

# EUROVISION

OPERATED BY EBU

## 17<sup>TH</sup> SPORTS ASSEMBLY PROGRAMME





Dear Sports Assembly Delegates,

It is a great pleasure to welcome you to Brussels for this 17th meeting of the EBU Sports Assembly, organized in collaboration with our hosts at RTBF and VRT and in partnership with the European Parliament and the European Commission.

Full agendas await us for the various meetings organized during this assembly.

Besides the agendas for our meetings and the major challenges we will be discussing, this assembly, owing to the exchanges and networking it enables, is a symbol of the vitality of our community and the pleasure we have every time in coming together to discuss the various issues and the presence of sport on our channels.

More than ever, owing to its ability to bring our viewers and listeners together, sport is essential for our organizations, and all the more so in a broadcasting environment that is increasingly fragmented and on demand. While we are convinced of the importance of sport for free-to-air television and everything that free-to-air broadcasting can contribute to sport, we are nevertheless working in a more complex and competitive context, symbolized by a veritable globalization of the sports rights market, whose potential impact is becoming clearer and clearer to us.

Against this background, which we will be discussing throughout this assembly, the fact that we are here in Brussels, at the heart of Europe, is particularly significant. What is more logical than for our community to choose Europe's capital to debate these issues that are so crucial to our future as European radio and television corporations?

On behalf of the chairmanship of the Sports Assembly and the EBU Permanent Services, I hope you will enjoy this 17th Sports Assembly and that it will be as fruitful and rewarding for you as it has been exciting for us to prepare.

A handwritten signature in black ink, appearing to read 'Sven Lescuyer', with a long horizontal line underneath.

Sven LESCUYER  
Chairman, Sports Assembly

Dear colleagues,  
Dear friends,

Many of you are surely acquainted with Brussels in some way or another and have probably come face to face with its inimitable charm, especially the *Grand Place* (or *Grote Markt* in Flemish) – a favourite spot of the many tourists who flock to it every year.

Even those without my ties to this city would have to admit that the *Grand Place* is one of the most opulent city squares in the world. We will have the opportunity to take you there so that you can sample some of our country's culinary specialities: our chocolate, waffles, local beers and, of course, those chips – all under the amused gaze of Tintin, the hero of Hergé's comic books.

That is but a foretaste of some of the extra events that we have planned. Of course, the main reason we are coming together in Brussels this autumn is to continue discussing and sharing our experiences, projects and goals, and being on hand to answer each other's questions. We thank Sven Lescuyer and his staff for organising the sessions.

Brussels is furthermore the capital of Europe, where the European Union has its headquarters. And since our meeting will take place just one week after the European Week of Sport (which runs from 7 to 13 September), we look forward to having a timely discussion about the major issues facing sport at a community level and how this affects the EBU's ongoing mission.

The VRT and RTBF look forward to welcoming you to Brussels between 30 September and 2 October, as do their respective CEOs, Léo Hellemans and Jean-Paul Philippot (EBU President), who plan to follow our discussions closely.

We hope you'll feel at home with us.

Best regards,



Luc Van Langenhove  
Manager VRT Sport



Michel Lecomte  
Head of Sport - RTBF

Chers collègues,  
Chers amis,

Beaucoup d'entre vous, sans doute, connaissent déjà Bruxelles et ont ainsi peut-être eu l'occasion de goûter à son charme particulier et notamment au charme de la Grand Place, point central de l'attention généralement portée par les nombreux touristes qui la visitent chaque année.

Sans chauvinisme, il faut bien reconnaître que c'est une des plus belles places du monde et nous aurons l'occasion de vous y emmener pour goûter quelques-unes des spécialités de notre pays. Il sera donc question dans ce séjour à Bruxelles de chocolat, de gaufres, de bières et de frites, tout cela sous l'œil amusé de Tintin, la star de nos héros de Bande Dessinée.

Voilà donc un avant-goût bien belge de ce que nous avons prévu pour encadrer agréablement nos réunions.

En effet, nous serons d'abord à Bruxelles cet automne pour échanger, comme à l'habitude, sur nos expériences, nos projets, nos objectifs, nos questionnements dans un programme de réunions mis en place par Sven Lescuyer et son staff.

Bruxelles c'est aussi la capitale de l'Europe et notre présence dans cette capitale, siège de l'Union Européenne, nous permettra d'évoquer, juste après la semaine européenne du sports (du 7 au 13/09) quelques-unes des grandes questions que suscite le sport à l'échelle de la communauté et notamment dans ses incidences sur les enjeux au sein de l'UER.

