Beat: Technology

MEDIA, TELECOM, DIGITAL : THOSE INITIATIVES BUILDING EUROPE IN 2024

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USPA NEWS - This Event is considered as an A Must-Attend Event for Professionals in the Media and Audiovisual Sector. Was held on May 14, 2019 at Centre d'Affaires Paris Trocadero (Paris-France) the 29th Edition (This Event is held Twice a Year). This Semina was dedicated to the Topics of Media, Digital and Convergence withe the Presence of Academics, CEO's, Politicians, Experts...

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Following the EU Elections, it will be clear if Online Platforms were used to influence the outcome. Newly elected MEPs will have to take the Opportunity to review the Future Strategy for the Media Sector, ensuring its Sustainability and Support to Democracy. The current EU Priority of a "~´Digital Single Market´´ has not prevented Disinformation and Populism, nor the demise of many Media.

Digital Technologies continue to benefit our Well-Being through making our Daily Lives easier. These Advances have brought New Technologies closer to us than ever before and are helping us tackle some of Europe Ì?s most Important Challenges. They are also enhancing Business Efficiency, making our Objectives easier to obtain. Entire Sectors are transforming and new Business Opportunities are being created. As Europe becomes more connected so does the World. While some competing Regions share our values others do not. Who will emerge as the Global Writers of tomorrow´s Digital Playbook ?

Policy must permit Innovation Opportunities and provide Legal Predictability. Monitoring the Market will foster Growth and where Failures arise, harmonised Law Making or Enforcement Actions will address Uncompetitive Conditions. As Technology evolves, we need to ensure "Smart Regulation." Existing Legislation should be reviewed and adapted to the greatest extent possible before new Legislation is put in place. Wherenew Rules are required, they must be robust, supported by specific Impact Assessments and ensure a level playing field amongst Players offering the same Services, both within and outside the EU, under an Evidence-Based Approach. Regulation should promote Entrepreneurship and leave room for Experimentation. In other cases, Collaboration with Industry, Governments and Civil Society could be a more effective Way to address Concerns in the Fast-Moving Markets.

"Every company is at Risk because you´re only one thing away from becoming Irrelevant,"? David Silverman, Co-Leader of PwC´s national emerging company services practice, said. "One Technology Trend of Impact and even the Dominant Players could become Irrelevant."?... Also, Advertisers don´t hesitate to use their Power. As the World of Digital Media has evolved, Advertisers have moved away, to an extent, from the Idea that Traffic equals Eyeballs on an ad and a Return on their Spend. They´re demanding more "" more Guarantees of Viewability, more Insight into Reader Action and Follow-Through, more Control over Placements.

Recent years have witnessed a very Fast Adoption of New Digital Channels that allowed Billions of Human Beings to connect, share and collaborate like never before. These New Channels defined a New Marketing Environment full of Challenges. And with Great Challenges Comes Great Opportunities....We live in a rapidly changing World where a Tsunami of Data is being generated every second. Platforms such as Facebook, Twitter, Youtube and Snapchat provided the Digital Infrastructure to allow Billions of Human Beings to connect, share and collaborate like never before.

Beside Social Media, Mobile plays a Vital Role in the Digital Era. Cisco expects 11.6 billion Mobile-Connected Devices by 2020, expanding the Mobile Traffic 8-fold from 2015 to 2020. While expecting that 75% of the World´s Mobile Data Traffic will be Video by 2020 (Cisco, 2016). hat New Era of Digital and the infrastructure that lies beneath it defines a New Marketing Environment. And the Massive Expansion in Digital Media positioned the Internet as one of the most Important Marketplaces.

The speed of Television´s Development and Consolidation, before its rapid Deterioration and its Reduction to an Advertisement Vehicle of a Product or an Opinion, is obvious. The Speed with which it has gotten away from all the concrete Truth, the Intelligence,

and all Authentic Knowledge, is obvious as well. To Counteract Television´s Success, Cinema tried by every mean to retain its Audience, which was deserting from the Screening Theatres. It then produced more sensationalistic and vulgar Films, and simultaneously, it disguised its Merchandising Intentions with an Advertisement made by Opulent Words:. But the only certain thing is that Cinema started to debase progressively, with Scandal and Obscenity.

