

**PROGRAMME** | **ROUNDTABLE**

**TV 2.0**

**Connected TV and audiovisual media services in the European context: state of the art and new challenges**

Wednesday, 17<sup>th</sup> April 2013, 10,00 – 13,00

Rome, I-Com, Via del Quirinale 26

**10.00 - WELCOME COFFEE**

**10.15 - OPENING SPEECH**

**Stefano DA EMPOLI**, President I-Com

**INTRODUCTION BY I-COM**

**Giovanni GANGEMI**, Director Communications Area I-Com

**Sara DI TROCCHIO**, Research fellow I-Com

**10.45 - KEYNOTE SPEECH**

**Stefano RIELA**, Advisor Italian Communications Authority - AgCom

*"National regulation on converging media services in the European framework: how to preserve market competition and consumers' choices"*

**11.00 - DEBATE**

**Delia BUSHELL**, Chief Strategy & Commercial Initiatives Officer Sky Italia

**Pier Luigi DAL PINO**, Director of Institutional and Industrial Affairs Microsoft Italia

**Carolina LORENZON**, Director of International Affairs Mediaset

**Marco SALVADORI**, Director Internet Business Solutions Cisco Italia

**Tiziana TALEVI**, Head of Regulatory Affairs Fastweb

**12.30 - CONCLUSIONS AND FINAL REMARKS**

**Lorena BOIX ALONSO**, Director Converging Media & Content DG Connect EU Commission

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