



TRT 50TH ANNIVERSARY EVENTS
PUBLIC SERVICE BROADCASTING IN THE DIGITAL ERA:
FUTURE PROSPECTS, ISSUES
AND WORLDWIDE PRACTICES



02 JUNE 2014, MONDAY

ADNAN OZTRAK CONFERENCE HALL, TRT GENERAL DIRECTORATE, ANKARA

TIME	AGENDA	
	SESSION 1	
	PUBLIC SERVICE BROADCASTING AND THE PRACTICES OF PUBLIC SERVICE BROADCASTING	
	Moderator:	
	Speakers	Topics
10.00-10.30	Prof. Zakir AVSAR Gazi University Dean of The Faculty of Communication	-The remit, role and importance of public service broadcasting. -General overview of the history of public service broadcasting, key changes and developments. -The essentials of public service broadcasting and its differences from state broadcasting and commercial broadcasting.
10.30-11.10	Ingrid DELTENRE EBU Director General	-Different public service broadcasting and models in Europe. -The difficulties, problems and the future of public service broadcasting in Europe.
11.10.11.50	Dr. Javad MOTTAGHI ABU Secretary General	-Different public service broadcasting and models in Asia. -The difficulties, problems and the future of public service broadcasting in Asia. -The position of public service broadcasting in current competitive multimedia environment (in digital era and the challenge of emerging social media) in Asia.
11.50-12.10	COFFEE BREAK	
12.10-12.50	Prof. Peter HUMPHREYS University of Manchester	On the impact of current competitive multimedia environment and emerging new media/social media, position and practices of public service broadcasters in Europe.
13.00-14.15	LUNCH	
	SESSION 2	
	GOVERNANCE AND ACCOUNTABILITY OF PUBLICLY FUNDED BROADCASTERS AND REGULATION OF THE PUBLIC SERVICE BROADCASTING IN THE EUROPEAN UNION	
	Moderator:	
	Speakers	Topics
14.15-15.15	Prof. Steven BARNETT University of Westminster	-Governance and accountability. -Governance and accountability of publicly funded broadcasters.
15.15-15.30	COFFEE BREAK	
16.00-17.00	Assoc. Prof. Burcu SÜMER University of Ankara Faculty of Communication, Faculty Member	-The European regulation on application of state aid rules to public service broadcasting.