

COPEAM CONFERENCE 2025



med.TV



11 APRIL 2025 MALTA

COPEAM

BRIDGING DIVIDES

THE ROLE OF
CULTURAL
COOPERATION
AMID GLOBAL
STRAINS

#32 COPEAM
CONFERENCE

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INTRODUCTION



The 32nd annual Conference of COPEAM, devoted to “***Bridging divides: the role of cultural cooperation amid global strains***”, took place in Sliema (Malta) on 11 April 2025 at AX The Palace Hotel.

The event, hosted by the new Mediterranean broadcaster and COPEAM Member **Med Media Services - Med.tv**, brought together over 100 key representatives of radios and televisions, institutions, local authorities and CSO’s from Europe and the MENA Region, with the aim of discussing constructive ways to “bridge divides” in a world increasingly defined by fragmentation and discord.

The focus of the Conference, which saw the participation of several international guest speakers, was mainly put on the role that can be played by cultural cooperation in this context and on the responsibility of media and communicators.

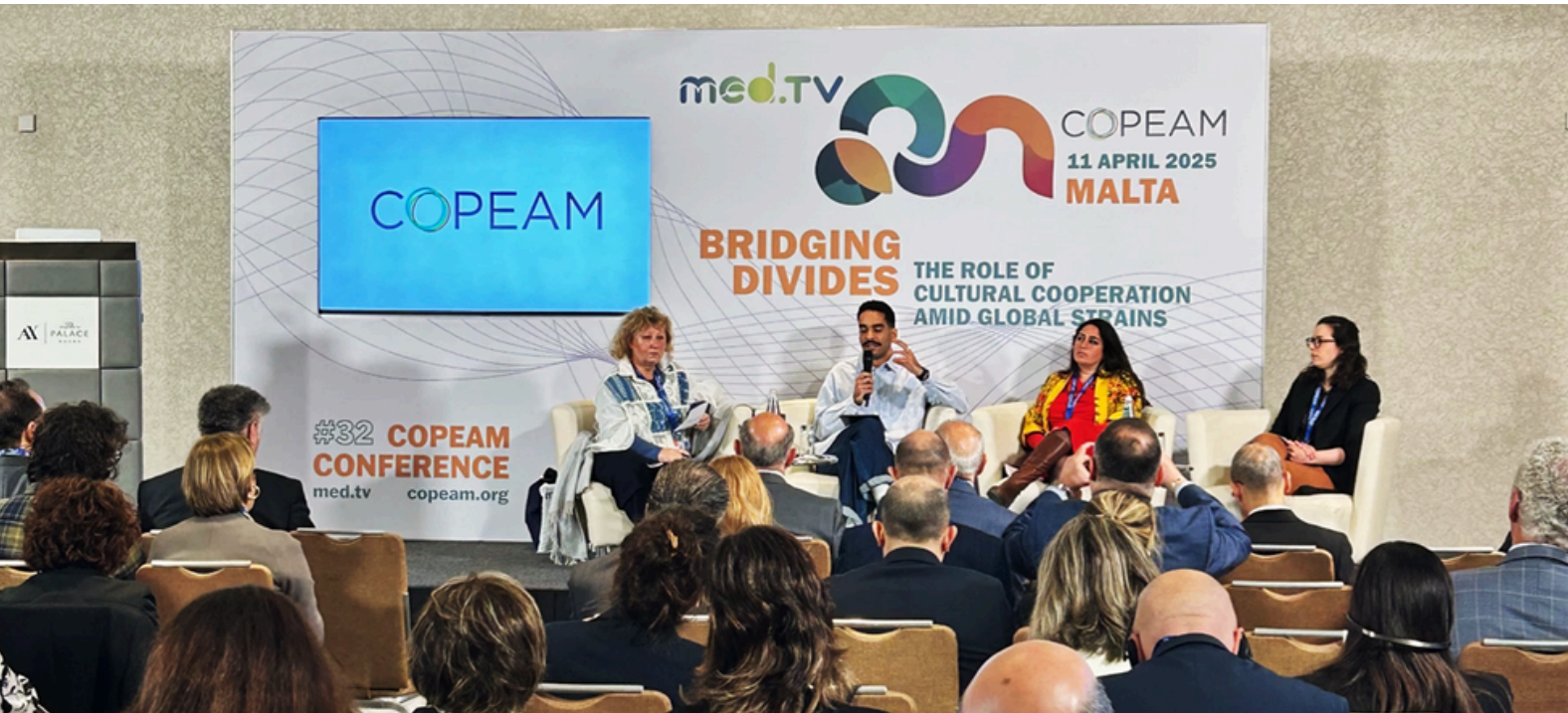
OPENING SESSION



The opening ceremony was marked by addresses from Dr **Owen Bonnici**, Malta's Minister for the National Heritage, the Arts and Local Government, and Minister **Ahmad Assaf**, General Supervisor of the Palestinian Official Media and Chairman of the Palestine News and Information Agency. The two dignitaries delivered heartfelt and impactful speeches bringing out the respective viewpoints of Malta and Palestine.

Warm introductions were then delivered by Dr. **Anton Tabone**, Chairman of Med.tv, and Dr. **Claudio Cappon**, Secretary General of COPEAM, setting the tone for a truly memorable and constructive gathering. In particular, they underscored the vital role of the media in fostering an environment conducive to dialogue, cultural exchange, and mutual understanding—principles that lie at the heart of the mission of both COPEAM and Med.tv.

PANEL



Luisa Antoni, journalist at RTV/Slovenia, chaired the Conference main panel with three invited speakers:

- Léa Hermen, Media Analyst, Media Intelligence Service - EBU
- Ziad Erraiss, Project Officer - EU Cultural Relations Platform
- Romina Delia, Head of international relations - Arts Council Malta

Léa Hermen presented the recent study from the Intelligence service of the European Broadcasting Union on “PSM Arts and Culture - Public Service Media Vitalize a Crucial Sector”.

In particular, she pointed out how **PSM are essential partners for artistic creation** and how they can successfully connect audiences with plural artistic expressions.

