

European Audiovisual Observatory
Polish Presidency Seminar

The role of media literacy in the new media landscape

8 June 2017, Warsaw, 14.00-17.00 , Hotel Novotel Centrum, Orchidea Room

- 13.30** **Welcome coffee**
- 14.00** **Welcome and opening of the seminar**
- Halina Rostek, Chair of the Polish Presidency
 - Witold Kołodziejcki, Chairman of the National Broadcasting Council
- 14.15** **Introductory session**
- Moderation:** Susanne Nikoltchev, Executive Director of the European Audiovisual Observatory
- How the access to content is changing in the digital age: the example of video content: Gilles Fontaine, Head of the Observatory's Department for Market Information
 - Report: Media Literacy Mapping – Maja Cappello, Head of the Observatory's Department for Legal Information
 - Media Education in Poland – regulatory authority perspective – Ewa Murawska-Najmiec, National Broadcasting Council of Poland
 - **Q&A with the audience**
- 15:20** **Short coffee break**
- 15.30** **Panel discussion – media literacy initiatives in Europe**
- Moderation : Mirosław Filiciak PhD, Director, Institute of Cultural Studies, Head School of Ideas at SWPS University
 - First national case-study
 - Second national case-study
 - Third national case-study
 - **Q&A with the audience**
- 16.45** **Conclusions**
- 17.00** **Closing remarks, Halina Rostek**