

SEEMF

South East Europe Media Forum



With partners:



Media in South East Europe: The Struggle for Success on the Web

Media Business Today – Competition, Ownership, Old and New Media

* Agenda as of 3 November 2015 *

International Conference, 5–6 November 2015

Participation by personal invitation

Conference languages:
English, German, Romanian

Conference venue:
Conference room CD (I. floor)

JW Marriott Grand Hotel, Calea 13 Septembrie 90, Bucharest, Romania

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SEEMF – Thursday, 5 November 2015

16:00 – 17:00	Registration (SEEMF registration desk, <u>until 17:00</u>)
17:00 – 17:30	Get-together

17:30 – 18:00	Opening Speeches (all sessions in conference room CD, I. floor)	
	Oliver Vujovic	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	Marina Constantinoiu	Coordinator, SEEMO Romania, Bucharest
	Christian Spahr	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
	Sven-Joachim Irmer	Head of the Konrad-Adenauer-Stiftung Offices in Romania and Moldova
	Margot Klestil-Löffler	Alternate Secretary General, Central European Initiative (CEI), Trieste

18:00 – 18:10	Welcome Address by the President of Romania, Klaus Iohannis Presented by Laurentiu Stefan, Presidential Counsellor, Bucharest
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18:10 – 18:30	Presentation of the CEI SEEMO Investigative Journalism Award by Margot Klestil-Löffler , Alternate Secretary General, CEI, Oliver Vujovic , SEEMO Secretary General, and Christian Spahr , Director KAS Media Program
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18:30 – 20:00	Discussion: Media and Politics in Romania	
Panelists	Ioana Avadani	Executive Manager, Center for Independent Journalism (CIJ), Bucharest
	Ion M. Ioniță	Senior editor, Adevarul daily, Bucharest
	Mihai Rădulescu	Presenter, TVR Romanian Television, Bucharest
	Denise Rifai	Presenter, Realitatea TV, Bucharest
	Dan Tapalaga	Editor/Coordinator, Hotnews, Bucharest
	Adrian Ursu	Editorial Director, Intact Media Group, Bucharest
	Chairperson: Oliver Vujovic , Secretary General, SEEMO, Vienna	

20:00 – 21:00	Award Ceremony “The Young Journalist of the Year 2015” (TJA) presented by Freedom House Romania and Konrad-Adenauer-Stiftung (KAS)
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21:00 – 22:30	Dinner Reception at the invitation of the KAS Media Program South East Europe
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SEEMF – Friday, 6 November 2015

09:00 – 09:30	Welcome	
09:30 – 11:00	Panel I: News content – competition on the Web <i>Who can cash in on it, and what kind of regulation is necessary?</i>	
Chairperson	Christian Spahr	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
Introductory notes	Florian Nehm	Head of Corporate Sustainability & EU Affairs, Axel Springer SE, Berlin
	Marcin Olender	Public Policy and Govt. Relations Manager Central and Eastern Europe, Google, Warsaw
Panelists	Andrzej Godlewski	Deputy Director, TVP1, Warsaw
	Orlin Spassov	Executive Director, Foundation Media Democracy; Associate Professor, Sofia University
	Maria Stoyanova	Member of the Bulgarian Council for Electronic Media (SEM), Sofia
Discussion: Q & A		
11:00 – 11:10	Welcome Address by the Foreign Minister of Romania, Bogdan Aurescu Presented by Alexandru Ene, CEI coordinator in the Ministry of Foreign Affairs of Romania, Bucharest	
11:10 – 11:30	Coffee break	
11:30 – 13:00	Panel II: Future of the media business – the vision of CEOs and directors <i>Which directions are taking media landscapes in Southern and Eastern Europe?</i>	
Chairperson	Adelheid Wölfel	South East Europe correspondent, Der Standard daily, Vienna
Keynote	Andreas Rudas	Executive Vice President CEE and Asia, RTL Group, Chairman of the Board, RTL Hungary
Panelists	Gabriel Bujor	Project Coordinator, Media Consulta, Bucharest
	Luca De Biase	Innovation Editor, Il Sole 24 Ore daily; Editor-in-Chief, Nova24, Rome
	Radomir Licina	Co-founder, Danas daily, Belgrade
	Ivo Prokopiev	Chairman of the Board of Directors, Economedica publisher, Sofia
Discussion: Q & A		
13:00 – 14:00	Lunch	

14:00 – 15:30	Panel III: Journalists and their audience – a new relationship <i>Is a true dialogue through the Internet possible, and how can it be successful?</i>	
Chairperson	Kristina Baxanova	Reporter and Anchor, bTV Media Group, Sofia
Keynote	Christoph Lanz	Media adviser, former Director Multimedia of Deutsche Welle/Editor-in-Chief DW TV, Berlin
Panelists	Dumitru Ciorici	Managing Editor, Agora news portal, Chişinău
	Milorad Ivanovic	Editor-in-Chief, Newsweek Serbia, Belgrade
	Andrej Matisak	Deputy Editor-in-Chief, Pravda, Bratislava
	Bülent Mumay	Digital Media Coordinator, Hürriyet, Istanbul
Discussion: Q & A		

15:30 – 16:00	Coffee break
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16:00 – 17:30	Panel IV: Innovative business models in times of change and crisis <i>How can traditional media survive and start-ups become prosperous?</i>	
Chairperson	Ann-Dorit Boy	Political Editor, Frankfurter Allgemeine daily, Frankfurt
Keynote	Paul Radu	Executive Director, Organized Crime and Corruption Reporting Project, Bucharest
Panelists	Grig Davidovitz	CEO, RGB Media Inc., Tel Aviv
	Peter Magyari	Senior editor and manager, 444.hu, Budapest
	Cristina Marí	Staff writer, Kosovo 2.0, Prishtina
	Andreas Schümchen	Professor in journalism; Editorial consultant, EDLAB Editorial Development Lab, Bonn
Discussion: Q & A		

17:30 – 17:40	Concluding address – Europe today and the media: Erhard Busek , former Vice-Chancellor of Austria, President of the Institute for the Danube Region and Central Europe, Coordinator Southeast European Cooperative Initiative (SECI)
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17:40 – 18:00	Closing remarks: Margot Klestil-Löffler (CEI), Marina Constantinoiu, Oliver Vujovic (SEEMO), Christian Spahr (KAS)
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