

European Audiovisual Observatory  
Polish Presidency Seminar

**The role of media literacy in the new media landscape**

8 June 2017, Warsaw, 14.00-17.00 , Hotel Novotel Centrum, Orchidea Room

- 13.30**      **Welcome coffee**
- 14.00**      **Welcome and opening of the seminar**
- Halina Rostek, Chair of the Polish Presidency
  - Witold Kołodziejcki, Chairman of the National Broadcasting Council
- 14.15**      **Introductory session**
- Moderation:** Susanne Nikoltchev, Executive Director of the European Audiovisual Observatory
- How the access to content is changing in the digital age: the example of video content: Gilles Fontaine, Head of the Observatory's Department for Market Information
  - Report: Media Literacy Mapping – Maja Cappello, Head of the Observatory's Department for Legal Information
  - Media Education in Poland – regulatory authority perspective – Ewa Murawska-Najmiec, National Broadcasting Council of Poland
  - **Q&A with the audience**
- 15:20**      **Short coffee break**
- 15.30**      **Panel discussion – media literacy initiatives in Europe**
- Moderation : Mirosław Filiciak PhD, Director, Institute of Cultural Studies, Head School of Ideas at SWPS University
  - First national case-study
  - Second national case-study
  - Third national case-study
  - **Q&A with the audience**
- 16.45**      **Conclusions**
- 17.00**      **Closing remarks, Halina Rostek**

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