

MEDIA INSTITUTE

would like to invite you to the Conference on

Audiovisual Media Service Directive

that will take place on 4th and 5th of September 2008 in Bratislava

Implementation deadline for the Audiovisual media service directive is the end of the year 2009. New rules deriving from the AVMSD will significantly influence providers of on-line and on-demand media services, broadcasters and others.

Audiovisual Media Service Directive, unlike its predecessor TVWF Directive, concerns all subjects that provides goods and/or services related to audiovisual content. Production quotas, product placement, codes of conduct, country of origin etc. now spans throughout the sector and effects more than just the subjects that will be under direct regulation.

On the other hand Directive provides space for adaptation of the rules as well as possibilities for self and co-regulation. Putting this option in use is possible only by coordinated steps and sufficient knowledge of the regulatory framework by the industry and subjects involved.

Media Institute is for these reasons organizing two day conference in September 2008 where will together with experts industry and regulator try to identify :

- what comes with the new regulatory framework of the audiovisual media services *[content regulation, advertising, on-line/on-demand services with media component, European and independent production quota etc.]*
- whom does the new regulatory framework concerns *[providers of the audiovisual media services, content producers and suppliers, advertising sector, broadcasters etc.]*
- how to achieve effective implementation of the directive with the aim to combine both; needs of the Industry and the objectives followed by the European framework *[self-regulation. Co-regulation, public authority/government regulation, exceptions vs. stricter rules]*.

Preliminary program of the Conference is attached.

If you are interested in participating please fill in the the attached form and send it to following email address: pubres@pubres.sk or by fax +421(2)52634202. In case of any questions please contact us and we will provide you with all necessary information.

Zuzana Mistríkova - MI Executive