> - José Manuel Perez Tornero, Universidad Autonoma Barcelona <p>KEYNOTE Cultural Diversity:</p> <ul style="list-style-type: none"> - Jean Réveillon, European Broadcasting Union (EBU) <p>PANEL</p> <ul style="list-style-type: none"> - Tapio Varis, Tampere University - Gabriel Maassen (Nederlands Instituut voor Filmeducatie) - Miomir Rajcevic (Media Education Centre Belgrade) - Matteo Zacchetti, European Commission - Bojana Lobe, University of Ljubljana - Ruth Hieronymi, European Parliament - Xavier Troussard, DG EAC, European Commission - Yvon Thiec (Eurocinema)



	<ul style="list-style-type: none">• Moderator: Myriam Diocaretz• Reporter: Susanne Nikoltchev	<ul style="list-style-type: none">• Moderator: Jonathan Olsberg• Reporter: Paolo Celot
16:30 18:00	–	Closing session
20.00		Dinner