

## Television 2015?

### "What are the long-term challenges for Europe's TV industry?"

**22 Workshops & Seminars - 22 November 2005**

### Programme

- **8.30 Welcoming delegates: IDATE and the Media Club**
- **8.45 Opening speech by the Forum Chairperson**  
- Marc **TESSIER**, Ancien président de France Televisions, Président de la Commission d'aide sélective à la distribution des films du CNC
- **9.00 Likely growth scenarios for the TV industry up to 2015?**  
- Laurence **MEYER**, Directrice d'études Médias, IDATE
- **9.30 Young people's media consumption habits, and their impact on TV programme design and production**  
**Chairman:**  
- Christophe **AGUSTIN**, Journaliste, Ecran Total  
**Speakers:**  
- Anne **BOUISSET**, Directrice du Développement - Programmes et tendances, Carat TVMI  
- Alison **FENNAH**, Executive Director, EIAA  
- Catherine **LOTTIER**, Directeur Adjoint du Marketing Edition, Canal Plus  
- Frédéric **LUSSATO**, Secrétaire Général, NRJ12  
- Nuno Miguel **BERNARDO**, General Manager, BeActive
- **10.45 Towards new formats and a new regulatory framework for TV commercials in Europe?**  
- Bertrand **CAZES**, European Affairs Advisor, EGTA
- **11.15 Coffee Break**
- **11.30 Programme marketing and viewer loyalty policies, at a time of growing TV audience fragmentation**  
**Chairman:**  
- Jérôme **CHOURAQUI**, President, MEDIA CLUB  
**Speakers:**  
- Thierry **LACHKAR**, International R&D director, Endemol  
- René **SAAL**, Directeur adjoint de l'antenne en charge de la programmation, Canal Plus
- **12.15 ADSL TV – secrets of an arranged marriage between TV channel operators and ISPs**  
**Chairman:**  
- Matthieu **MOULY**, Analyste Financier Medias, IXIS  
**Speakers:**  
- Michaël **BOUKOBZA**, Directeur Général, Free  
- Eric **BRION**, President, Access/Equidia
- **1.00 Buffet lunch**
- **2.00 Will the interactive TV market at last emerge from the ashes?**  
**Chairman:**  
- Etienne **GRANGE**, DG, NPTV  
**Speakers:**  
- Andrew **HOWELLS**, Co founder and Managing Partner, ZIP TV  
- Gaëlle **MARTIN-COCHER**, Strategic Business Development, Streamezzo  
- Alessandro **PETAZZI**, Marketing Manager IPTV Services, Fastweb  
- Hervé **SINELLE-BOTINELLY**, Président Fondateur, TV Card  
- Laurant **WEILL**, Président AFDESI, Président Conseil Administration, Visiware
- **3.15 The Mobile TV market's prospects**  
**Chairman:**  
- Florence **LE BORGNE**, Responsable sectoriel Médias, IDATE  
**Speakers:**  
- Gilles **BREGANT**, Directeur Technique, CSA  
- Janine **LANGLOIS-GLANDIER**, Co-présidente, Forum TV Mobile  
- Philip **PLAISANCE**, Président Directeur Général, WonderPhone
- **3.45 Coffee break**  
- Olivier **MILLIES-LACROIX**, Directeur commercial, Eutelsat
- **4.15 What HDTV growth scenario(s) for Europe?**
- **4.30 Will TV of the future be PC-centric, TV/PVR-centric, or will it make use of other still "unknown" platforms?**  
**Chairman:**  
- Janet **GOLDSMITH**, Director, Mediatique  
**Speakers:**  
- Franck **ABIHSSIRA**, DGA Chargé du Marketing, TPS  
- Xavier **BRINGUE**, Senior Bus. Dev. Manager EMEA Windows Digital Media Division, Microsoft  
- Guido **CIBURSKI**, Cybersky TV  
- Cyrille **FERRACHAT**, Directeur Services et Contenus Portail, SFR  
- Frédéric **PIE**, CEO, Vodeo.TV  
- Bernard **SEUX**, Directeur Stratégique et Innovation, AOL France
- **6.00 Forum wrap-up and closing speech by the Forum Chairperson**
- **7.30 IDATE International Conference opening reception**

Scientific coordinator: Laurence Meyer – Tel.: 04 67 14 44 62. email : l.meyer@idate.org  
For information: Aida Soumaoro – Tel. : 04 67 14 44 06. email : a.soumaoro@idate.org

With the support of:

