

# SEEMF

South East Europe Media Forum



With partners:



## Media in South East Europe: The Struggle for Success on the Web

Media Business Today – Competition, Ownership, Old and New Media

**\*Pre-final Agenda 29-10-2015\***

**International Conference, 5–6 November 2015**

**Participation by personal invitation**

**Conference languages:  
English, German, Romanian**

**Conference venue:  
Conference room CD (I. floor)**

**JW Marriott Grand Hotel, Calea 13 Septembrie 90, Bucharest, Romania**

**Contacts:**

**Tel: +43 1 2297343**

**Conference hotline 4-7 November 2015: phone + 40 767 915206 and  
+40 755 601004**

**Hotel / Booking / Travel hotline: +381 63 365 402**

**Twitter: @SEEMF\_MEDIA / E-mail: [info@seemo.org](mailto:info@seemo.org) / [www.seemo.org](http://www.seemo.org)**

## SEEMF – Thursday, 5 November 2015

16:00 – 17:00	<b>Registration (SEEMF registration desk, <u>until 17:00</u>)</b>
17:00 – 17:30	<b>Get-together</b>

17:30 – 18:00	<b>Opening Speeches</b> (all sessions in conference room CD, I. floor)	
	<b>Oliver Vujovic</b>	Secretary General, South East Europe Media Organisation (SEEMO), Vienna
	<b>Marina Constantinoiu</b>	Coordinator, SEEMO Romania, Bucharest
	<b>Christian Spahr</b>	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
	<b>Sven-Joachim Irmer</b>	Head of the Konrad-Adenauer-Stiftung Offices in Romania and Moldova
	<b>Margot Klestil-Löffler</b>	Alternate Secretary General, Central European Initiative (CEI), Trieste

18:00 – 18:10	<b>Welcome Address by the President of Romania, Klaus Iohannis Presented by Laurentiu Stefan, Presidential Counsellor, Bucharest</b>
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18:10 – 18:30	<b>Presentation of the CEI SEEMO Investigative Journalism Award</b> by <b>Margot Klestil-Löffler</b> , Alternate Secretary General, CEI, <b>Oliver Vujovic</b> , SEEMO Secretary General, and <b>Christian Spahr</b> , Director KAS Media Program
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18:30 – 20:00	<b>Discussion: Media and Politics in Romania</b>	
<b>Panelists</b>	<b>Ioana Avadani</b>	Executive Manager, Center for Independent Journalism (CIJ), Bucharest
	<b>Ion M. Ioniță</b>	Senior editor, Adevarul daily, Bucharest
	<b>Mihai Rădulescu</b>	Presenter, TVR Romanian Television, Bucharest
	<b>Denise Rifai</b>	Presenter, Realitatea TV, Bucharest
	<b>Dan Tapalaga</b>	Editor/Coordinator, Hotnews, Bucharest
	<b>Adrian Ursu</b>	Editorial Director, Intact Media Group, Bucharest
	<b>Chairperson: Oliver Vujovic</b> , Secretary General, SEEMO, Vienna	

20:00 – 21:00	<b>Award Ceremony “The Young Journalist of the Year 2015” (TJA)</b> presented by Freedom House Romania and Konrad-Adenauer-Stiftung (KAS)
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21:00 – 22:30	<b>Dinner Reception</b> at the invitation of the KAS Media Program South East Europe
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## SEEMF – Friday, 6 November 2015

