



PROGRAM

Initiative Urheberrecht conference on December 12, 2016

"Digital Platforms - Opportunities and Challenges"

Moderator: Prof. Dr. Frank Überall, journalist and professor, HMKW

10:00 a.m. REGISTRATION

10:45 a.m. Welcome address | Prof. Jeanine Meerapfel, President of the Academy of Arts

10:50 a.m. Introduction | Prof. Dr. Gerhard Pfennig, Initiative Urheberrecht spokesperson

11:00 a.m. **The position of the Federal Government regarding digital platforms from a cultural-economic perspective**

Keynote | Brigitte Zypries, Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy

11:15 a.m. **Digital platforms – common interests of authors and consumers**

Keynote | Klaus Müller, Executive Director of the Federation of German Consumer Organizations (vzbv)

11:30 a.m. **Digital platforms - Introduction to media and copyright law**

Presentation | Prof. Dr. Axel Metzger, HU Berlin

12:00 p.m. **Digital platforms and media policy**

Panel session

- State Secretary Björn Böhning, Head of the Berlin Senate Chancellery
- Prof. Dieter Gorny, President of the German Federal Music Industry Association and Special Advisor for Creative and Digital Economies at the Federal Ministry for Economic Affairs
- Matthias Hornschuh, composer
- Thomas Jarzombek, Member of the German Bundestag and Digital Agenda Spokesman for the CDU/CSU Bundestag parliamentary group
- Dr. Oliver Schwenzer, General Counsel of the Mondia Media Group

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12.45 p.m. LUNCH BREAK

- 1:30 p.m. Commentary | Niki Stein, director and screenwriter
- 1:40 p.m. **Digital platforms and content producers**
- Discussion
- Mark Chung, musician and producer
 - Jan Kottmann, Head of the Google Germany Media Policy Department
 - Dan Maak, CEO of Pantaleon Entertainment AG
- 2:25 p.m. **Business models in the Internet economy: Who profits?**
- Panel session
- Janet Clarke, Netzwerk Autorenrechte (Network for Authors's Rights)
 - Dr. Urban Pappi, Managing Director of VG Bild-Kunst
 - Volker Rieck, Managing Director of FDS File Defense Service
 - Dr. Reinhard Schultze, legal advisor, Globalscreen, lawyer
- 3:00 p.m. Keynote | Olaf Scholz, First Mayor of the Free and Hanseatic City of Hamburg
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3:45 p.m. COFFEE BREAK

- 4:15 a.m. **EU: Parliament and Commission initiatives to regulate platforms**
- Introduction | Prof. Dr. Gerhard Pfennig, Initiative Urheberrecht spokesperson
- 4:20 p.m. Keynote | Dr. Helga Trüpel, MEP
- 4:40 p.m. **Brussels Projects and German expectations**
- Commentary | Prof. Dr. Jörg Reinbothe, Europa-Institut Saarland University
- 5:10 p.m. **What demands do we wish to put to Brussels?**
- Panel session
- Christopher Blenkinsop, musician and producer
 - Prof. Dr. Rolf Budde, Managing Director of the Rolf Budde Musikverlage
 - Prof. Dr. Jörg Reinbothe, Europa-Institut Saarland University
 - Alexander Scheuer, Head of Media Policy and Media Regulation at Deutsche Telekom
 - Dr. Helga Trüpel, MEP
 - Moderator: Dr. Tilo Gerlach, GVL Managing Director
- 6:00 p.m. Closing statement
- followed by:
- RECEPTION

At the beginning of the respective agenda item, each panelist and discussion participant will make a 3-minute statement on the respective topic.