La VRT et la RTBF seront très heureuses de vous accueillir à Bruxelles du 30 septembre au 2 octobre et particulièrement leur CEO, Léo Hellemans et Jean-Paul Philippot, Président de l'UER qui suivra avec beaucoup d'attention l'ensemble de nos débats.

Au plaisir de vous retrouver... chez nous.



Luc Van Langenhove  
Manager VRT Sport



Michel Lecomte  
Responsable des Sports – RTBF

## PROGRAMME

The EBU has actively contributed to the development of the European dimension, especially in sport, and it was only natural for the EBU to support and take part in the European Commission's first European Week of Sport. The EBU informed its Members of the event through various channels and transmitted related information over its network. The EBU is proud to be part of this European initiative and hopes that it will boost the promotion of sport and physical activity, highlight the social role of sport, and the value of teamwork.

A special thanks to Mr Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport, who has highly contributed to the partnership with the EBU, and to Mrs Susanne Hollmann, Deputy Head of the Sport Unit at the European Commission, Directorate-General for Education and Culture, who has successfully managed this European premiere and reinforced the link with the EBU. Last but not least, a special thanks to Mrs Nicola Frank of the EBU who initiated this fruitful action.



# #BEACTIVE

## The European Week of Sport in a nutshell

### WHAT IS IT ABOUT?

The European Week of Sport is a new initiative of the European Commission to promote sport and physical activity across Europe. The Week will generate new activities and also build on already existing successful initiatives in the European, national, regional or local context. This European-wide campaign will **inspire Europeans to #BeActive** during the Week and encourage them to stay active all year long.

### WHY?

Sport and physical activity contribute substantially to the well-being of European citizens. However, the level of physical activity is currently stagnating and even declining in some countries. The European Week of Sport is a response to this challenge. The **lack of physical activity** not only has a negative impact on society and people's health, but also results in economic costs. In addition, sport has the potential to strengthen messages of tolerance and reinforce citizenship throughout Europe. Promoting the role of sport as a means of social inclusion will help address ongoing challenges in European society.

### OBJECTIVE?

The European Week of Sport aims at promoting participation in sport and physical activity and raising awareness about the numerous benefits of both. The Week is for **everyone** - regardless of age, background or fitness level. It should bring together individuals, public authorities, the sport movement, civil society organisations and the private sector. Through the focus on grassroots initiatives, the Week will inspire Europeans to #BeActive on a regular basis and create opportunities in people's everyday lives to exercise more.

### WHEN?

The first European Week of Sport will take place from **7<sup>th</sup> to 13<sup>th</sup> of September 2015**. For the first year, the participating countries will have the opportunity to carry out activities and events at national level until the end of the month. The European Week of Sport is not designed as a one-off event. It will take place annually in September as from 2015.

### HOW?

The European Week of Sport will be structured around **4 Focus Days**, i.e. Education environment, Workplaces, Outdoors, Clubs & Fitness centres. A wide range of initiatives and activities will be organised around these settings at different levels (EU, national, local and regional level) and with the involvement of many actors. In Brussels, the European Commission will organise the opening of the Week with strong media involvement and a Flagship Event. The overarching campaign theme for the Week **"#BeActive"** should also become the reference framework for existing campaigns, events and activities throughout the year.

### WHO?

The European Week of Sport is a European Commission-led initiative. The implementation of the Week across Europe is largely decentralised and takes place in close cooperation with the national coordinators and with the **many different partners** who are firmly committed to support the Week. An Ambassador Team will also help implement the different promotional activities.