09:00 – 09:30	<b>Welcome</b>	
09:30 – 11:00	<b>Panel I: News content – competition on the Web</b> <i>Who can cash in on it, and what kind of regulation is necessary?</i>	
<b>Chairperson</b>	<b>Christian Spahr</b>	Head of the Media Program South East Europe, Konrad-Adenauer-Stiftung, Sofia
<b>Introductory notes</b>	<b>Florian Nehm</b>	Head of Corporate Sustainability & EU Affairs, Axel Springer SE, Berlin
	<b>Marcin Olender</b>	Public Policy and Govt. Relations Manager Central and Eastern Europe, Google, Warsaw
<b>Panelists</b>	<b>Andrzej Godlewski</b>	Deputy Director, TVP1, Warsaw
	<b>Orlin Spassov</b>	Executive Director, Foundation Media Democracy; Associate Professor, Sofia University
	<b>Maria Stoyanova</b>	Member of the Bulgarian Council for Electronic Media (SEM), Sofia
<b>Discussion: Q &amp; A</b>		
11:00 – 11:10	<b>Welcome Address by the Foreign Minister of Romania, Bogdan Aurescu</b> <b>Presented by Alexandru Ene,</b> <b>CEI coordinator in the Ministry of Foreign Affairs of Romania, Bucharest</b>	
11:10 – 11:30	<b>Coffee break</b>	
11:30 – 13:00	<b>Panel II: Future of the media business – the vision of CEOs and directors</b> <i>Which directions are taking media landscapes in Southern and Eastern Europe?</i>	
<b>Chairperson</b>	<b>Adelheid Wölfel</b>	South East Europe correspondent, Der Standard daily, Vienna
<b>Keynote</b>	<b>Andreas Rudas</b>	Executive Vice President CEE and Asia, RTL Group, Chairman of the Board, RTL Hungary
<b>Panelists</b>	<b>Gabriel Bujor</b>	Project Coordinator, Media Consulta, Bucharest
	<b>Luca De Biase</b>	Innovation Editor, Il Sole 24 Ore daily; Editor-in-Chief, Nova24, Rome
	<b>Radomir Licina</b>	Co-founder, Danas daily, Belgrade
	<b>Ivo Prokopiev</b>	Chairman of the Board of Directors, Economedica publisher, Sofia
<b>Discussion: Q &amp; A</b>		
13:00 – 14:00	<b>Lunch</b>	

14:00 – 15:30	<b>Panel III: Journalists and their audience – a new relationship</b> <i>Is a true dialogue through the Internet possible, and how can it be successful?</i>	
<b>Chairperson</b>	<b>Kristina Baxanova</b>	Reporter and Anchor, bTV Media Group, Sofia
<b>Keynote</b>	<b>Christoph Lanz</b>	Media adviser, former Director Multimedia of Deutsche Welle/Editor-in-Chief DW TV, Berlin
<b>Panelists</b>	<b>Dumitru Ciorici</b>	Managing Editor, Agora news portal, Chişinău
	<b>Milorad Ivanovic</b>	Editor-in-Chief, Newsweek Serbia, Belgrade
	<b>Andrej Matisak</b>	Deputy Editor-in-Chief, Pravda, Bratislava
	<b>Bülent Mumay</b>	Digital Media Coordinator, Hürriyet, Istanbul
<b>Discussion: Q &amp; A</b>		

15:30 – 16:00	<b>Coffee break</b>
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16:00 – 17:30	<b>Panel IV: Innovative business models in times of change and crisis</b> <i>How can traditional media survive and start-ups become prosperous?</i>	
<b>Chairperson</b>	<b>Ann-Dorit Boy</b>	Political Editor, Frankfurter Allgemeine daily, Frankfurt
<b>Keynote</b>	<b>Paul Radu</b>	Executive Director, Organized Crime and Corruption Reporting Project, Bucharest
<b>Panelists</b>	<b>Grig Davidovitz</b>	CEO, RGB Media Inc., Tel Aviv
	<b>Peter Magyari</b>	Senior editor and manager, 444.hu, Budapest
	<b>Cristina Marí</b>	Staff writer, Kosovo 2.0, Prishtina
	<b>Andreas Schümchen</b>	Professor in journalism; Editorial consultant, EDLAB Editorial Development Lab, Bonn
<b>Discussion: Q &amp; A</b>		

17:30 – 17:40	<b>Concluding address – Europe today and the media: Erhard Busek</b> , former Vice-Chancellor of Austria, President of the Institute for the Danube Region and Central Europe, Coordinator Southeast European Cooperative Initiative (SECI)
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17:40 – 18:00	<b>Closing remarks: Margot Klestil-Löffler</b> (CEI), <b>Marina Constantinoiu</b> , <b>Oliver Vujovic</b> (SEEMO), <b>Christian Spahr</b> (KAS)
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