

## **THE ADAPTATION OF PUBLIC SERVICE BROADCASTING TO THE MULTIPLATFORM SCENARIO**

**Date:** February 6<sup>th</sup> 2012 (Monday)  
**Venue:** Hanse-Office in Brussels  
Avenue Palmerston 20  
B-1000 Brussels

**Organized by:** Hans Bredow Institute  
for Media Research  
**Hosted by:** Hanse-Office in Brussels

### **SPERAKERS' PROFILES**

#### **Professional / Academic Debate Panel**

*“Adapting Public Service to the ‘Anything, Anywhere, Anytime’ Paradigm: National Strategies in Germany, Poland and Spain”*



**Mr. Niels Rasmussen** – NDR Online & Multimedia Department  
(Germany)

Mr. Rasmussen studied Mathematics and Informatics. In 1999, he started to work for the public broadcaster ARD, contributing to Tagesschau, the main daily news programme. Since 2001 until 2008, he was the deputy editor-in-chief. In September 2008, Mr. Rasmussen joined the team responsible for developing the online offer of NDR, a member of ARD. Since 2009, he has been the director of NDR Online & Multimedia Department.



**Mr. Wiesław Łodzikowski** – Telewizja Polska (Poland)

Mr. Łodzikowski graduated from Szczecin Technical University of Technology and since then his career has been focused on television technology. In 1990-1993 he worked both as an assistant his Alma Mater and as a technician in the local branch of the Polish Television, where he started holding management-level positions in 1993. In 2002-2005 he lectured on Collegium of Informatics in Szczecin. In 2005 he became deputy director and in 2006 – director of Bureau of Technology and investments in Telewizja Polska S.A. He had a short break from TVP in 2010-2011, when he worked for the Ministry of Infrastructure as an advisor and coordinator for switch-over policies, only to return back to TVP to hold his current position as director of the technical department. Mr. Łodzikowski has also finished postgraduate studies on radiocommunications on Warsaw University of Technology and management and marketing on Szczecin University of Management. He actively participates in technical bodies of European Broadcasting Union.



**Mr. Ignacio Gómez** – RTVE Interactive Media Programmes  
(Spain)

Mr. Gomez is the Director of Entertainment for RTVE.es, the interactive unit of RTVE, the Spanish Public Broadcaster. He began his career working in Finance, but soon felt the inescapable attraction of online media & journalism. Since 2007, he is responsible for creating and implementing entertainment multiplatform products and services both for the TV channels and for all of the six Radio Nacional de España (RNE) stations. He also coordinates the INVI Awards (jointly developed by RTVE and Red.es, the public office responsible for fostering the Information Society in Spain), which recognize audiovisual innovation on the Internet in Spain.

**Prof. Dr. Barbara Thomaß** – Ruhr-University Bochum (Germany)

Barbara Thomass is Professor for International Comparison of Media Systems at the Institute for Media Studies, Ruhr-University in Bochum. Her main fields of interests are media in East and West, media politics, media and journalism ethics. She is member of the Broadcasting Council of the ZDF, a national PSB, and head of the *Akademie für Publizistik*, the biggest institution for further training of journalists in Germany. She had been lecturing and researching in communication science at the universities of Hamburg, Göttingen, Lüneburg and Bremen and at the universities in Vienna and Paris. She had been working with international organisations as European Journalism Center, European Search for Common Ground and the European Institute for the Media for several years in courses on journalism standards and ethics in different parts of Eastern and South Eastern Europe, West Africa and India. Prior to her academic career she had been working as a journalist.

**Dr. Michał Głowacki** –University of Warsaw (Poland)

Dr. Głowacki is an Associate Professor at the University of Warsaw, Poland. His research interests focus on media policy, accountability and governance. He has been awarded scholarships by CIRIUS, the Swedish Institute, and the Research Council of Norway. In 2010, he was temporary programme advisor to the Ad hoc Advisory Group on Public Service Media Governance (MC-S-PG), a group of experts reporting to the Steering Committee on the Media and New Communication Services (CDMC) at the Council of Europe. Most recently, he has given support to the team of Wrocław University in the project "Media Accountability and Transparency in Europe (MediaAcT)" funded by the 7th Framework Programme of the European Union.

