



**Conference on
Audiovisual Media Service Directive**

PROGRAM [preliminary]

4. 9. 2008 (Thursday)

participant objective	First day is open to all parties that are interested in the subject of the Audiovisual Media Service Directive
time	09.30 - 17.00
focus	Directive and its Impact
content	Reasons behind the directive and its purpose [keynote AT] Regulatory framework and subjects it will involve [keynote SVK] Expected impact of the implementation in Slovakia [keynote SVK] Principles of the self-regulation and co-regulation [keynote UK]
form	Presentation followed by the panel discussion.
output	Conference summary report

5. 9. 2008 (Friday)

participant objective	Second day will focus on the Industry with the objective to create a space for open discussion about responsibilities of the Industry and its role in the process of the implementation of the Directive.
time	09.30 - 14.00
focus	Industry and Implementation
content	Regulatory mechanisms - best practice [keynote UK] „Slovakian model“ [keynote SVK]
form	Presentation followed by the panel discussion.
output	Conference summary report

Conference language: Slovak and English [translation provided]
Place of the Conference : Bratislava