Coordinated by the European Broadcasting Union, the MediaRoad Project aims to support the transformation of the European media sector by building an ecosystem for innovation involving diverse media associations, public service media organisations, commercial radios and broadcasters, media workers´ organisations; academic research institutes and innovation centers, independent producers and SMEs (MediaRoad has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 761412).
Objectives :
* Boost innovation across the European media sector
* Reawaken a “start-up“ mentality in the media sector
* Bring together a broad network of media stakeholders
* Bring innovative concepts to fruition and market deployment
* Shape future media policy and be part of the digital transformation

Following a mandate by G20 Finance Ministers in March 2017, the Inclusive Framework on BEPS, working through its Task Force on the Digital Economy (TFDE), delivered an Interim Report in March 2018, Tax Challenges Arising from Digitalisation “ Interim Report 2018. One of the important conclusions of this report is that members agreed to review the impact of digitalisation on nexus and profit allocation rules and committed to continue working together towards a final report in 2020 aimed at providing a consensus-based long-term solution, with an update in 2019. Since the delivery of the Interim Report, the Inclusive Framework further intensified its work and several proposals emerged that could form part of a long-term solution to the broader challenges arising from the digitalisation of the economy and the remaining BEPS issues. The work on these proposals is being conducted on a “without prejudice“ basis; their examination does not represent a commitment of any member of the Inclusive Framework beyond exploring these proposals.

Those Last Years have seen growing attention among journalists, policymakers, and technology companies to the problem of finding effective, large-scale responses to online misinformation.The furore over so-called “˜fake news´ has exacerbated long standing concerns about political lying and online rumours in a fragmented media environment, sharpening calls for technological solutions to what is often seen as a technological problem... These concerns have also drawn new attention to the potential of various automated fact-checking (AFC) technologies to combat false information online. However, deciding the truth of public claims and separating legitimate views from misinformation is difficult and often controversial work.

Regarding the Event "Media, Telecom, Digital : Those Initiatives building Europe of 2024", the program was :

- Introduction by Video of Franck Riester - Minister of Culture & Communication

- Round Table : Directive SMA, Directive Copyrights, Telecom Package...
* Emmanuelle Bouilhaguet - CEO Lagardère Studios Distribution
* Takis Candilis - Head of Scripted Drama Group at Banjay
* Elisabeth Flury-Herard - President of ARDP (Autorité de Régulation de la Distribution de la presse)
* Guillaume Klossa - Advisor to VP Ansip on new Technology & the Media sector
* Hervé Rony - CEO of Scam
* Nathalie Somac - Former Member of Conseil Supérieur de l'Audiovisuel

- Carte Blanche to Eric Woerth - Former Minister, President of the Finance Committee, General Economics, and Budgetary Control at the Assemblée Nationale

- Carte Blanche to Arnaud Lucaussy - General Secretary of TDF Group

- Carte Blanche to Marco Bassetti - CEO at Banjay Group

- Table Ronde : Information : Global Circulation and National Sensitivities
* Alexis Brezet - Director of Figaro Group
* Fabrice Fries - Chief Executive Officer of AFP

* Emmanuel Kessler - Chief Executive Officer of Public Senat
* Catherine Nayl - Director of Information at France Inter

- Table Ronde : France Médias Monde & Deutsche Welle : A New Path to the Europe of Citizens
* Peter Limbourg - General Director of Deutsche Welle
* Marie-Christine Saragosse - Chief Executive Officer of France Médias Monde

- Carte Blanche to Pierre Moscovici - Former Minister, European Commissioner for Economic and Financial Affairs, Taxation and Customs

- Table Ronde : European Coproductions & Distribution OTT : New Leverages for Europe of Contents
* Damien Bernet - Executive Director Pole Média, Altice France
* Christian Bombrun - Director of Entertainment and New Uses of Orange France
* Thierry Cammas - Manager of Viacom Média Networks France & Chief Executive Officer of Game One
* Pierre Antoine Capton - Founder & Chairman of the Board of Mediawan

- Carte Blance to Alain Liberty - President of SIRTI, Chief Executive Officer of Groupe 1981

Source : "Media, Telecom, Digital : Those Initiatives building Europe of 2024" Seminar held on May 14, 2019 at Centre d'Affaires Paris Trocadero (Paris - France).

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