

European Audiovisual Observatory  
Polish Presidency Seminar

**The role of media literacy in the new media landscape**

8 June 2017, Warsaw, 14.00-17.00 , Hotel Novotel Centrum, Orchidea Room

**13.30 Welcome coffee**

**14.00 Welcome and opening of the seminar**

- Halina Rostek, Chair of the Polish Presidency
- Witold Kołodziejcki, Chairman of the National Broadcasting Council

**14.15 Introductory session**

**Moderation:** Susanne Nikoltchev, Executive Director of the European Audiovisual Observatory

- How the access to content is changing in the digital age: the example of video content: Gilles Fontaine, Head of the Observatory's Department for Market Information
- Report: Media Literacy Mapping – Maja Cappello, Head of the Observatory's Department for Legal Information
- Media Education in Poland – regulatory authority perspective – Ewa Murawska-Najmiec, National Broadcasting Council of Poland
- **Q&A with the audience**

**15:20 Short coffee break**

**15.30 Panel discussion – media literacy initiatives in Europe**

- Moderation
- First national case-study
- Second national case-study
- Third national case-study
- **Q&A with the audience**

**16.45 Conclusions**

**17.00 Closing remarks, Halina Rostek**

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