

EUROVISIONI XXXVII

28/29.10.2024

Palazzo Farnese, ROME

The impact of the new
European rules
(A.I. act, DSA, EMFA)
on the audiovisual industry

 YouTube

XIX edition of "Cinema of the Public Services"



AUTORITÀ PER LE
GARANZIE NELLE
COMUNICAZIONI

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AMBASSADE
DE FRANCE
EN ITALIE



INTERNATIONAL DAY, Monday 28 October
(interpretation available in English, French and Italian)

Palazzo Farnese, piazza Farnese 67, Roma
SALONE D'ERCOLE

In collaboration with AGCOM

08:30 participants arrival, security checks, welcome coffee

09:30 **Welcome Greeting** from the Ambassador of France in Italy, Martin Briens

09.45 **Opening session:**

- Michel Boyon, president Eurovisioni
- Giacomo Lasorella, president AGCOM and ERGA
- Graham Ellis, BBC
- Franco Siddi, president Confindustria Radio TV
- Laurence Delpy, president, Business Unit Video, Eutelsat Group
- RAI Representative (TBC)
- Federico Mollicone, president Commission Cultura, Scienza e Istruzione Camera dei Deputati

Coffee break

11:15 Panel 1: **Artificial Intelligence and intellectual property – copyright's reform, redefinition of the protection of the rights owners and of creative professions**

Introduction and moderation: Elisa Giomi, AGCOM Board Member

Case study: Carlo Rodomonti (Rai Cinema's Head of Strategic and Digital Marketing and President of Anica's Union of Publishers and Creators Digital) presents 'Re-Imagine Cabiria', a multi-platform project realised with artificial intelligence and the 3D graphic engine Unreal Engine. A project of the National Cinema Museum of Turin and Rai Cinema realised by Cubia and Spazio Koch, in collaboration with Unspace and the University of Turin.

- Prof Giuseppe Cassano
- Benoit Loutrel, ARCOM
- Matteo Fedeli, SIAE
- Francesco Rutelli, ANICA
- Eric Scherer, France télévision
- Anja Helseth, META
- Andrea Stazi, Google
- Christopher Marcich ([written contribution](#))

13:15 break

14.00 Panel 2: **Impact of the DSA regulation on the circulation of on-line contents – disinformation, protection of minors, hate speech**

Introduction and moderation: Massimiliano Capitanio, AGCOM Board Member

- Marco Giorello, European Commission
- Tobias Schmid, DLM
- Paula Gori, EDMO
- Anna Zizola, X

15.30 Panel 3: **Impact of EMFA and the new rules on audience measurement, transparency of ownership structures and prominence**

Introduction and moderation: Laura Aria, AGCOM Board Member

Case study: Marie-Julie Desrochers, IFCCD/FICDC - CDEC (Canadian law on prominence)

- Karim Ibourki, CSA
- Prof Pier Luigi Parcu, EUI & CMPF
- Paolo Lugiatò, AUDITEL
- Richard Burnley, EBU/UER

17:00 **CONCLUSIONS OF SESSIONS ON REGULATION**

Giacomo Lasorella, President AGCOM and President ERGA

Michel Boyon, President Eurovisioni

To follow: (in cooperation with Institut français Italia)

Panel 4: Cross-border cooperation in audiovisual production in Europe. State of the art, common problems, possible common solutions

Introduction: Remi Guittet, Institut Français Italia

Moderation: Giorgio Gosetti, General Delegate of the Authors days in Venice

- Karim Ibourki, CSA
- Christofer Marcich, EFAD
- Enrico Vannucci, Eurimages
- Marco Chimenz, Federation
- Morad Koufane, France Télévisions
- Nicola Serra, Palomar/Mediawan
- Michele Zatta, Rai fiction

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CINEMA ROOM

TV preview in collaboration with Rai fiction and France Télévisions "**Count of Montecristo**" directed by Bille August in presence of the Director

19.30 Palais Farnèse gardens – welcome of invites

20.15 Cinéma room – Welcome speech by Martin Briens, French ambassador in Italy; presentation of the movie: Nicola Serra, Palomar; Michele Zatta, Rai Fiction; Eric Schérer, France Télévisions; Bille August, director