## TAKE PART!

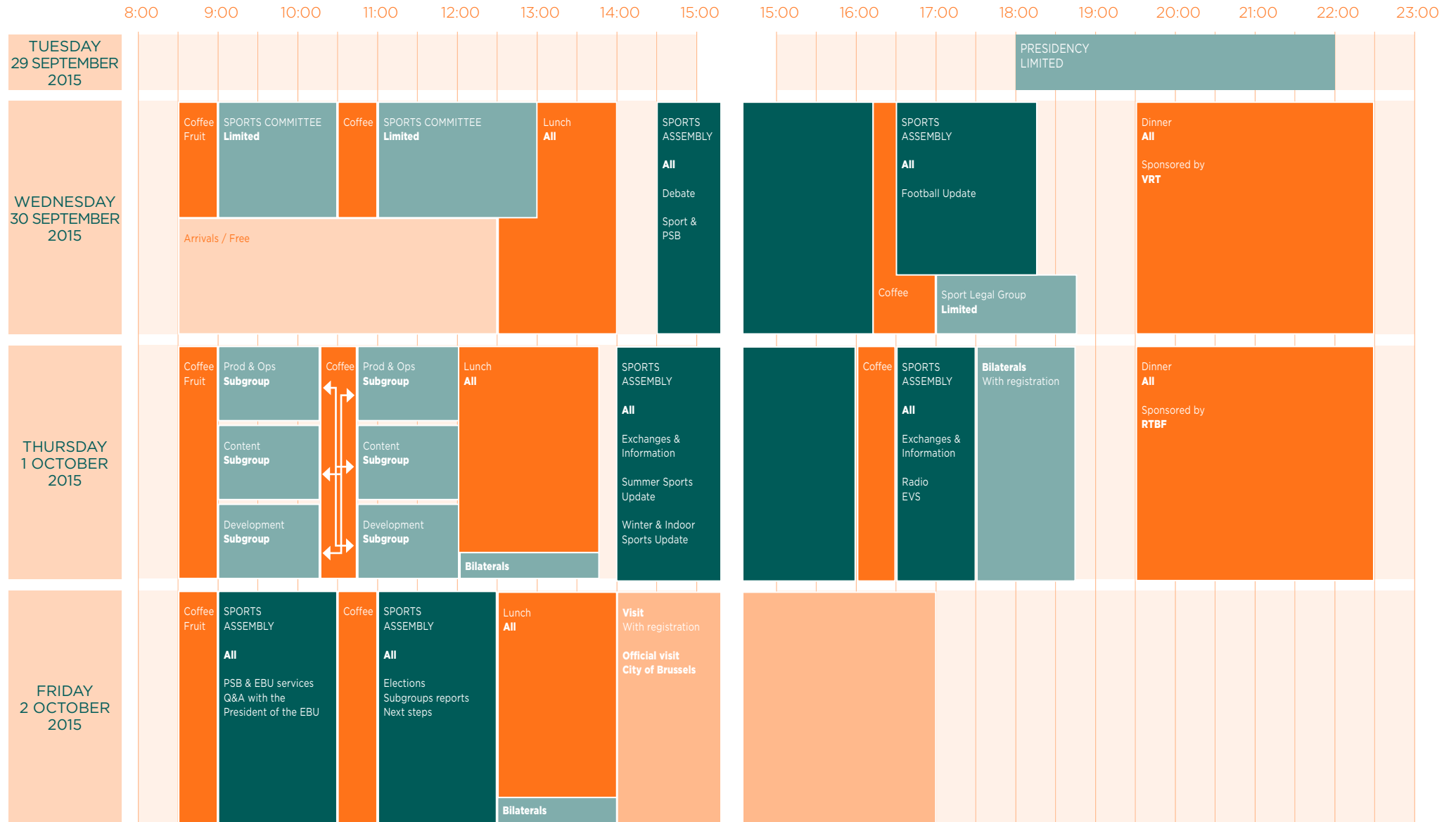
### The European Week of Sport is for YOU!

Do not miss the opportunity to participate in the inaugural edition of the European Week of Sport. There is a wide range of activities all over Europe, waiting for you. Visit our website to find out more, to meet the Ambassadors, to discover the map of events and much more. Let's #BeActive!

[ec.europa.eu/sport/week](http://ec.europa.eu/sport/week)

Sport

# GENERAL PROGRAMME



## PROGRAMME

*All meetings on 30 September, 1 & 2 October  
take place at the Stanhope Hotel*

### WEDNESDAY 30 SEPTEMBER

#### 9:00 – 10:30

Sports Committee (limited) – *Room Balmoral III*

#### 10:30 – 11:00

Coffee break – *Balmoral Lounge*

#### 10:30 – 13:00

Sports Committee (limited) – *Room Balmoral III*

#### 12:30 – 14:30

Lunch – *Bar (reception)*

#### 14:30 – 16:15

Sports Assembly - Debate on Sport & Public Service Broadcasters  
(See p.16 for details) – *Balmoral I & II*

#### 16:15 – 16:30

Coffee break – *Bar (reception)*

#### 16:30 – 18:15

Sports Assembly - Football Update – *Balmoral I & II*

#### 17:00 – 18:45

Sports Legal Group (limited) – *Suite 152-150 liée opera*

#### 19:30 – 22:30

VRT Dinner (see p.22 for details)

