

The transposition of the EU Audiovisual Media Services Directive (AVMSD) in the Member States

– Workshop –
(26th/27th Nov. 2012 – Schedule)

In the framework of the AVMSD project at the University of Luxembourg a comparative analysis of the implementing provisions of the Member States concerning the EU Audiovisual Media Services Directive is being produced which will result in the publication of a commentary (cf. www.medialaw.lu). This expert workshop will discuss the transposition in several Member States which are of special relevance in the context of the project study. It is structured according to different subject matters (chapters of the Directive) in which first, the original provisions of the AVMSD are briefly explained and second, the national experts are to introduce the domestic rules. In doing so, national experts are to compare the domestic formulations and use of concepts with the AVMSD. Especially interesting will be the national measures derogating “most” from the Directive. The reasons for differences and similarities with the AVMSD may be mentioned. Subsequently, the consequences of such derogations for all stakeholders (regulators, service providers or consumers) will be discussed. The schedule should be regarded as guidelines to facilitate organization. It may be changed and a flexible approach is adopted in view of, for instance, allowing a national expert to present a full country report.

Monday, November 26th

Arrival of participants (some already Sunday)

10:00 – 10:15	Welcome by Dean Prof. Dr. Stefan Braum and Ass. Prof. Dr. Mark D. Cole
10:15 – 11:15	Jurisdiction, country of origin principle
11:15 – 12:30	Definitions
12:30 – 14:00	<i>Lunch</i>
14:00 – 15:30	Protection of minors
15:30 – 16:15	TV Advertising
16:15 - 16:30	<i>Coffee break</i>
16:30 – 17:30	Other forms of commercial communications
17:30 – 18:00	General presentation(s) by national expert(s)
19:00 – 21:00	<i>Dinner</i>

Tuesday, November 27th

09:30 – 10:30	Listed events and short news reports
10:30 – 10:45	<i>Coffee break</i>
10:45 – 12:00	Promotion of European works
12:00 – 12:30	General presentation(s) by national expert(s)
12:30 – 13:00	Concluding remarks (Cole/Metzdorf)
13:00 – 14:30	<i>Lunch and Departure of participants</i>