**Dr. David Fernández-Quijada** – Autonomous University of Barcelona (Spain)

Ph.D. in Audiovisual Communication with a dissertation about the Spanish TV industry. Currently, he is Lecturer at the Department of Audiovisual Communication and Advertising of the Autonomous University of Barcelona. He has also been a visiting scholar at the Institute of Communications Studies of the University of Leeds and at the DTT-Lab / CSP in Torino, Italy. His fields of expertise include television industry, public service media and communication technologies.

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**Supranational Debate Panel**

*"Regulation and Accountability: Shaping the Extension and the Future of Public Service Media"*

**Dr. Anna Herold** – European Commission, DG Information Society & Media

Anna Herold holds a PhD from the Law Department of the European University Institute in Florence. She has written widely on EU audiovisual law and policy and the impact of competition law on cultural diversity, as well as the relevance of trade liberalisation for the audiovisual sector. Her book entitled "European Film Policies in EU and International Law: Culture and Trade-Marriage or Misalliance?" was published in 2011 by Europa Law Publishing. She currently serves as an official in the European Commission (Directorate General for Information Society and Media, Audiovisual and Media Policies Unit), where she mainly deals with the Audiovisual Media Services Directive, public service broadcasting and competition issues. Her broader interests include EU constitutional and economic law, international trade (WTO) law as well as media and communications policy.

**Mr. Jan Malinowski** – Council of Europe, Media Division

Jan Malinowski is a lawyer, qualified in Spain and in England. Following eight years of professional practice in Barcelona and London, involving civil, family, criminal, commercial and corporate matters, including litigation, Mr. Malinowski joined the Council of Europe. There he worked for eleven years with the anti-torture watchdog, which supervises the treatment of persons deprived of their liberty in the Organisation's member states. Since 2005, Mr. Malinowski heads the Media Division and has been responsible for supporting the Council of Europe wide inter-governmental standard-setting activities in respect of media and freedom of expression and information as well as Internet governance.

**Mrs. Nicola Frank** – European Broadcasting Union, Brussels Office

Nicola Frank joined the European Broadcasting Union in 1998. In January 2009, she became Head of Public Affairs, in charge of the EBU Brussels office. Mrs. Frank started her career in the European Commission in 1990, where she was responsible for an *information and communication programme towards the Mediterranean and the Near and Middle East*. In 1996, she joined *Media and Entertainment International*, the international federation of media and entertainment trade unions, as Deputy General Secretary. Mrs. Frank holds a M.A. in Islamic Studies, Modern History and French Literature.

**Prof. Dr. Uwe Hasebrink** – Hans Bredow Institute (Germany)

Dr. Hasebrink joined the Hans Bredow Institute in 1986 as a researcher; from 1988 he also acted as the executive manager. In 1998, he was elected to the Institute's directorate. In 1999, he was Acting Professor of Communications at the College of Music and Theatre in Hanover. In spring 2001, he received a chair in "Empirical Communications Studies" from the University of Hamburg and the Hans Bredow Institute jointly. Since 2009, he is a member of the board of directors of the Research Center for Media and Communication (RCMC), which brings together university and non-university media and communication research in Hamburg, and at the same time one of the spokespersons of the Graduate School Media and Communication, which is being supported within the context of the Hamburg initiative of excellence. Dr. Hasebrink's research interests are focused on the areas of media use and media contents, as well as media politics, European media and European audiences.

**Dr. Roberto Suárez Candel** – Hans Bredow Institute (Germany)

Roberto Suárez Candel (Ph.D. 2009 Pompeu Fabra University – Barcelona, Spain) joined the Hans Bredow Institute as a Marie Curie Research Fellow in 2010. Since then, he has been in charge of the project PSB-Digital, which analyses the redefinition and reposition of public service broadcasting in the multiplatform media scenario and is funded by the EU. Dr. Suarez's research interests include media policy and regulation, media ecology and the technological transformations of the communication system, with a special focus on connected/hybrid television. In his PhD dissertation, Roberto Suárez compared the public policies for the implementation of digital terrestrial television carried out in Sweden and Spain. For that purpose, in 2004 he visited the Institutionen för Journalistik, Medier och Kommunikation at the University of Stockholm. As a result, he was awarded with two prizes (2010 – Catalan Audiovisual Council; 2006 – Fundación Autor SGAE). Since 2002 until 2009, he worked as a researcher and associated lecturer at the Department of Communication of the Pompeu Fabra University.