

# MediaConnect

## Creating & financing multi-screen content

Regulation and the broadcaster's day-to-day business

**When? >>>**

Thursday,  
24 January 2013

**Where? >>>**

RTL Belgium  
Avenue Jacques  
Georgin 2  
1030 Brussels



**Organised by >>>**

**egta**

association of  
television and radio  
sales houses

**and >>>**

**ACT**

Association des Télévisions Commerciales européennes  
Association of Commercial Television in Europe

## Media Connect Programme >>>



### Concept

During the roundtable, media professionals from several European markets, including producers, channels and sales houses staff, legal advisers and the specialists of new TV platforms will discuss the prospects and challenges of broadcasting, distributing and monetising content in the digital age with selected participants of EU institutional partners interested in audiovisual matters.

**The aim is to provide you a hands-on experience and greater understanding of how the decisions made at institutional level impact the day-to-day work of television professionals and therefore the audiovisual, media and digital industry at large.**

You will also be invited to a tour of the RTL premises, including the newsroom and the studios, where you will have a unique opportunity to see the live news recording at RTL-TV1. The visit will also include the radio stations Bel RTL and Radio Contact.



### Programme

**10:30 Welcome coffee**

**11:00 Opening remarks**

- ✓ **Philippe Delusinne**, ACT President & CEO of RTL Belgium

**11:10 Media roundtable on creating and financing multi-screen content, based on best case studies such as “Got Talent” and “The Voice”**

- ✓ **Stéphane Rosenblatt**, Programming Director, RTL Belgium
- ✓ **Heiko Zysk**, Vice President Governmental Relations & Head of European Affairs, ProSiebenSat.1 Media AG Germany
- ✓ **Valerie Janssens**, e-Communication & CRM Director, RMB Belgium (Sales House for RTBF)
- ✓ **Stephen Flint**, Director of Operations, Worldwide Entertainment, FremantleMedia

**12.20 Keynote speech**

- ✓ **Robert Madelin**, Directorate General for Communications Networks, Content and Technology, European Commission

**12:35 Concluding remarks**

- ✓ **Heikki Rotko**, egta President & CEO of MTV Oy Finland

**12:45 Tour of the RTL Belgium** premises, including the live news recording for RTL-TV1

**13:30 Lunch**