

Programme IPMC, 4 March 2019



9.15a.m.	COFFEE AND CROISSANTS
9.45a.m.	OPENING Maria Victoria Haas – Host Ladina Heimgartner – Co-organizer IPMC and deputy Director General SRG SSR
10a.m.	STATEMENT Federal Councillor Simonetta Sommaruga – Head of the Federal Department of the Environment, Transport, Energy and Communications DETEC
10.20a.m.	KEYNOTE «Public service media beyond the digital hype: Are public broadcasters making a difference in European societies?» Karen Donders – Head of Media unit, researcher center imec-SMIT, Vrije Universiteit Brussel, Belgium <i>Language: En</i>
10.50a.m.	EXECUTIVE PANEL «More challenging then ever, more challenged than ever» Cilla Benkö – Director-General Sveriges Radio, Sweden Gilles Marchand – Director-General SRG SSR, Switzerland Jean-Paul Philippot – Administrator-General RTBF, Belgium Karola Wille – Director-General MDR, Germany <i>Languages: De, Fr, En</i>
12 noon	KEYNOTE «The Enduring and Unique Value of Public Service Media» Noel Curran – Director-General European Broadcasting Union EBU <i>Language: En</i>
12.20p.m.	LUNCH
1.45p.m.	CASE PRESENTATION FROM DENMARK: «Ramasjang Saves the World» Lærke Vindahl – Head of children's content productions DR, Denmark <i>Language: En</i>
2.10p.m.	PRESENTATION OF THE SURVEY «Service public. Akzeptanz bei jungen Zielgruppen und Zukunftschancen» Ulla Autenrieth – Project manager HTW Chur/University of Basel, Switzerland Fiona Fehlmann – Scientific Collaborator, HTW Chur, Switzerland Matthias Künzler – Head of Research, Institute for Multimedia Production, HTW Chur, Switzerland <i>Language: De</i>
2.30p.m.	CASE PRESENTATION FROM SCOTLAND: «BBC The Social» Kirsty Drain – Senior Content Producer, BBC Scotland, United Kingdom <i>Language: En</i>
2.55p.m.	PRESENTATION OF THE SURVEY «Service-public-Medien im digitalen Zeitalter – die Sicht europäischer Regulierungsbehörden» Samuel Studer – Media Specialist, Federal Office of Communications, Switzerland <i>Language: De</i>
3.20p.m.	CASE PRESENTATION FROM SWITZERLAND: «Info Verso: le média en transparence» Christophe Chaudet – Director News and Sports RTS, Switzerland <i>Language: Fr</i>
3.45p.m.	CLOSING REMARKS Otfried Jarren – President Federal Media Commission FMEC, Switzerland
4.p.m.	EVENT CLOSE