According to the study, in fact, “PSM organizations spend at least 2 billion euros a year on programming content related to art, culture, education science and music, which amounts to 15% to all programming expenditures”.

PANEL



EUROPEAN ARTS AND CULTURE

PUBLIC SERVICE MEDIA VITALIZE A CRUCIAL SECTOR

MEDIA INTELLIGENCE SERVICE
OCTOBER 2024

EXCERPTS

By showing some excerpts and examples, Ms. Hermen also highlighted the ability of public broadcasters to foster unity by depicting cultural diversity, also through the coverage of performances and events.

The Eurovision Song Contest, with its 17 different languages represented and 163 mln people reached in TV in 2024, was presented as a celebration of cultural diversity.

Ziad Erraiss, a franco-moroccan project manager at international level, gave an overview on the major EU commitments to international cultural relations and cultural diplomacy in the Southern Neighborhood.

The main focus of his contribution was then put on the EU **“Cultural Relations Platform”** and on its main features such as facilitation of cultural exchanges between professionals, capacity building, promotion of prizes and **European Capitals of Culture**, development of cultural diplomacy strategies.

Finally, as a best practice example, he presented the EU-backed initiative “Support to the creation of a network of cinemas art essai in Morocco” (Rabat), which was appreciated by the audience.

PANEL



Romina Delia spoke on behalf of Arts Council Malta, the National Agency responsible for the development and investment in Malta's cultural and creative sectors.

In her presentation, she outlined the Council's strategic approach to cultural relations, highlighting its diverse methods of **engaging citizens, artists, civil society and cultural institutions**, and providing a wide range of examples.

Particular emphasis was also placed on existing international collaborations, especially within the framework of the European Union National Institutes for Culture (**EUNIC**).

She concluded by underscoring the important connection between culture and sustainable development, remarking its relevance in shaping future policies and initiatives.

BEST PRACTICES SESSION



Three COPEAM members delivered presentations in this session, devoted to initiatives compatible with the annual Conference topic:

-Souad El Tayeb (Radio Monte Carlo Doualiya/France) presented the international radio coproduction “*Arab Philosophers -Ancient and Contemporary*”, promoted by COPEAM and ASBU with the participation of 15 Arabic-speaking channels belonging to public radios from Southern Europe, the MENA region and the Gulf countries.

