

09:30 > 10:00 _____ **Opening speech** _____

Mario Hirsch Director of the IPW
Jean Back Director of the CNA

10:00 > 11:30 _____ **Setting the Agenda** _____

Marcel Boulogne European Commission, Information Society and Media Directorate-General:
The Digital Agenda of the Commission

Bernard Benhamou Délégué général aux usages de l'Internet,
Ministère de l'Enseignement supérieur et de la Recherche, Paris:
**Enjeux technologiques et politiques de l'Internet du Futur:
quelles perspectives pour les acteurs européens?**

Wolfgang Closs Executive Director, The European Audiovisual Observatory, Council of Europe, Strasbourg:
Media in Competition. What Business Model will prevail?

Jean-Jacques Subrenat Former French Ambassador,
Member of the ICANN Board of Directors (2007-2010):
The Global Governance of the Internet

11:30 > 11:45 _____ **Break** _____

11:45 > 13:15 _____ **New Media versus Old Media** _____
Roundtable #1 Moderation: Mario Hirsch

Soehnke Zehle XMLab, Hochschule der bildenden Künste Saarbrücken:
Authority to Act: Cartographies of the Political in the Age of Algorithmic Culture

Stephan Russ-Mohl University of Lugano:
**Journalism vanishing in the Bermuda Triangle:
A Vulnerability of our changing Communication Society**

David Kennedy Director of Eurescom, Germany:
The Internet changes everything. State of play, Challenges and Evolution

13:15 > 14:30 _____ **Lunch and Networking** _____

14:30 > 16:30 _____ **The Consequences of the IT Revolution** _____
on the traditional Media. What is at stake?
Roundtable #2 Moderation: Dan Arendt,
Senior Partner, Deloitte Luxembourg

Jean-Luc Gustin SES Luxembourg:
The Competition between Transmission Technologies. A Bright Future for Satellite Transmissions?

Thomas Schildhauer Institute of Electronic Business, Berlin:
Ten Theses on Internet and Media Evolution

Andrej Nabergoj Internet Entrepreneur, California, Young Global Leader 2009 (World Economic Forum, Davos):
The World we are entering in

16:30 > 16:45 _____ **Break** _____

16:45 > 18:45 _____ **The Challenges Ahead** _____
Roundtable #3 Moderation: Hans Kleinsteuber,
University of Hamburg

Paul Lee, Global Director TMT Research Deloitte London:
Technology Predictions and their Relevance for the Media

Ian Brown Oxford Internet Institute, Oxford University:
Openness and Innovation in the Information Society

Mercedes Bunz Digital Thinker, London, Former Editor-in-Chief Online
"Der Tagesspiegel" and "Zitty Magazin" Berlin:
The Impact of the Digital Public on the Fourth Estate

18:45 > 20:15 _____ **The Internet and New Opportunities** _____
Roundtable #4 Moderation: Tristan Mattelart,
Université Paris 8

Samuel Bollendorf Photographer, Paris:
New Forms of Documentary Narrative: the Documentary Web

Thierry Vedel Sciences Po, Paris:
Internet and Politics

Frederic Andres National Institute of Informatics, Tokyo:
**How to make sense of it all: An Attempt to a better Convergence between
Multimedia and Semantic**

20:30 _____ **Official Dinner** _____
Dinner speech by the Doyen of Media Studies

Prof. Denis McQuail (University of Amsterdam):
Some Lessons to be drawn from Media Developments over the last fifty Years

09:15 > 10:30 _____ **How to deal with Convergence?** _____

Regulatory and other Issues _____
Moderation: Jeremy Tunstall,
City University London

Damian Tambini London School of Economics and Political Science:
Codifying Cyberspace. Communications Self-Regulation in the Age of Internet Convergence

Hannu Nieminen University of Helsinki:
Media Regulation and Democracy

Mark Cole University of Luxembourg:
Pitfalls and Recipes for a successful Regulatory Model

Cornelia Kutterer International Media Policy, MICROSOFT London:
Privacy Issues and the Internet

10:30 > 10:45 _____ **Break** _____

**How do traditional and new Media react to the Challenges
of Convergence and Internet Supremacy?**

10:45 > 12:00 _____ **Round table: Radio and Television** _____
Moderation: Jeanette Steemers,
Westminster University

André Lange Head of the Department for Information on Markets and Financing.
The European Audiovisual Observatory, Council of Europe, Strasbourg:
Television in Competition. What Business Model will prevail?

Leen d'Haenens University of Nijmegen:
Public Television in the Global Marketplace

Marcelo Marer General Manager User Experience & Design in Future Media and Technology, BBC London:
The BBC Strategy

Barbara Thomass Ruhr University Bochum, member of the advisory council of Germany's TV broadcaster ZDF:
The digital Strategy of public Broadcasters in Germany

Michael Mullane Head of News, Sport and New Media European Broadcasting Union Geneva:
Radio, the resilient Medium

12:00 > 13:15 _____ **Round table: Print Media** _____
Moderation: Karin Raeymaeckers,
University of Gent

Anker Brink Lund Copenhagen Business School:
Current Business Challenges for Print Media. Which economic Model will prevail?

Paul Lenert CEO of the Groupe Saint-Paul Luxembourg:
Alvin Sold CEO of the Editpress group, Esch-sur Alzette:
Mike Koedinger Publisher Mike Koedinger Editions Luxembourg:
Internet as an Opportunity for Publishers

Heinz-Werner Nienstedt Johannes Gutenberg-Universität Mainz:
Erfolgsfaktoren von Printmedien im Netz

13:15 > 14:30 _____ **Lunch and Networking** _____

14:30 > 15:45 _____ **Round table: Online Media** _____
Moderation: Bernt von zur Mühlen,
Media Analyst Luxembourg

Josef Trappel University of Salzburg (former Senior Analyst Prognos AG, Basel):
Emerging Online Media in Europe

Ulrike Langer Journalist medialdigital.de, Cologne:
**We must try harder to find intelligent and sustainable Business Models for quality
Journalism in a digital Age. Attacking Google is just lame**

15:45 > 17:00 _____ **Round table: 3 Luxembourg Business Cases** _____
Moderation: Carlo Schneider,
Media Analyst Luxembourg

Alain Berwick Director of the Luxembourg operations of RTL Group:
The RTL Strategy in a competitive Environment

Marco Barnig Member of the Executive Committee Entreprise des Postes et Télécommunications
Luxembourg (EPT):
The EPT Convergence Strategy

Frank Thinnes Project leader Plurio.net, Luxembourg:
A Cultural Portal with open cultural data for the Greater Region

17:00 > 18:00 _____ **General Discussion and Conclusion** _____
Moderation: Mario Hirsch and Fernand Weides,
Director of Public Radio Luxembourg 100.7,
Chairman Cercle Marconi Luxembourg

The Conference Languages are English, French and German / Simultaneous Translation is provided / Further Information: www.ipw.lu / Tel. +352 490443 1

During the conference,
the exhibition
**"Controversies. The law,
ethics and photography"**
by the Elysée Museum of
Lausanne will be on view at
the CNA galleries Display01
and Display02.

Conference Lunches and the official
Dinner require a Registration

Return to: info@ipw.lu /
Fax: +352 49 06 43

by 15
November

18.11.2010

- Conference
 Lunch (participation fee 20€)
 Dinner (participation fee 40€)

Name _____

Professional Affiliation _____

19.11.2010

- Conference
 Lunch (participation fee 20€)

Address _____

Signature _____

DISPLAY01
DISPLAY02

European
media days
luxembourg