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RUSSIA

The Media between State Control and Commercialization

Date
21 April 2010

Location
**Deutsche Welle
Bonn, Germany**

PROGRAM

Part I

08.30 a.m.

REGISTRATION

09.15 a.m.

RECEPTION

10.00 a.m.

OPENING

WELCOMING SPEECH

KEYNOTE SPEECH

The media situation in Russia and its implications for German-Russian relations.

Erik Bettermann
Director-General of Deutsche Welle

Prof. Dr. Rolf Schwartmann
Head of the Media Law Research Department at Cologne University of Applied Sciences

Dr. h. c. Fritz Pleitgen
Chairman of the Executive Committee of RUHR.2010, Former Director-General of WDR

11.00 a.m. MEDIA WORK: FREEDOM DESPITE DEPENDENCE?

KEYNOTE SPEECH

Step-by-step change? The general political and economic situation in Russia. A first-hand report on real media work and the situation of the media in Russia.

Boris Reitschuster

Chief of Focus news magazine's Moscow bureau

PANEL

Status and development of the Russian Media from German, Russian and international perspectives.

Participants

Prof. Dr. Galina Woronenkowa
Director of the Free German-Russian Institute for Journalism at Lomonosov Moscow State University

DISCUSSION

- Appreciation and development of freedom of expression/press freedom
- Protecting freedom of expression and freedom of information in Russia
- Access to state information
- Journalistic principles and privileges
- Principle of the media being independent of the state?
- Mandate and function of broadcasters governed by the public law
- Regulating content
- Legal supervision for press, broadcasters and the Internet

Prof. Dr. Andrei Richter

Director and Founder of the Moscow Media Law and Policy Institute at Lomonosov Moscow State University

Gemma Pörzgen

Freelance journalist and member of the board of directors of Reporters Without Borders Germany

Moderation

Ingo Mannteufel
Deutsche Welle

01.00 p.m. LUNCH

PROGRAM

Part II

02.15 p.m.

MEDIA MARKET: UNLIMITED COMMERCIAL FREEDOM?

KEYNOTE SPEECH

Structure of the Russian media market and fundamentals for decision-making by foreign investors.

Prof. Elena Vartanova

Dean and chairwoman of the specialist field of media theory and media economics at the faculty of journalism at Lomonosov Moscow State University

PANEL

Situation, potential, outlook and development of the Russian media market.

Participants

Dr. Johann Sattler

Head of the Russian delegation of WAZ media group

Galina Timchenko

Editor-in-chief, "lenta.ru"

Annika Sehl

Journalist, Institute for Journalism, TU Dortmund

Moderation

Carsten von Nahmen

Deutsche Welle

DISCUSSION

- Russia's media market as a future market for internationally/globally active media companies?
- Financing models for private media
- Business models for private media
- Access for foreign investors: obstacles and opportunities?
- Media concentration: control and regulation?
- General conditions: cultural subsidies, copyright law, media freedom
- Consumer behavior and media reception
- The role of modern media in society

CONCLUSION

Summary and outlook

04.00 p.m. FAREWELL

04.45 p.m. END

REGISTRATION

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By e-mail
mediendialog@dw-world.de

I hereby register to take part in the Deutsche Welle Mediendialog on 21 April 2010.

Surname

Forename

Organization

Position

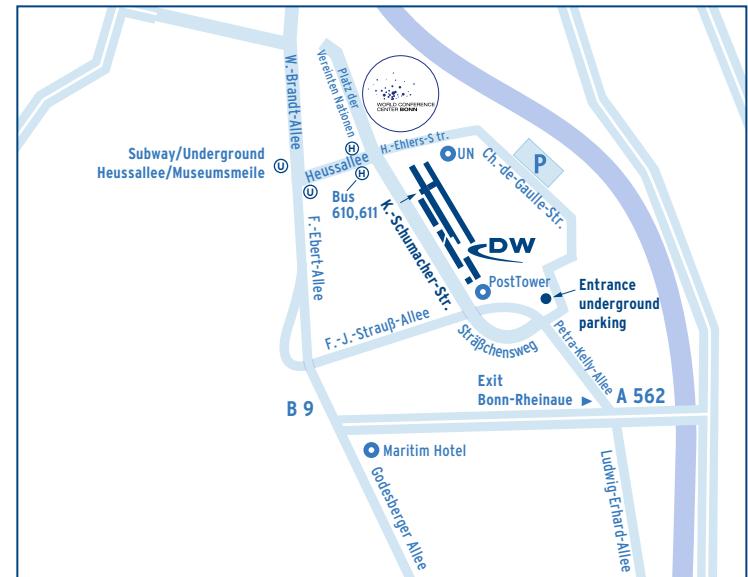
Address

Telephone Number

Fax

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Date/Signature



ADDRESS

Deutsche Welle
Kurt-Schumacher-Str. 3
53113 Bonn, Germany

DIRECTIONS

To get to Deutsche Welle take the Subway/Underground lines 16, 63, 66 and get off at "Heussallee/Museumsmeile". From Bonn central station take bus number 610 or 611.

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