

SEMINAR
EUROPEAN COMMUNITY REGULATION OF COMMERCIAL
COMMUNICATIONS IN AUDIOVISUAL SERVICES
- IN THE AGE OF CONVERGENCE

8th December 2005, Warsaw,
National Broadcasting Council of Poland

Hotel Mercure,
'Saturn' conference room

9.00 Coffee and tea

I. 9.20 Welcome and introduction - professor Danuta Waniek President of the National Broadcasting Council

II. 9.30 - 10.40 Panel: Purpose and importance of qualitative and quantitative advertising rules envisaged in Television Without Frontiers Directive

Chair - professor Danuta Waniek, President of the National Broadcasting Council

Panelists:

- 1) professor Roberto Mastroianni, University of Naples, Italy
- 2) Mrs. Christel Franz-Borck, Legal Adviser, Federal Commissioner for Culture and Media, Germany
- 3) Mr. Frédéric Bokobza, Head of the Office of European and International Affairs, Direction du Developement de Medias, France
- 4) Mr. Ian Blair, Head of Advertising Regulation, OFCOM, Great Britain

III. 10.40 - 11.40 Panel: advertising on the new audiovisual services (e.g. webcasting) in the light of Community regulation

Chair - professor Stanislaw Jedrzejewski, Member of the National Broadcasting Council

Panelists:

- 1) Mr. Krzysztof Wojciechowski, (Ph.D.), Warsaw University,
- 2) Mrs. Ewa Skrzydło-Tefelska (Ph.D.), Law Office "Sołtysiński, Kawecki & Szlęzak"
- 3) Mr. Michał Przymusiński, Director - Editor-in-Chief of the New Media Institute Polish Television
- 4) Mr. Tomasz Grzegory, Director of Legal Department, Onet.pl S.A.

11.40 - 12.00 Coffee break

IV. 12.00 - 13.10 Panel: Virtual, interactive and split-screen advertising - permissibility and conditions enabling its use - practice of some European States in this regard

Chair - Małgorzata Pęk, Deputy Director of the Department of European Integration and International Relations, National Broadcasting Council

Panelists:

- 1) professor Roberto Mastroianni, University of Naples, Italy
- 2) Mr. Gernot Schumann, European Affairs Commissioner of the Directors' Conference of the State Media Authorities in the Federal Republic of Germany,
Director of the State Regulatory Authority for Broadcasting and New Media of Schleswig-Holstein,
- 3) Mr. Ian Blair, Head of Advertising Regulation, OFCOM, Great Britain
- 4) Mr. Krzysztof Wojciechowski (Ph.D.), Warsaw University,

13.10 - 14.00 Lunch

V. 14. 00 - 15.15 Panel: Product placement v. surreptitious advertising

Chair - professor Roberto Mastroianni, University of Naples

Panelists:

- 1) profesor Ewa Nowińska, Jagiellonian University
- 2) Mr. Ian Blair, Head of Advertising Regulation, OFCOM, Great Britain
- 3) Mrs. Christel Franz-Borck, Legal Adviser, Federal Commissioner for Culture and Media, Germany
- 4) Mr. Frédéric Bokobza, Head of the Office of European and International Affairs, Direction du Developement de Medias, France
- 5) Mrs. Ewa Skrzydło-Tefelska, (Ph.D.), Law Office "Sołtysiński, Kawecki & Szlęzak"

VI. 15.15 Closing remarks - Małgorzata Pęk, Deputy Director, Department of European Integration and International Relations, National Broadcasting Council