19th annual Conference and 18th General Assembly of COPEAM
Marrakesh, 29 March - 1 April 2012
“Changes in the Euro-Mediterranean societies: the Media on the move”

Programme

Thursday 29th March 2012

2:30 pm Terramed Plus project meeting Room Réda 1
4:00 pm EBU MED Group meeting Room Réda 2
4:00 pm Press Conference Room Réda 4
8:00 pm Welcome cocktail
   (Hotel Al Mansour Eddahbi)

Friday 30th March 2012 - Meeting of the Commissions and working Groups

9:00 am Tripartite meeting Room Réda 5
10:00 am TV Commission Room Karam 1
10:00 am Training Commission Room Karam 2
10:00 am Radio Commission Room Réda 2
10:00 am Women Commission Room Karam 5
10:00 am Archives Group Room Karam 3
10:00 am News and TV Mags Exchange Commission Room Réda 5
11:00 am Coffee Break
11:15 am Resumption of works
1:00 pm Lunch
2:30 pm Resumption of works
2:30 pm Cinema-Festival-Culture Commission Room Karam 4
2:30 pm TV Sat Group Room Réda 1
3:00 pm Steering Committee Room Réda 4
3:30 pm Joint meeting TV + Festivals Commissions Room Karam 1
4-4:15 pm Coffee Break
4:30 pm Kantara restricted meeting Room Réda 2
6:00 pm Conclusion of works
8:00 pm Departure for dinner
Saturday 31st March 2012

Plenary session *(Salle des Ministres, Palais des Congrès)*

9:00 am Opening Ceremony

- **Mustapha EL KHALFI**, Minister of Communication, Spokesman of the Government of Morocco
- **Androulla VASSILIOU**, European Commissioner for Education, Culture, Multilingualism and Youth
- **André AZOULAY**, President of the Anna Lindh Foundation
- **Mohamed KHAMLICHI**, Deputy Secretary General in charge of Information and of Communication, Arab League
- **Fayçal LARAICHI**, President-Director General of SNRT
- **Mathieu GALLET**, President of COPEAM
- **Alessandra PARADISI**, Secretary General of COPEAM

10:00 am Coffee Break

10:30 am Session 1 - *Information and deontology: the example of the Seville Charter*

**Moderator:** Sylvie DEPIERRE, Journalist France Télévisions

- Presentation of the Charter: **Badreddine MILI**, Writer and journalist, Algeria
- Institutional framework: **Nawfel RAGHAY**, Director General of Audiovisual Communication, Haute Autorité de la Communication Audiovisuelle (HACA), Sahar ALI, Project officer for data collection on Mediterranean film and audiovisual markets - EU Programme Euromed Audiovisual III
- Ethical communication: **Nicoletta IACOBACCI**, Head of Multiplatform Unit, EBU
- Citizen journalism and user generated contents as a deontology matter for broadcasters: **Asunció GOMEZ BUENO**, Director of Canal 24 Horas; **Faris COURI**, Editor in Chief of BBC Arabic

Debate

12:30 am Lunch

2:00 pm Session 2- *New situations: what changes for the public service media?*

**Moderator:** Donatella DELLA RATTA, Arab media expert

- The civil society point of view: **Latifa Tayah**, in charge of the Mediterranean Programme, Institut Panos Paris
- The Mediterranean: new spaces for democratic expression: **Noureddine AFFAYA**, Professor of modern philosophy at the Université Mohammed V of Rabat and former member of the Superior Council of Audiovisual Communication of Morocco
- The New Media approach: **Samir ELBAHAIE**, Google Policy Manager, MENA Region
- The public broadcasters transition: **Jean REVEILLON**, Director of International Relations of France Télévisions, **Habib BELAID**, President-Director General of Radio Tunisienne, **Ibrahim SAHIN**, Director General of TRT
- **Farid MERABET**, Director of External Relations of Afrik TV news agency

Debate

4:00 pm Coffee Break
4:15 pm Session 3 - *The Mediterranean: a space of free movement for citizens and contents*

**Moderator:** Mohamed AIT LACHGUER, Editor in Chief, SNRT

- Free movement of contents, sport rights as a core issue: Fayçal LARAICHI, President-Director General of SNRT, Tewfik KHELLADI, Director General of EPTV, Jean-Paul PHILIPPOT, President of EBU, Maurizio BERETTA, President Serie A TIM League
- The role of ASBU in the promotion of the Mediterranean exchanges: Salah Eddine MAAOUI, Director General of ASBU
- The TV of knowledge, a strategy for development: Maria Amata GARITO, President of the Telematic University UNINETTUNO
- COPEAM projects, the model of the radio and TV co-productions: Alessandra PARADISI, Secretary General

Debate

6:00 pm Conclusions of the works
8:00 pm Departure for dinner
11:30 pm Return to the hotel

**Sunday 1st April 2012**

9:00 am Elective General Assembly
(Salle des Ministres, *Palais des Congrès*)

12:00 am Coffee Break
    Meeting of the elected Steering Committee
    (Room Réda 4)

12:30 am Resumption of works

1:30 pm Conclusions of the works and lunch

3:00 pm Departure for the excursion

6:00 pm Return to the hotel

*****