






The third edition of **ABU** and **Radio Romania's** international forum **Media & Culture Days** will take place in **Bucharest, Romania on 16-17 November 2023**. The annual initiative focuses on public media's role in producing and promoting culture and heritage in all its forms.

This year's conference, titled "**Diverse and distinctive: How culture powers public service media**", will examine high value cultural content, diversity, and inclusion, with particular focus on broadcasting for national, regional and local communities. The conference aims to reinforce PSM's core value as cohesive cultural engines, able to gather people around their common values, roots, heritage and diverse identities, and provide possible answers to our concerns and projections towards an increasingly globalised future.

Public Service Media are both the creators and the beneficiaries of their country's culture. There is a deep and symbiotic relationship between their content and culture, so a central session will explore that relationship and examine how broadcasters (including online) can support a nation's cultural capital while making sure they get their own dividend from it to sustain their business and satisfy and grow their domestic audiences.

AGENDA		
15 November	<p>Arrivals</p> <p>18:15 Departure by bus from "Capitol" hotel</p> <p>19:00 Welcome reception offered by the Royal House of Romania at Elisabeta Palace (dress code: lounge suit, cocktail dress), 26 Kiseleff Road, Bucharest</p>	
16 November	DAY 1	
Opening 9:15-9:30	<p>Opening and Welcome</p> <ul style="list-style-type: none"> • Răzvan Ioan Dincă, President Director General, Radio Romania • Ahmed Nadeem, Secretary General, ABU • Mireille Rădoi, General Manager, "Carol I" Central University Library <p>MC : Akim Mogaji, New Media Networks</p>	
High Level Roundtable 9:30-10:30	<p>The main issues facing media and culture</p> <p>A roundtable discussion with broadcasting leaders from Asia and Europe about the complex and dynamic relationship between media and culture; including how media can reflect and shape values and beliefs, promote diversity, challenge stereotypes, and shine a light on cultural appropriation.</p> <p>Moderator: Akim Mogaji</p> <ul style="list-style-type: none"> • Ahmed Nadeem, Secretary General ABU • Jean Philip De Tender, EBU Deputy Director General/Director Media EBU • Claudio Cappon, Secretary General Co.Pe.A.M. • David Jordan, Director of Editorial Policy and Standards BBC/Secretary General PBI • Ignatius Hendrasmo, President Director, RRI 	
Innovation Showcase 1 10:30-11:15	<p>Real world examples of how the media are moving into a changing cultural landscape (I)</p> <p>Broadcasters and independent content creators will showcase the innovative projects they are undertaking in the fields of culture/the arts, sharing the reasons for their successes (and any failings). Conference participants will be able to ask questions and establish links for follow-up cooperation.</p> <p>Moderator: Paola Parri, Vice – Secretary General, COPEAM</p> <p><u>Panellists:</u></p> <ul style="list-style-type: none"> • Prof. Doina Banciu Ph.D., Vice-President, Academy of Romanian Scientist • Muhammed Taha Samasti, Director of Productions, TRT-2, Türkiye • Akim Mogaji, New Media Networks, UK • Radka Betcheva, Head of EBU Members relations 	
11:00-11:30	Coffee break	
Special Discussion 11:30 – 12:30	<p>AI – Friend or Foe?</p> <p>A high-powered, forward-looking discussion on one of the most critical issues facing broadcasting in the cultural sphere as we travel deeper into the 21st century – the interaction between 'traditional' cultural content and the creations of artificial intelligence.</p>	
 <i>Transfer de bani</i>	 BRD <small>GRUPE SOCIETE GENERALE</small>	 <small>DE SPIRITU ET ANIMA</small> Biblioteca Centrală Universitară CAROL I