### THURSDAY 1 OCTOBER

#### 8:30 – 9:00

Welcome coffee

#### 9:00 – 10:15

Production & Operations Subgroup Part 1 – *Balmoral III*  
Content Subgroup Part 1 – *Wellington*  
Development Subgroup Part 1 – *Suite 152-150 liée opera*

#### 10:15 – 10:45

Coffee break – *Bar (reception)*

#### 10:45 – 12:00

Production & Operations Subgroup Part 2 – *Balmoral III*  
Content Subgroup Part 2 – *Wellington*  
Development Subgroup Part 2 – *Suite 152-150 liée opera*

#### 12:00 – 14:00

Lunch – *Bar (reception)*

#### 14:00 – 16:00

Sports Assembly – Exchanges and information, Summer Sports Update,  
Winter & Indoor Sports Update – *Balmoral I & II*

#### 16:00 – 16:30

Coffee break – *Bar (reception)*

#### 16:30 – 17:30

Sports Assembly – Exchanges and information, Radio, EVS – *Balmoral I & II*

#### 17:30 – 18:45

Bilaterals with registration  
Football Bilaterals – *Lancaster boardroom*  
Summer Sports Bilaterals – *Balmoral III*  
Winter & Indoor Sports Bilaterals – *Boardroom*

#### 19:30 – 22:30

RTBF Dinner (see p.23 for details)

**FRIDAY 2 OCTOBER****8:30 – 9:00**

Welcome coffee

**9:00 – 10:15**

Sports Assembly – PSB & EBU services, Q&A with the President of the EBU- *Balmoral I & II*

**10:15 – 10:45**

Coffee break – *Bar (reception)*

**10:45 – 12:30**

Sports Assembly – Elections, Subgroup reports, Next steps – *Balmoral I & II*

**12:30 – 14:00**

Lunch – *Bar (reception)*

**14:00 – 17:00**

Social Events – Brussels City Tour (*see p.23 for details*)



## AGENDA SUBGROUPS

### THURSDAY 1 OCTOBER

#### 9:00 – 12:00

Production & Operations Subgroup – *Balmoral III*

##### PART 1:

- The 50% solidarity network rules
- Rate cards and invoicing of the Eurovision Network

##### PART 2:

- Winter and Indoor Sports
- Summer Sports
- Guest from France Télévisions: Jean-Maurice Ooghe – New ways to offer sports programs

Content Subgroup – *Wellington*

##### PART 1:

- Guest from ASO (Tour de France): Julien Goupil - New technologies and services
- Guest from France Télévisions: Jean-Maurice Ooghe - New ways to offer sports programs

##### PART 2:

- Ryle Nugent (IERTE): Olympic content in limited air-time.
- Jan Olsson (SESVT): Swedish Sports Championships – a new sports right

Development Subgroup – *Suite 152-150 liée opera*

##### PART 1:

- The EBU Members' needs from the EBU Permanent services.
- The EBU Multiplatform services: to better serve members and federations.
- The EPC solutions.

##### PART 2:

- Guest from ASO (Tour de France): Julien Goupil - New technologies and services
- Impact of the evolution of the market on needs of sport federations and broadcasters.

## AGENDA 17<sup>TH</sup> SPORTS ASSEMBLY

### DAY 1 – WEDNESDAY 30 SEPTEMBER

#### 14:30 – 16:15

1. DEBATE SESSION (*details p.16*)
  - 1.1 What is the importance of sport for public service broadcasters (PSB)?
  - 1.2 What added value (differentiation) can PSB provide for viewers/media users and/or federations?
  - 1.3 How can we preserve this added value in a digital, highly competitive and global environment (regulation, partnerships, offers)?