-Lorenzo Canale (RAI-CRITS/Italy) delivered a presentation on “*Cross-Cultural Music Discovery Through Embeddings*”, showing how the use of AI can be applied in the musical field to find interesting linguistic correlations among lyrics.

-Albert De Bono (Med.tv/Malta) illustrated the newly created channel Med.tv, a platform dedicated to showcasing the diverse culture of the Mediterranean region through a variety of content categories. An instant poll on “Which initiative should we prioritize” was submitted to the Conference attendees, with “sharing content for re-airing” and “creating coproductions” among the top replies.



COPEAM PRIZES

Paola Parri, Deputy-Secretary General of COPEAM, presented the COPEAM prizes' winners, showing a video with selected excerpts:

« A PREMIERE VUE »:

Grand Prix TV5MONDE (Ex-æquo)

- “Generous Bodies” by Achref Toumi (ESAC Tunisia)
- “Happy Hours” by Yara Gebara (ALBA Lebanon)

Rai Cinema Award

- “The Run” by Andrea ABDEL NOUR (ALBA Lebanon)

FID/Mucem Youth Award

- “Panic at the wedding” by Haythem Ben Hmida (ESAC Tunisia)

Jury's Special Mention:

- “Inoui” by Labib Benslama (LabDZ Algeria)

PLURAL+ 2024 COPEAM SPECIAL PRIZE:

- “Uma Carta Para O Mundo”, by Odilon Gomes (Brazil)

PRIX ITALIA-IFAD-COPEAM SPECIAL PRIZE – EDITION #3

- “Gaspillage alimentaire, n'en jetez plus !”
by France Télévisions (France)

COPEAM-ASBU “INTER RIVES 10” SPECIAL PRIZE

Best documentary, ex æquo:

- “Dancing Free”, by Clara Blazquez Vizuite (RTVE/Spain)
- “Life Mask”, by Fedia Ben Henda (Télévision Tunisienne/Tunisia)

Special mention “Woman”:

- “Adagio”, by Ali Al Kinani (Iraq TV/Iraq)

JOINT MEETING OF COPEAM COMMISSIONS



The attending Presidents of **COPEAM thematic Commissions** & COPEAM project managers illustrated the main projects and activities carried out by the Association in the last year and, in particular, the following initiatives:

Radio Commission

- Development of the magazines *Kantara* and *Mediterradio*
- New radio coproductions: “Arab philosophers ancient and contemporary” & “Mediterranean monuments between sky and sea”
- Initiatives with UNESCO: radio equipment donation & international contest for the WRD 2025 “Radio Bridges: Joint actions for the climate”

News Exchange Commission

- ERN-Med news exchange: current situation and future perspectives

JOINT MEETING OF COPEAM COMMISSIONS

Training Commission

- Extended edition of the Uninettuno/COPEAM e-learning course *"Reporting climate change, Microcredentials for international journalists"*
- Training with TRT: *"Digital Media Broadcasting: News, Content creation & Social Media Strategy"*

Audiovisual Heritage Commission

- Training workshop with RAI *"Creative use of archives"*
- Training & networking webinars with RAI *"Audiovisual archives digitization: key recent updates"*

Gender Equality & Diversity Commission

- EU-funded projects: *"Rewriting the story: Gender, Media, Politics"* and *"Advancing Diversity & Inclusion in journalism"*
- "Gender etiquette"* programme: a replicable model for PSMs

TV Commission

- INTER-RIVES 10 coproduction *"The Power of Art: Creativity for Change"* and COPEAM-ASBU Special Prize for the best documentary
- Rewarding the best contents: the example of PRIX ITALIA-IFAD-COPEAM Special Prize

Cinema-Festival-Culture Commission

- "A première Vue"* Prize 2024 and developments of the 2025 edition



GENERAL ASSEMBLY

The event ended in the afternoon with the **31st General Assembly of COPEAM**, chaired by its President, Karim Abdallah and open exclusively to members.

