



In Collaboration with:



Arab States Broadcasting Union
League of Arab States

**1st meeting of the expert working group
on data collection on television and on-demand audiovisual services
in the countries of the partnership of the Euromed Audiovisual III programme**

(Tunis, September 23-24, 2013)

1st Day 2 p.m. – 6:30 p.m.

2 p.m. Welcome & Registration

3 p.m. General session 1 A– Opening (Moderator: Moufida Limam)

- **Opening** : Mrs Laura Baeza, Ambassador, Head of Delegation of the European Union to Tunisia
- **Opening/ Welcome address**, Mr Salaheddine Maaoui, Director General ASBU
- **Keynote 1: Presentation of the Euromed Audiovisual III programme and presentation of the approach to the adoption of the conclusions of the meeting**, Mr. Berthold Wohlleber, Team leader, Euromed Audiovisual III
- **Keynote 2: The objectives of transparency: What indicators are needed?** Dr. André Lange, European Audiovisual Observatory

Coffee Break

4. – 4.30 p.m.: General session 1B - Introduction (Moderator: Berthold Wohlleber)

- **The long-term objective: the project of a South Mediterranean Audiovisual Observatory** (Mrs Alessandra Paradisi, COPEAM)
- **Presentation of the project of data collection of the Euromed Audiovisual III programme**: Dr. Sahar Ali, Expert, Euromed Audiovisual

4.30 – 6.30 p.m.: General session 2 - Existing data collection process

1. Presentation of data collection led by international organizations (Moderator: André Lange)

- a. **Data collection on the TV by the UNESCO Institute for Statistics**, Mr. George Boadé, Programme Assistant Specialist- Communication statistics, UNESCO Institute for Statistics
- b. **Collection of data on broadcasting and ICT in Arab countries**, Mr. Ivan Vallejo Vall, ICT Data and Statistics Division, International Telecommunication Union



2. **The European experiences** (Moderator : Giacomo Mazzone)

- a. **The experience of the European Audiovisual Observatory**, Dr. André Lange, Head of the Department for Information on Markets and Financing of the European Audiovisual Observatory
- b. **The experience of the EBU-M.I.S.**, Mr. Roberto Suarez Candel, Head of the Media Intelligence Service, EBU
- c. **RAI studies on Mediterranean Audiovisual Market and Public Service Media in Europe: lessons learned**, Mr. Andrea Fabiano, Strategic Marketing and Media Expert, RAI

Debate: How to improve the transparency of the TV market?

Dinner hosted by Euromed Audiovisual

2nd Day

9:30 a.m. – 10.30

3. **The analysis of satellite broadcasting in the Arab countries** (Moderator: Roberto Suarez Candel)

- a. **Presentation of data collection by the High Committee for Coordination among Arab Satellite Channels**, Mr. Mohammed Abdelkafi, ASBU
- b. **The satellite market monitoring by Arabsat**, Mr. Mohamed Karim, Arabsat,
- c. **HD channels in the MENA TV Market**, Mr. Constantinos Papavassilopoulos, IHS Screen Digest
- d. **Presentation of the MAVISE database**, Mrs Deirdre Kevin, European Audiovisual Observatory

4. **Case study : Morocco** (Moderator: Sahar Ali)

- **The role of the regulatory body in the transparency of the audiovisual market**, Mr. Jamal Nide Naji, Director of HACA
- **The role of the Ministry of Communications in the transparency of the audiovisual market**, Mr. Mounir Jirari, Head of Division of audiovisual media, film and NIT
- **The measurement of the weight of the copyright industries in the Moroccan economy**, Professor Najib Harabi (University of Zurich)
- **Analysis of the programming Moroccan channels**, Mr.. Bouziane Zaid, Professor (Al Akhawayn University in Ifrane)
- **Audience measurement in Morocco**, Mr. Younès Alami, Director Marocmétrie

10:30 – 10:45 am Coffee Break

10:45 a.m. – 12.30

5. **The situation of broadcasting market in other countries** (Moderator to be confirmed)

- **Algerian television landscape**, Mr. Mustapha Bennabi, Director of External Relations, ENTV
- **Algerian radio landscape**, Mr. Brahim Ziouèche, Director of Advertising Sales at the Algerian Radio
- **The Jordanian TV market**, Mr. Aref Al Fayed, Director of Jordan TV



- **The TV market in Palestine**, Mr Hanadi Mas'ud, Palestine Broadcasting Corporation
- **The television market in Tunisia**, Mr. Jalal Lakhdhar, Director of International Relations' Tunisian television

Debate: How to improve the transparency of national markets? How to improve the transparency of broadcasting public service?

1pm. – 3pm. Lunch at the invitation of ASBU

3.15 – 5 p.m. Closing session: Discussion on strategy – Adoption of the conclusions (Moderator: Mrs Alessandra Paradisi)

- *A draft text will be elaborated by the CDSU and the Observatory with the collaboration of ASBU, EBU and COPEAM*

5 p.m. : End of the workshop : Mr Berthold Wohleber – Mr Salaheddine Maaoui