

9th South Caucasus Media Conference
From traditional to online media: best practices and perspectives

Tbilisi Marriott Hotel
Tbilisi, Georgia
11-12 October 2012

Agenda

Day 1, Thursday, 11 October 2012

09.30 – 10.00 REGISTRATION

10.00 – 10.30 OPENING SESSION

Moderator:

Andrey Rikhter, Director, Office of the OSCE Representative on Freedom of the Media

Opening speech

Dunja Mijatović, OSCE Representative on Freedom of the Media

10.30 - 13.00 SESSION I. Transition from traditional to social media. International standards and pressing challenges

Moderator:

Andrey Rikhter, Director, Office of the OSCE Representative on Freedom of the Media

International speakers:

Christian Möller, Expert, Office of the OSCE Representative on Freedom of the Media

Freedom of the media in social networks and social media

The presentation will provide an overview of:

- Web 2.0, user generated content, blogging, social media.
- Social media as a tool for journalists and citizens to seek, receive and impart information.
- The notions of media, citizen media and grassroots journalism.
- OSCE commitments and freedom of expression in social media.

Douglas Griffin, Director, Albany Associates

Internet and Internet Protocol television (IPTV) regulation

The presentation will provide an overview of:

- Legal challenges and issues pertaining to the Internet content regulation.
- How Internet, Internet TV and IPTV regulation fit into the media law framework.
- IPTV vs. broadcasting regulation.
- Means of IPTV regulation: best practices.

11.30 - 12.00 Coffee break

Professor Anna Kachkaeva, Dean of Media Communication Department, National Research University – Higher School of Economics (Moscow)

Digital media and Internet market: audience, multimedia context, business-models

The presentation will provide an overview of:

- Internet market and digital media.
- Tendencies in development of digital media.
- Philosophy and main characteristics of digital media.
- Social media and traditional media outlets.

Dieter Loraine, Managing Director, Albany Associates

Importance of self-regulation in upholding freedom of expression

The presentation will provide an overview of:

- Principles of self-regulation of media.
- Self-regulation mechanisms in the United Kingdom.
- Self-regulation of online publications.

Professor Katrin Nyman-Metcalf, Head of the Chair of Law and Technology, Tallinn Law School, Tallinn University of Technology

e-Estonia: The use of e-government in Estonia

The presentation will provide an overview of:

- Practical and legal implications of e-governance, using the example of Estonia.
- Challenges when introducing e-governance.
- Access to information in a digital world.
- E-governance and e-services to foster active citizens.

13.00 Group photo

13.30 – 15.00 Lunch

15.00 – 18.00 SIDE EVENT. Master class/executive training course on online and social media regulation issues.

Speakers: Douglas Griffin, Director, Albany Associates, and
Dieter Loraine, Managing Director, Albany Associates

16.30 - 17.00 Coffee break

The side event will consist of the facilitated discussion among participants of regulation practices in their own countries, different practices of media regulation generally and Internet regulation in particular. During interactive session participants will look at the examples of Internet issues/regulation/practices in other countries and discuss self-regulatory models and how they could be applied to Internet. During break-out session participants will divide into groups to discuss hypothetical case studies and draft possible regulatory policy responses.

19.00 Reception hosted by the OSCE Representative on Freedom of the Media.

Day 2, Friday, 12 October 2012

10.00 – 13.00 SESSION II. Social media and general media developments in South Caucasus

Experts from South Caucasus will make presentations on the developments in social media, transformation of traditional media to online media, as well as general media developments in their respective countries (including current cases, legislative initiatives and challenges). Presentations will describe the situation regarding the use of social media tools in traditional and online media, as well as the role that social and community media play in their countries. An overview of the existing and potential policy and legal responses to social media employed to regulate online content will be presented.

11.30 – 12.00 Coffee-break

Moderators:

Ana Karlsreiter, Senior Adviser, Office of the OSCE Representative on Freedom of the Media
Adilia Daminova, Project Officer, Office of the OSCE Representative on Freedom of the Media

Georgia

Nico Nergadze, Journalist / Presenter /Blogger RFE/RL Tbilisi Bureau

The winner of 2012 parliamentary elections in Georgia - new media

Margarita Akhvlediani, Director, GO Group Media/ Eye Witness Studio / Caucasus Authors School
Media in Georgia: biased, but pluralistic

Armenia

Manana Aslamazyan, "Alternative Resources in Media" Project Director, Internews Network

New media in Armenia: hopes and the reality

Boris Navasardyan, President, Yerevan Press Club

Dominating trends in Armenian media in 2011-2012

Azerbaijan

Rahman Hajiyev, Editor-in-Chief, *Bakinskiy rabochiy* and 1stnews.az

News 2.0: media of the next generation

Emin Huseynov, Director, Institute for Reporters' Freedom and Safety (IRFS)

Azerbaijan's critical voices are in danger

13.00 – 14.30 **Lunch**

14:30 – 16:00 **CLOSING SESSION. Discussion and adoption of the Conference Declaration**

Moderator:

Andrey Rikhter, Director, Office of the OSCE Representative on Freedom of the Media

The session will provide an opportunity to:

- Discuss the draft of the Conference Declaration.
- Provide feedback and additional recommendations to be included in the Declaration.
- Highlight the main messages of the Conference.
- Adopt the Conference Declaration.
- Discuss potential follow-up activities in the region.
- Evaluate the conference.

Closing remarks

Dunja Mijatović, OSCE Representative on Freedom of the Media