#### 16:30 – 18:15

2. FOOTBALL UPDATE

### DAY 2 – THURSDAY 1 OCTOBER

#### 14:00 – 17:30

1. WELCOME
2. MINUTES
3. OVERVIEW OF THE GENERAL SITUATION
4. ESC – EUROPEAN SPORTS CHAMPIONSHIPS
5. SUMMER SPORTS UPDATE
6. WINTER & INDOOR SPORTS UPDATE
7. RADIO UPDATE
8. SPORTS NEWS
9. LAST CALL FOR ELECTIONS

### DAY 3 – FRIDAY 2 OCTOBER

#### 09:00 – 12:30

1. FOLLOW UP OF THE IOC DECISION
2. QUESTIONS & ANSWERS WITH MR JEAN-PAUL PHILIPPOT, EBU PRESIDENT:  
ADAPTATION OF THE EBU TO THE CURRENT MARKET SITUATION  
NEEDS OF COMMON SERVICES AT A EUROPEAN LEVEL (RIGHTS, PRODUCTION, TRANSMISSIONS, NEW MEDIA, SPORTS NEWS, LEGAL, ETC.)
3. ELECTIONS
4. REPORTS OF THE SUBGROUPS
5. NEXT MEETINGS (DATES & HOSTS)
6. MISCELLANEOUS



## DEBATE ON SPORT & PSB

By producing and distributing top-quality live sport free to air, public service media (PSM) fulfil their commitment to European audiences. But what is behind this commitment?

Sport is in Europe's DNA. Numerous sports and sporting events were created in Europe before being embraced by other continents. Most of the international sports federations were founded in Europe at the instigation of European pioneers or visionaries. Once we are aware of this historical background, we can easily see that recent structural changes in both the sports and media industries may present opportunities and challenges for this historical European influence. Thanks to new technologies, media consumption patterns can change the way of "creating, promoting and consuming sport"; sports event formats may change, new sports – possibly virtual events – be developed. The way sport and media are financed may also change various business models: licence-fee and free-to-air media might be challenged by pay-per-view, subscriptions, and global media libraries, jeopardizing free access for some European citizens. The globalization of sports and media players may seriously affect (or eliminate) European players and their ability to "create and promote sport", maintain a "European way of life", and unify European citizens. The changes in both the sports and media industries therefore deserve a thorough analysis before any action is taken in any sector.

The debate will focus on three main issues:

- 1<sup>st</sup> issue: What is the importance of sport for public service broadcasters (PSB)?
- 2<sup>nd</sup> issue: What added value (differentiation) can PSB provide for viewers/media users and/or federations?
- 3<sup>rd</sup> issue: How can we preserve this added value in a digital, highly competitive and global environment (regulation, partnerships, offers)?

Participation on the set:

- Mr Tibor Navracsics (European Commissioner for Education, Culture, Youth and Sport) – first hour
- Mr Szabolcs Horvath (Member of Cabinet, European Commission)
- Mr Marc Tarabella (Member of the European Parliament)
- Mr Bogdan Wenta (Member of the European Parliament)
- Sir Philip Craven (IPC President - Paralympics)
- Mr Jean-Paul Philippot (President of the EBU - RTBF)
- Mr Sven Lescuyer (Chairman of the EBU Sports Assembly – France Télévisions)
- Mr Adrian Fikentscher (Chairman of the EBU Sports Legal Group – ARD/BR)
- Mr Thierry Granturco (Member of Sport and Citizenship's Scientific Committee / Lawyer)
- MODERATOR: Mr Gaëtan Vigneron (Sport Journalist at RTBF)

With the presence of Mrs Susanne Hollmann - Deputy Head of the Sport Unit, European Commission, Directorate-General for Education and Culture, notably in charge of the "European Week of Sport".



## LIST OF PARTICIPANTS

Country	Organization	Name	Title
Andorra	ADRTVA	Xavier MUJAL	General Manager
Austria	ATORF	Gerald KOEGLER	Senior Producer
Austria	ATORF	Robert WALECZKA	Assistant Head of Sports
Azerbaijan	AZICTI	Elnur ALIYEV	Sports Coordinator
Belarus	BYBTRC	Arseniy YAKOVENKO	Broadcast Manager
Belarus	BYBTRC	Alexander KAZIUKEVICH	Head of Belarus 5 Sports TV Channel
Belgium	BERTBF	Catherine VANDEN PERRE	Producer
Belgium	BERTBF	Michel LECOMTE	RTBF Head of Sports
Belgium	BERTBF	Sixte GRIGNARD	RTBF/EBU Coordinator
Belgium	BEVRT	Luc VAN LANGENHOVE	Manager VRT Sports
Bulgaria	BGBNT	Snezhana DIMITROVA	Senior expert - Sport
Bulgaria	BGBNT	Svetla GROZDANOVA	Expert "EUROVISION"
Bulgaria	BGBNT	Metodi MANTCHENKO	Head of Sports
Cyprus	CYCBC	Stefanos FARMAKAS	TV Director/Producer, Head of Sports
Czech Rep.	CZCT	Jiri PONIKELSKY	CT Sport Executive Director
Czech Rep.	CZCT	Vladimir DRBOHLAV	Head of Int. Transmissions Dpt.
Czech Rep.	CZCT	Petr DVORAK	General Director
Denmark	DKDR	Jan ROSENDAL	Head of Sports Rights
Denmark	DKTV2	John HANSEN	Head of Sports Rights
Estonia	EEERR	Rivo SAARNA	Head of Sports Department
Finland	FIMTV	Jukka RAATIKAINEN	VP Sport Rights Portfolio
Finland	FIYLE	Robert PORTMAN	Head of Sports Rights and Partners
Finland	FIYLE	Panu POKKINEN	Head of Sports
France	FRFT	Sven LESCUYER	Sports Director
France	FRFT	Francis CLOISEAU	Head of Sport Production