	<p>Moderator: Flavia Voinea, Manager, Bucharest FM, Radio Romania</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Ad van Loon, former Legal Advisor, European Audiovisual Observatory, Advisor on copyright & Data Protection in GenAI, Netherlands • Aaron Pinto, COO Media Prima Audio, Malaysia • Dr. Suranga Jayalath Bandara, member of the Board of Directors, MBC/ Chairman of Intellectual Property and Legal Committee of Asia-Pacific Broadcasting Union • Maria Asuncion Gomez Bueno, Director International Relations, RTVE
12:30 – 14:00	Lunch
<p>AI Content Showcase 1 14:00 – 14:15</p>	<p>The Culture of AI Rene Zavoral, CEO Czech Radio</p>
<p>Culture & Diversity Showcase 14:15 – 15:15 Incl Q&A</p>	<p>Regional, Local and Hyperlocal – bringing diverse perspectives to the forefront Media practitioners and experts in the field of culture/the arts will showcase a number of real-world examples of cultural diversity, including regional broadcasting, inclusion, and cultural identity in the digital era.</p> <p>Moderator: Claudia Crăcăleanu, Manager, Radio Iași, Radio Romania</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Carsten Dufner, Head of Science and Education Department, MDR, Germany • Archana Kapoor, Radio Mewat, India • Marek Solon Lipinski, Director International Relations, Polish TV • Santosh Kumar Chaudhary, ACORAB, Nepal
15:15 – 15:45	Coffee break
<p>Innovation Showcase 2 15:45-16:30 Incl Q&A</p>	<p>Real world examples of how we are moving into a changing cultural landscape (II) Broadcasters from Europe and Asia will showcase the innovative projects they are undertaking in the fields of culture/the arts, sharing the reasons for their successes and any challenges. Conference participants will be able to ask questions and establish links for follow-up cooperation.</p> <p>Moderator: Bogdan Roșca- Zasmencu, manager Radio Cluj, Radio Romania</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Tinatin Berdzenishvili, Director General, Georgian RTV • Mr.Hurshed Urinov, Dunyo Bo'ylab TV, MTRK - Uzbekistan • Irina Kornienko, Director, Culture Channel, Suspilne, UA: PBC
16:30	Summary of Day 1, Preview of Day 2
19:30 – 21:30	Gala dinner at "Casa Capsa", preceded by a harp solo concert performed by Maria Bildea, harp soloist of the Romanian Radio National Orchestra

17 November	DAY 2
09:30	Welcome to Day 2!
AI Content Showcase 2 09:35-10:00	The AI of Culture Soud Hyder, Deputy Director of International Digital News, TRT World
10:00 – 10:45 Content Showcase	Co-productions: The Intersection of Culture & Sustainability <ul style="list-style-type: none"> • CARE 11 Co-Production – Olya Booyar, Head of Radio, ABU/Maria Luisa Mazzei, Head of Asia and Africa Desk, International Relations and European Affairs, RAI • Work and Live Project – Florin Brusten, Secretary General Regional Studios, Attila Szasz, Editor in chief, Radio Târgu Mureş, Radio Romani
10:45 – 11:15	Coffee break
11:15 – 11:45	Open Forum – Where to from Here? An opportunity for delegates to look back over the break-through ideas of the conference and ask how we forge a path forward. Observations and analysis ignited by curiosity will shine a light on the big issues in the media and culture sector and illuminate how we turn challenges into opportunities, and ideas into actions. Moderated by: Akim Mogaji
11:45 – 12:00	Conference Close
12:00 – 14:00	Lunch
14:00 – 15:30	ABU Culture Committee meeting
For Delegates staying in Bucharest	18:30 Departure from the hotel 19:00 Romanian Radio Hall , 60 - 64, General Berthelot street Concert (In collaboration with Cervantes Institute, Bucharest) ROMANIAN RADIO NATIONAL ORCHESTRA Conductor: Anastasios Symeonidis Soloist: Pablo Barragán - clarinet A. Dvořák: Carnival Overture, op. 92 O. Navarro: Clarinet Concerto no. 2 G. Bizet: L'Arlésienne suites.
Conference Concludes	

This year's conference takes place in the frame of "Radio Romania '95" anniversary and it is supported by BRD, Smith & Smith Transfer de bani and "Carol I" Central University Library