

# CONFERENCE

## EXPORTING THE PUBLIC VALUE TEST: ASSESSING EU MEMBER STATES' EVALUATION OF PUBLIC BROADCASTERS' NEW MEDIA SERVICES

ORGANISED BY IES AND IBBT-SMIT, VRIJE UNIVERSITEIT BRUSSEL

Venue of the Conference: IBBT-SMIT, Pleinlaan 9 (second floor), 1050 Brussels

Date: 25 May 2010

### PROGRAMME

**08.30-09.00h Registration**

**09.00-09.15h Welcome**  
Prof. Dr. Caroline Pauwels (Director IBBT-SMIT, Vrije Universiteit Brussel)

#### **SESSION 1: EUROPEAN STATE AID CONTROL AND THE 'GOLDEN EGG' PUBLIC VALUE TEST**

**09.15-09.35h European State aid policy and the ex ante evaluation of new media services**  
Karen Donders (IES and IBBT-SMIT, Vrije Universiteit Brussel)

**09.35-09.55h The origins of the Public Value Test in the United Kingdom: goals and realisations**  
Prof. Dr. Richard Collins (Professor of Media Studies, Open University)

**09.55-10.15h The British Public Value Test: structure and implementation**  
Dr. Maria Michalis (School of Media, Arts & Design, University of Westminster)

**10.15-11.00h Comments and discussion**  
Comments by Prof. Dr. David Levy (Director Reuters Institute for the Study of Journalism, University of Oxford) and Khalid Hadadi (Channel 4)

**11.00-11.15h Coffee break**

## **SESSION 2: THE GERMAN DREI-STUFEN-TEST**

- 11.15-11.35h**      **The German Drei-Stufen-Test**  
Prof. Dr. Irini Katsirea (Research fellow Law department, Middlesex University)
- 11.35-12.20h**      **Comments and discussion**  
Comments by Dr. Renate Dörr (ZDF Europabüro) and Maxim Hauk (Legal advisor, ACT)
- 12.20-13.30h**      **Lunch**

## **SESSION 3: WHAT ABOUT THE EX ANTE EVALUATION IN SMALLER MEMBER STATES?**

- 14.00-14.20h**      **The ex ante evaluation in Flanders**  
Prof. Dr. Hilde Van Den Bulck (Professor of Media Studies, University of Antwerp)
- 14.20-14.50h**      **Comments and discussion**  
Comments by Sandra Coppieters (Legal advisor, VRT) and Ben Appel (Company lawyer, VMMA)
- 14.50-15.10h**      **The ex ante evaluation in Norway**  
Prof. Dr. Hallvard Moe (Associate professor at the Department of Information Science & Media Studies, University of Bergen)
- 15.10-15.40h**      **Comments and discussion**  
Comments by Marit Ingvest (Representation of Nordic Public Service Broadcasters)
- 15.40-16.00h**      **The ex ante evaluation in the Netherlands**  
Prof. Dr. Jo Bardoel (Professor of Media Studies, University of Amsterdam) and Marit Vochteloo (Policy advisor, Dutch Ministry of Education, Culture and Science)
- 16.00-16.30h**      **Comments and discussion**  
Comments by Ronald Vecht (Head legal department, NPO) and Kees Spaan (President NDP)
- 16.30-16.45h**      **Coffee break**

## **SESSION 4: DISCUSSION**

- 16.45-18.00h**      **Closing discussion**  
Chaired by Prof. Dr. Caroline Pauwels
- 18.00h**              **Reception**