



Telespectadors Associats de Catalunya organizes:



“The challenges of the public television in the new audiovisual scenario”



MEETING EURALVA 2010
BIANUAL CONFERENCE INTERNATIONAL
Barcelona, 15th October 2010

Auditorio de la Pedrera de Caixa Catalunya



Telespectadors Associats de Catalunya organizes:

“The challenges of the public television in the new audiovisual scenario”

From January 2010, TVE has ceased to broadcast advertisements in the wake of the decision by French public television. Public opinion is skeptical of the parliamentary vote and has put the spotlight on the problems related to its feasibility and financing difficulties and in addition the inconsistency between some of TVE's contents and the concept of public service..

For its part, the European Commission has opened two files in Spain for the imposed rate on telecom operators to fund the state corporation, while the government defends its legality. In this new scenario, the public channel is suffering an identity crisis. Its functions, content and funding does not follow the same direction and even questions the need for its existence..

EURALVA and TAC have tried to promote a framework for discussion for analyzing the current situation of public television and discern its possible future full of unknowns and challenges. Public television professionals, academics, producers and regulators will analyze this new scenario from their own perspectives.

For its part, TAC defends the quality of public television in the service of citizens, respecting the user rights, and that they continue to be plural and a promotor of culture.



Telespectadors Associats de Catalunya organizes:

TIMETABLE: 15th OCTUBRE 2010

09:30 h.- Reception / Accreditations / Documentation delivery

10:00 h.- OPENING: -Vivianne Reding, Commissioner for Information Society of the European Union (confirmation pending)

Carles Mundó: General Secretary of Media at Generalitat governement (Catalunya)

Preben Sorensen: President of EURALVA

Íñigo Millán-Astray: President of ICmedia

José M^a Guerra Mercadal: President of TAC

10:20 – 11:00 h.- CONFERENCE: Josep Manuel Silva i Alcalde: Member of RTVE Board

11:00 - 11:30 h.- **Coffe Break**

11:45 - 13:30 h.- ROUNDTABLE DISCUSSION: Different models of public TV: advantages & disadvantages

13:45 h.- **Lunch**

15:30h.- a 17:45 h.- ROUNDTABLE DISCUSSION: How users' entities can participate in the planning of contents?

18 h.- **Closing act: reading of findings**

José M^a Guerra Mercadal: President of TAC



Telespectadors Associats de Catalunya organizes:

ROUNDTABLE DISCUSSION 1: Different models of public TV: advantages & disadvantages

Mònica Terribas: Director of Televisió de Catalunya (TVC) (confirmation pending)

Montse Abbad: Director of TVE Cataluña

Vincent Porter: EURALVA's adviser on European Media Policy

-Josep Ma Casasús, Dean of the Faculty of Communication, Universitat Pompeu Fabra

-Manel de Luna, Editor in Chief of TV Department in El Periódico de Catalunya

-Ramon Font, President of Consell Audiovisual de Catalunya. Moderator

ROUNDTABLE DISCUSSION 2: How users' entities can participate in the planning of contents?

-Alejandro Perales, Professor at Universidad Rey Juan Carlos and President of AUC

-Maria José Solé, Member of Board of Directors of TAC and member of CAC Fòrum

-M^a Esther del Moral, Professor of New Technologies applied to education, Universidad de Oviedo

-Dr. Manfred Kops; The University of Cologne

-Andrew Taussig, BBC, Moderator



Telespectadors Associats de Catalunya organizes:

EURALVA:

EURALVA is the European Federation of Associations of Viewers and Listeners (European Alliance of Listeners and Viewers Associations). It is an independent organization that aims to represent the interests of media users at a European level.

The Federation cooperates with international and European media as well as national organizations that represent the viewers and audience interests of countries of other continents.

ASSOCIATIONS MEMBERS:

SLS, Cooperative Forum of Danish Listeners and Viewers Associations: Denmark

Kansan Radioliitto Ry: Finland

Initiativkreis für Öffentlichen Rundfunk: Germany

Közszolgálati Musorszolgáltatók Társadalmi Kurátorainak Egyesülete: Hungary

Norway - Family & Mitja: Norway

AC Mitja, Associação Portuguesa de Consumidores dos Media: Portugal

Voice of the Listener & Viewer: United Kingdom

ICMEDIA: Federación española de Asociaciones de Consumidores y Usuarios de los Medios



Telespectadors Associats de Catalunya organizes:

TELEESPECTADORS ASSOCIATS DE CATALUNYA:

Telespectadors Associats de Catalunya is a non-profit association that works to promote quality television. TAC belongs also to public administrations related to media in Catalonia. TAC was created in 1985, stemming from the concern of parents regarding the content of the television available to their children. Today, TAC includes more than 17,000 people in Catalonia and is a part of Icmedia (Iniciativas para la calidad de los medios, la Federación española de asociaciones de usuarios). TAC does networking with other Catalan, Spanish and European entities.

One of its aims is to create a link between television viewers and companies. We communicate the opinions, complaints and suggestions of the viewers to the directors of TV channels to be taken into account. Along these lines, the Zapping Television Awards, that are voted on by viewers, are a positive instrument to award quality television programs. Its Educational Project in Audiovisual is working successfully in 100 schools around the country.

TAC would like to see television of quality that is respectful of viewers. Thus, we pay special attention to all that relates to children's programming and their scheduled time of protection (6 in the morning to 10 at night, as defined by the European guidelines of Audiovisual Media Directive without boundaries. TAC supports and participates in the work of CAC (Consell de l'Audiovisual de Catalunya) through diverse study and analysis commissions.

TAC acknowledges the audiovisual content as a public service, encourages the importance of associations and the democratic participation of its members, TV audience and audiovisual contents.



Telespectadors Associats de Catalunya organizes:

ICMEDIA:

iCmedia is the Federation of Consumers and Users of the media that work together with the principal agents of the sector, to make decisions and actions that improve the quality of content. To this end, iCmedia helps to create a more just, freer and cohesive society attentive to the new reality of multi-screen broadcasting.

ASOCIACIONES MIEMBROS

VERMAS Valencia
ATELEUS País Vasco
ATEA Andalucía
ATR Andalucía (Jaén)
ATRA Aragón
ATR Asturias
ATR Salamanca
ATR Castilla-La Mancha
ATERGA Galicia
ATR Madrid
ASUMME Murcia
Asociación Plaza del Castillo Navarra
TAC Cataluña