

# digi.TV

WP2: Communication activities/A5

**FINAL PROGRAMME OF THE 3<sup>RD</sup> INTERNATIONAL CONFERENCE**

**Budapest, 17 – 18 April 2013**

**Art'otel Budapest**

**Bem rakpart 16-19, 1011 Budapest, Hungary**

Final version

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Project: South-East European Digital Television

Acronym: SEE Digi.TV

Date: 11 April 2013

### **Aim of the conference**

The Third International Conference will focus on issues linked with activities executed within the SEE Digi.TV project, aimed at harmonisation of the activities related to introduction of digital broadcasting services in the South East Europe. The event is the last of the three biggest communication events intended to dissemination of the project results and to obtaining feedback from the stakeholders from the target region and from international experts.

### **Practical information**

- Venue: Art'otel Budapest
- Conference hall: tapestry room I-II-III
- Date: 17-18 April 2013
- Organiser: IVSZ in cooperation with SEE Digi.TV partners
- Participants: up to 100, representing stakeholders from partner countries, upon invitation
- Duration: 2 day event
- Structure: opening session and 5 consecutive panel discussions
- Registration: please register through the following link until 10 April 2013:  
<http://ivsz.hu/en/projektek/nemzetkozi-projektek/see-digity/Registration>

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**First day: 17 April 2013**

**09:00-09:30 Registration**

**09:30-10:30 Welcome speeches** (e.g. IVSZ, NMHH, APEK, SEE MA)

- Mr Ákos Mácz, Magyar Telekom, member of the IVSZ telco division, Hungary
- Dr Gábor Mátrai, National Media and Infocommunications Authority of Hungary
- Mr Balázs Simó, National Development Agency, SEE Programme Managing Authority
- Ms Tanja Kerševan Smokvina, APEK, Lead Partner of the SEE DIGI.TV project

**10:30-10:45 Coffee break**

**10:45-13.00 Plenary Session 1: Connected TV – Are we ready?**

Challenges to current business and regulatory models, competition and accessibility issues

Panel Chair: Mr Damir Hajduk, AEM, Croatia

Panellists:

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- Mr Levente Málnay B., Chello Central Europe, Hungary
- Mr Johannes Züll, RTL Hrvatska, Croatia
- Mr Damir Filipović, Samsung
- Dr Marko Milosavljević, University of Ljubljana, Slovenia

**13.00-14:00 Lunch**

**14:00-16:15 Plenary Session 2: Broadcasting in the globalized era – Copyright protection and effects on markets**

Ensuring level-playing field for all participants, EU positions and initiatives, challenges for national media policies in a globalized digital media market

Panel Chair: Dr György Ocskó, NMHH, Hungary

Panellists:

- Dr Maja Cappello, AGCOM, Italy
- Dr Maja Bogataj Jančič, Intellectual Property Institute, Slovenia
- Mr Peter Goethals, EBU
- Dr Viktor Orosz, UPC, Hungary

**16:15-16:30 Closure of the Day 1**

**19:00-22:00 Gala dinner on the Europa boat (mooring in front of the Art'otel Budapest)**

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## **Second day: 18 April 2013**

### **9:00 - 11:00 Plenary Session 3: DTT receivers – importance of specifications**

Meeting the requirements for receivers, effects of quality of services

Panel Chair: Mr Igor Funa, APEK, Slovenia

Panellists:

- Dr Roman Kuznar, SINTESIO, Slovenia
- Mr Vincenzo Lobianco, AGCOM, Italy
- Dr Irini Reljin, Ministry of Foreign and Internal Trade and Telecommunications, Serbia
- Dr Vlaho Kostov, Panasonic

### **11:00 - 11:30 Coffee break**

### **11:30 - 13:15 Plenary Session 4: Promotional campaigns for digitalization**

Financing, coordination, and planning of promotional campaigns, results of public awareness surveys, and lessons learned

Panel Chair: Ms Jelena Kolo, Republic Broadcasting Agency, Serbia

Panellists:

- Ms Asja Rokša – Zubčević, CRA, Bosnia and Herzegovina
- Ms Dragica Ljubevska, Broadcasting Council, former Yugoslav Republic of Macedonia
- Ms Tina Čuček, APEK, Slovenia
- Mr András Tóth, Antenna Hungária, Hungary
- Dr Luca Brusati, University of Udine, Italy

### **13.30 Closure of the Conference**

**13:30            Lunch**