



Conference on Media Sustainability and Successful Media Business Models

9 and 10 October 2018
Hotel CentreVille, Podgorica
- AGENDA -

9 October - DAY 1

09:00 - 09:30 Arrival and registration of participants

09:30 - 10:15 Opening remarks

- Duško Marković, President of the Government of Montenegro
- Harlem Desir, OSCE Representative on Freedom of the Media

10 min recess

- Ambassador Maryse Daviet, Head of the OSCE Mission to Montenegro
- Ambassador Clemens Koja, Head of the OSCE Mission to Skopje
- Željko Ivanović, President of the Assembly of the Media Association of South East Europe

Announcements: Milena Ščekić, OSCE

10:15 - 11:15 Panel 1: CHALLENGES AND OPPORTUNITIES FOR TRADITIONAL MEDIA SUSTAINABILITY New paid content strategies; Digitalization of the content; Challenges of print media; Finding sources of financing; Perspective of Guardian, Vijesti and Oslobođenje

Panelists:

- Christopher Elliott, Ethical Journalism Network
- Marijana Bojanić, TV Vijesti
- Vildana Selimbegović, Oslobođenje
- Ljupco Zikov, Kapital
- Maja Fićović, Radio KM

Moderator: Dragan Sjekloća, Al Jazeera

11:15 - 11:30 Coffee break

11:30 - 12:45 Panel 2: CUTTING LOSSES IN MEDIA Cutting losses and improving business operations of printed media in the digital era; New media business concepts; Change in operations to get more subscribers; Building subscribers base and innovative approaches; Types of data and different mechanisms of data usage

Panelists:

- Dušan Mašić, British Broadcasting Corporation



- Jaroslaw Gora, DeepBi
- Alexej Fulmek, Petit Press
- Marcin Kowalczyk, Rzeczpospolita
- Nebojša Rosić, Adria Media and Ivana Krajinović, Styria

Moderator: Dane Koruga, OSCE

12:45 – 13:45 Lunch

13:45 – 15:00 Panel 3: INVESTMENTS OF MEDIA IN THEIR CAPACITIES Importance of media literacy in creating media content (state of play, manners for improvement); Own production versus buying content; Investments in trainings of media professionals;

Panelists:

- Lamija Alečković, Aspida LTD
- Sanja Fazlagić, Al Jazeera
- Stevan Ristić, Vreme
- Gazmend Sylja, Klan Kosova
- Dejan Georgievski, Media Development Center

Moderator: Adnan Rondić, Al Jazeera

15:00 – 16:15 Panel 4: LOCAL ISSUES ON THE REGIONAL AGENDA Importance of networking for media business; Impact of fiscal challenges on media business; Challenges of competition and benefits of cooperation between regional and national televisions.

Panelists:

- Sonja Drobac, Prva TV
- Lirim Dullovi, Koha
- Aferdita Saraçini Kelmendi, TV 21
- Predrag Roganović, Adria Media Group
- Biljana Mladenova, Fokus

Moderator: Vesna Rajković, Portal Analitika

10 October – DAY 2

09:30 – 10:00 Arrival and registration of participants

10:00 – 10:15 Opening of the second day

- Aleksandar Bogdanović, Minister of Culture

Announcements: Biljana Jovanović Albijanić, OSCE

10:15 – 11:30 Panel 1: CONCEPT OF STRENGTHENING REGULATORY PRACTICES IN FAVOR OF MEDIA BUSINESS Impact of regulation on overall media functioning; True effects of the penal system; For or against regulation of internet portals; Unauthorized usage of content; Emerging issues: blurring of content, copyright, right of author of music...

Panelists:

- Ardita Zejnullahu, Association of Independent Electronic Media
- Zoran Fidanovski, Agency for Audio and Audio-Visual Media Services
- Francesco Sciacchitano, Italian Communications Regulatory Authority
- Jadranka Vojvodić, Agency for Electronic Media
- Pauline Ades-Mevel, Reporters Without Borders

Moderator: Amela Odošević, Regulatory Agency for Communication

11:30 – 11:45 Coffee break

11:45 – 12:45 Panel 2: NEW VS CONVENTIONAL MEDIA Influence of new media (social media, portals) on media market; Use of social media for promotion of programmatic content; Role of social media in promotion of important social topics and financial feedback; Influence of new on traditional media in terms of popularity and sustainability

Panelists:

- Nudžejma Softić, Instagram Influencer
- Sandra Silađev, Instagram Influencer
- Danica Ilić, Ethical Journalism Network

Moderator: Adnan Rondić, Al Jazeera

12:45 – 13:00 Closing remarks

- Ambassador Maryse Daviet, Head of the OSCE Mission to Montenegro

13:00 Lunch

END OF THE CONFERENCE