



11TH SOUTH CAUCASUS MEDIA CONFERENCE

Public Service Broadcasting (PSB) in the Digital Age

10-11 November 2014, Georgia

Venue: [Marriott Courtyard](#) hotel
4 Freedom Square, Tbilisi

AGENDA

Day 1: Monday, 10 November

09.30 – 10.00 **REGISTRATION**

10.00 – 10.30 **OPENING SESSION**

Moderator: Juan Barata, Principal Adviser to the Representative on Freedom of the Media (RFOM)

Welcoming remarks

- OSCE Representative on Freedom of the Media, Dunja Mijatović
- Director of the Department of International Organizations, Ministry of Foreign Affairs of Georgia, Revaz Beshidze

10.30 – 11.15 **SESSION I (Part 1): Latest media freedom developments in the South Caucasus**

Moderator: Aidar Botagarov, Adviser to the RFOM

Reports on media developments since the last South Caucasus conference, including current cases, legislative initiatives, issues and challenges.

Armenia

- Gegham Vardanyan, producer and trainer, Media Initiatives Centre
- Alla Tumanyan, expert, National Commission on Television and Radio
- Discussion

11:15 – 11:45 **GROUP PHOTO and COFFEE BREAK**

11.45 – 13.15

SESSION I (Part 2): Latest media freedom developments in the South Caucasus

Moderator: Aidar Botagarov, Adviser to the RFOM

Azerbaijan

- Mehman Aliyev, Director, Turan News Agency
- Kamran Hasanov, Senior adviser, Public and Political Department of the Presidential Administration
- Discussion

Georgia

- Elene Aladashvili, media and communications expert
- Thea Tkeshelashvili, Head of the Department for Strategic Development, Georgian National Communication Commission
- Discussion

13.15 – 14.15

LUNCH

14.15 - 15:15

SESSION II: Challenges, opportunities and strategic dilemmas for public service broadcasters in the digital age

Moderator: Juan Barata, Principal Adviser to the RFOM

This session will focus on the overall influence and impact of new media technologies on PSB at all levels. Such technologies include digitalization, online broadcasting, digital interactivity, and cross-platform and multimedia production.

- David Lewis, Head of member relations, European Broadcasting Union
- Discussion

15.15 – 15.45

COFFEE BREAK

15:45 - 17:15

SESSION III: Status and perspectives of public service broadcasting in the South Caucasus

Moderator: Nicolas Ebnöther, Associate Project Officer at the RFOM Office

This panel discussion session will look at the structure and current situation of PSB in Armenia, Azerbaijan and Georgia

- Boris Navasardian, President, Yerevan Press Club (Armenia)
- Zeynal Mammadli, media expert (Azerbaijan)
- Zviad Koridze, media analyst (Georgia)
- Discussion

18.30

RECEPTION

Hosted by the OSCE Representative on Freedom of the Media

09.30 - 10.30 SESSION IV: Values and content of public service broadcasting

Moderator: Juan Barata, Principal Adviser to the RFOM

This session will focus on what a public broadcaster is, why it is needed and what its core values are. It will explore what PSB means in terms of programming, ethical standards, and interaction with the audience.

- Nicholas Nugent, consultant in journalism and broadcasting
- Discussion

10.30 - 11.00 COFFEE BREAK

11:00 - 12.00 SESSION V: Financing and management of public service broadcasting

Moderator: Juan Barata, Principal Adviser to the RFOM

This session will focus on the funding models for PSB, with their consequences and implications on management, stakeholders and competition with private media. It will explore some marketing aspects of PSB from a practical perspective.

- Ivars Belte, Chairman of the Board, Latvian public television
- Discussion

12.00 - 13.00 SESSION VI: Public service broadcasting regulation and governance

Moderator: Juan Barata, Principal Adviser to the RFOM

This session will focus on the ways to ensure the independence of PSB through the legal system, and management and administrative structures. It will explore PSB governance and supervision guaranteeing accountability, transparency, and protection from political interference and pressure from commercial forces.

- Jean-François Furnémont, former Chairman, European Platform of Regulatory Authorities (EPRA)
- Discussion

13.00 - 14.00 LUNCH

**14.00 - 14.30 SCREENING OF FILMS
Short documentary films by and about South Caucasus public broadcasters**

14.30 – 16.00 CLOSING SESSION

Moderator: Juan Barata, Principal Adviser to the RFOM

- Discussion on the draft recommendations from the conference
- Evaluation of the conference

Closing remarks

OSCE Representative on Freedom of the Media, Dunja Mijatović