



**19<sup>th</sup> annual Conference of COPEAM  
Marrakech, 29 Mars - 1 Avril 2012**

***"Changes in the Euro-Mediterranean societies:  
the Media on the move"***

Upon invitation of the Moroccan public broadcaster SNRT, the 19th annual Conference of COPEAM will be held in Marrakech, from the 29th March to the 1st April, and focused on the topic ***"Changes in the Euro-Mediterranean societies: the media on the move"***.

The contemporary Mediterranean media sector, both in the Northern and in the Southern Mediterranean sides, is facing a deep re-definition. The European media actors are designing new strategies and business models, particularly in consideration of the new ICT development and the new audience consumption habits; the media sector in the South-Mediterranean countries is experiencing an intense growth in terms of quantity of new players, both traditional and digital, of diversification of the offer and of technological transition. The web 2.0 and the social media have become accessible and powerful tools of information exchange and networking for citizens of the whole region, specially the young ones, asking for democratic and active participation in the public debate.

During its Conference in Marrakech, COPEAM will question the media, in particular the public ones, about the answers they are giving to these requests and the strategies they are adopting to embody this crucial social process, so to strengthen and refresh their role in terms of socio-cultural mission, of governance and of editorial policy.

These issues will be deepened during the three plenary sessions, on March 31<sup>st</sup>, where internationally renowned speakers - high representatives of European and Arab institutions and of public radio and TV broadcasters, academics and experts from the whole region – will discuss topics related to the information and communication deontology, to the evolution of the public service information bodies and to the free circulation of citizens and contents in the Euro-Mediterranean area, vis-à-vis the new political, social and cultural ongoing scene.

Along with the President of COPEAM, Mathieu GALLET, and the Secretary General, Alessandra PARADISI - the Minister of Communication and Spokesman of the Moroccan government, H.E. Mustapha EL KHALFI, the European Commissioner for Education and Culture, Androulla VASSILIOU, the Deputy Secretary General of the Arab League in charge of Information and Communication, Mohamed KHAMLIHI, the President of the Anna Lindh Foundation, André AZOULAY, the President-Director General of the SNRT, Faiçal LAÏRICHI, will take the floor in the occasion of the opening ceremony of the Conference.

To read the programme of the Conference:

[http://www.copeam.org/UserFiles/File/Conferences/48\\_Programme%2031%20COPEAM%20Conference2012EN.pdf](http://www.copeam.org/UserFiles/File/Conferences/48_Programme%2031%20COPEAM%20Conference2012EN.pdf)

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