20.45 projection of the first episode of the series "Le comte de Montecristo" of Bille August (English o.v. with Italian subtitles)

ITALIAN DAY, Tuesday 29
Palazzo Farnese, salone d'Ercole

Session "Italian Policymakers Forum : the Future of the Italian public service"

15.30 Opening: Michel Boyon, Eurovision's president

Moderator: Duilio Giammaria, TV journalist

In presence of Barbara Florida, chair of the Commissione parlamentare per l'indirizzo generale e la vigilanza dei servizi radiotelevisivi

Presentation of the 9 proposals of reform of RAI:

[PD submitted on 13/09/2022 alla Camera](#) Federico Fornaro

[Forza Italia submitted on 13/10/2022 al Senato](#) Maurizio Gasparri

Antonio Nicita [PD2 submitted on 19/10/2022 al Senato](#)

[Italia Viva submitted on 24/10/2022 alla Camera](#) Maria Elena Boschi

[Lega submitted on 23/03/2023 al Senato](#) - Stefano Candiani

Andrea Martella [PD 3 submitted on 28/03/2023 al Senato](#)

[AVS submitted on 28/07/2023 alla Camera](#) Giuseppe De Cristofaro

[PD 4 submitted on 28/01/2024 alla Camera](#) Stefano Graziano

[Cinque stelle submitted on 24/09/2024 al Senato](#) Dolores Bevilacqua

Interventions by the head of the groups of Noi Moderati (Maurizio Lupi)

Will follow debate with Roberto Natale, RAI Board's member, Vittorio Di Trapani, FNSI; Renato Parascandolo, Articolo 21; Stefano Balassone, Articolo 5; Piero Pozzi, Infocivica; Marco Magheri, Comunicazione Pubblica and CNU; Patrizio Rossano, TV media web; Daniele Macheda, USIGRai.

17.45 Conclusions: Barbara Florida

CINEMA ROOM

18.00 in collaboration with the Associazione Amici di Roberto MORRIONE

PRESENTATION IN ROME OF THE FINALISTS OF THE ROBERTO MORRIONE AWARD FOR INVESTIGATIVE JOURNALISM, 2024 edition

Introduction Giovanni Celsi, president Associazione Amici Roberto Morrione Presentation of the reports, moderator: Giulia Bosetti

With the finalists of the Roberto Morrione's and the winner of the Laganà's Award.

Introductory remarks: Piero Badaloni

INVESTIGATIVE JOURNALISM: THE REPORTS OF THE ROBERTO MORRIONE AND OF RICCARDO LAGANA'S AWARDS:

- LA GIOSTRA by Iacopo Valori | tutor Giulia Bosetti, Rai
- OLTRE by Beatrice Petrella | tutor Michela Mancini, Rai Radio 1
- OMBRE SUL MARE by Antonia Ferri and Arianna Egle Ventre | tutor Luigi Scarano, Fanpage.it
- TRACCIAMENTI by Edoardo Anziano, Francesca Cicculi, Roberta Lancellotti | tutor Goffredo De Pascale, Report Rai 3
- ESOTICI FUORI LUOGO (investigative report winner of the Riccardo Laganà award) by Caterina Tarquini and Francesca Sapio | tutor Sabrina Giannini, Indovina chi viene a cena Rai 3, and Sara Segatori, TG3 Rai 3

XIX edition of "Cinema of the Public Services"

20.00 Eurovisioni, ARTE, SSR e Institut Culturel Italia in collaboration with Goethe Institut and Istituto svizzero present: **"The magic mountain"**
Original title : Der Zauberberg, Thomas Manns Jahrhundertroman
V.O. in German with Italian subtitles

PARALLEL EVENTS

28 October 2024 organized by EUI
Rome - Offices of the European Parliament
Via IV Novembre 149 – Sala Delle Bandiere

Debate around the 2024 report on Italian situation of the Media Pluralism Monitor

Installation VR "Re-Imagine Cabiria"

28 e 29 ottobre – Palazzo Farnese galleries
entry time on Monday 28 h. 9.30 – 20.00 | entry time on Tuesday 29 h. 15.30 – 20.00
Rai cinema presents: Installation "Re-Imagine Cabiria", a multi-platform project realised with artificial intelligence and the 3D graphic engine Unreal Engine. A project of the National Cinema Museum of Turin and Rai Cinema realised by Cubia and SpazioKoch, in collaboration with Unspace and the University of Turin.

