



The Future of the Broadcasting Licence Fee in Times of Media Convergence



Thursday, May 6, 2010

Part I Funding Public Service Broadcasting. Legal, Economic and Administrative Requirements

- 9:00 h Welcome Remarks
Jürgen Menedetter, Director BFA and GIS, Vienna, Austria
- 9:15 h Basic Principles for the Funding of Public Service Broadcasting
Prof. Dr. Bernd Holznagel, University of Münster, Germany
- 9:45 h Revenue Structures of Broadcasting Systems:
An International Comparative Study
Dr. Manfred Kops, Institute for Broadcasting Economics, Cologne, Germany
- 10:15 h *Discussion*
- 10:45 h *Coffee Break*
- 11:15 h European Union Requirements for the Funding of Public Service Broadcasting.
The Contradictions of European Competition Policy
Prof. Vincent Porter, Emeritus Professor in Mass Communications,
University of Westminster, London, UK
- 11:45 h Defining Broadcasting Services in Times of Media Convergence
Dr.-Ing. Klaus Illgner-Fehns, Broadcast Technology Institute, Munich, Germany
- 12:15 h *Discussion*
- 12:45 h *Lunch*
- 14:15 h Ways of Collecting the Broadcasting Licence Fee – an International Overview
Dr. Herbert Denk, GIS, Vienna, Austria
- 14:45 h Broadcasting Fee Collection Agencies as Intermediates:
Between Public Authority and Private Customer Care
Anna Pettersson/Per Leander, Radiotjänst, Kiruna, Sweden
- 15:15 h *Discussion*
- 15:45 h *Coffee Break*
- 16:15 h Benchmarking for Broadcasting Fee Collection Agencies.
Possibilities and Problems
Nothburga Veyer, GIS, Vienna, Austria
- 16:45 h *Discussion*
- 17:00 h *End of the First Day of the Conference*
- 18:30 h *Night Cruise on the Rhine River including Dinner*
-22:30 h



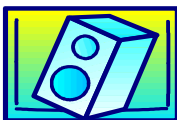
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Friday, May 7, 2010

Part II In Search of the Appropriate Licence Fee Base

- 9:00 h Welcome Remarks
Dr. Manfred Kops, Institute for Broadcasting Economics
- 9:05 h In Search of the Appropriate Licence Fee Base
in Times of Media Convergence
Dr. Wolfgang Schulz, Hans-Bredow-Institut, Hamburg, Germany
- 9:35 h In Search of the Appropriate Licence Fee Base:
Experiences from and Perspectives for Selected BFA Countries
U. K.: Prof. Vincent Porter
Norway: Freddy Lysfjord, NRK, Mo I Rana, Norway
Finland: Marko Ala-Fossi, University of Tampere, Finland
Switzerland: Matthias Ramsauer, BAKOM, Biel, Switzerland
Italy: Fulvio di Nunzio, RAI, Roma, Italy
Germany: Adalbert von Cramm, GEZ, Cologne, Germany
- 11:05 h *Coffee Break*
- 11:30 h *Panel Discussion:*
In Search of the Appropriate Licence Fee Base
Chaired by Prof. Dr. Hans Kleinsteuber, University of Hamburg, Germany
Participants:
Prof. Dr. Bernd Holznagel
Dr.-Ing. Klaus Illgner-Fehns
Dr. Manfred Kops
Prof. Vincent Porter
Dr. Wolfgang Schulz
- 12:50 h Closing Remarks
- 13:00 h *End of the Conference*

INSTITUTE FOR BROADCASTING ECONOMICS



BROADCASTING FEE ASSOCIATION