2025 – date to be established

Celebration of the 20 years of the UNESCO Convention on Cultural Diversity

French Embassy in Italy (Martin Briens, Patrice Le Borgne, Dario Dessardo), Institut Français Italia (Hervé Clément, Remi Guittet, Pascale Zaffina); AGCOM (Antonello De Tommaso, Francesco Sciacchitano, Giorgio Greppi, Benedetta Liberatore, Stefania Attisani, Giuliano De Vita); Eutelsat Group (Laurence Delpy, Michel Azibert); RAI Radiotelevisione Italiana (Simona Martorelli, Micaela Panella); Rai Cinema (Paolo Del Brocco), Tivù (Tivusat) (Stefano Luppi); French Academy in Rome - Villa Medici (Sam Stourdè, Simon Garcia, Michela Terrieri, Antonella Grassi). Un ringraziamento speciale a Duilio Giammaria.

For the ROBERTO MORRIONE AWARDS (Mara Filippi, Giovanni Celsi, Francesco Cavalli, Alessandra Tarquini);
For the session ITALIAN POLICY MAKERS FORUM: Duilio Giammaria, on Barbara Florida, Articolo 21 (Renato Parascandolo, Beppe Giulietti), Articolo 5 (Stefano Balassone), Comunicazione Pubblica (Leda Guidi, Marco Magheri), Infocivica (Piero Pozzi, Stefano Rolando, Andrea Melodia, Bruno Somalvico), Movimento Europeo (Pier Virgilio Dastoli), TV media web (Marco Mele e Patrizio Rossano), USIGRAI (Daniele Macheda), SLC-CGIL (Riccardo Saccone)
For the premiere "CONTE DI MONTECRISTO": Bille August, Rai Fiction (Maria Pia Ammirati, Luigi Marinello, Walter Ingrassia, Sara Bonfanti), France Télévisions (Manuel Alduy, Morad Koufane, Eric Scherer), Palomar (Nicola Serra, Chiara Supplizi, Marco Camilli, Laura Cei, Luigi Pinto; Margherita Chitti); Mediawan (Pierre Bouchard, Elisabeth D'Arvieu)
For the premiere "DER ZAUBERBERG": ARTE (Annamaria Lodato, Martina Magri, Niccolò Inches), Goethe-Institut Rom, Istituto Svizzero (Joelle Comé, Elena Catuogno)
For the installation "RE-IMAGINE CABIRIA": Rai Cinema (Paolo Dal Brocco, Carlo Rodomonti, Tommaso Maggi Mariotti, Maria Federica Lo Jacono, Manuela Rima, Federico Comella). A project of the Museo Nazionale del Cinema di Torino and Rai Cinema realized by Cubia and Spazio Koch, in collaboration with Unspace and the Turin University, using 3D Unreal Engine.

ORGANIZATION: Videoplay AC (Loredana Ciccarelli, Dino Statella, Marco Mameli, Gabriele Vece), Digital Management: Echoes srl Simona Di Pietro, Accounting services: (Loredana Sposaro, Federica Bianchini); Insurance services: Zurich Italia Ro- massicura (Lorenzo Scipioni, Fabrizio Torreggiani, Cinzia D'Annibale); Press Officer Elisabetta Castiglioni info@elisabettacastiglioni.it
A special thanks to the SSML di Mediazione Linguistica San Domenico (Adriana Bisirri, Federica Loddi, Cinzia Massotto, Beatrice Giachino, Linda Voglino, Ludovica Princi, Teresa Scali, Aloysia Rossi, Giulia Rocchi, Elisa Martucci, Marina Proietti)

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