France	FRFT	Frédérique GAULTIER	Director, Sports Programming
Germany	DEARD	Gabi BOHR	Journalist
Germany	DEARD	Werner ZELISKO	ARD Production Manager
Germany	DEARD	Klaus-Werner SCHULZ	Controller of Sports Rights
Germany	DEARD/BR	Adrian FIKENTSCHER	Head of Sports Rights and Competition Law
Germany	DE Sport A	Joerg AUGUSTIN	Senior Director Sports Rights
Germany	DEZDF	Christa KURZWEIL	Sports Rights Manager
Germany	DEZDF	Velitchka NEDIALKOVA	Sports Coordinator
Germany	ARD RA/WDR	Marcus TEPPER	Chairman EURORADIO Sport Group
Hungary	HUMTVA	Ildiko KMETY	Head of Sports Acquisitions
Iceland	ISRUV	Hilmar BJORNSSON	Head of Sports
Ireland	IERTE	Ryle NUGENT	Group Head of Sports
Italy	ITRAI	Maria Cristina SANDOR	Sports Acquisitions - EBU Relationships
Italy	ITRAI	Pier Francesco FORLEO	Head of Sports Rights
Italy	ITRAI	Alessio DE ROSA	Program Coordinator
Kosovo	ZZRTK	Arben BERISHA	Sports Editor
Latvia	LVLT	Dace KLAGIŠA	Executive Producer
Morocco	MASNRT	Hassan BOUTABSSIL	Head of Sports Channel
Netherlands	NLNOS	Maarten NOOTER	Editor in Chief Sports
Netherlands	NLNOS	Jan DE JONG	Director General
Norway	NONRK	Camilla KAMPEVOLD	Sports News Coordinator
Norway	NONRK	Runar ØSTMO	Head of Sports Rights
Norway	NOTV2	Bjorn TAALESEN	Head of Sports
Norway	NOTV2	Christine ESPELAND	Editor
Poland	PLTVP	Jaroslav IDZI	Programming Manager
Portugal	PT RTP	Miguel BARROSO	Director of Production

Portugal	PT RTP	Hugo G. N. MARTINS SOUSA	Head of Sports
Russia	RURTR	Natalia TOLKACHEVA	Deputy Executive Director
Slovakia	SKRTVS	Melita ALBRECHTOVA	TV Sports Rights Manager
Slovakia	SKRTVS	Marcel MERCIK	Head of Sports
Slovakia	SKRTVS	Lukas DIKO	Director of News and Sports
Slovenia	SIRTVS	Mateja MIR	Programme Coordinator/Producer
Spain	ESTVE	Yolanda GARCIA	Director of Sports
Sweden	SESVT	Jan OLSSON	Head of Sports Rights
Sweden	SESVT	Per YNG	Head of Sports
Sweden	SETV4	Fredrik OLOFSON	Head of Sports
Switzerland	CHSRG	Roland MÄGERLE	Head of Major Events
Switzerland	CHSSR	Adrian BOSS	Attorney at law - Business Unit Sport
Switzerland	CHSSR	Jean BROGLE	Attorney at law - Business Unit Sport
UK	GBBBC	Richard PARKES	Sports Rights Business Manager



## DINNERS & EXCURSION

### WEDNESDAY 30 SEPTEMBER

19:30 – 22:30

Dinner sponsored by VRT

The dinner will take place at the **Kwint** restaurant at *Mont des Arts*.

Meeting point at the Stanhope Hotel Reception at **19:30 the latest**.

Luc Van Langenhove will lead the walk (about 15minutes).



### THURSDAY 1 OCTOBER

19:30 – 22:30

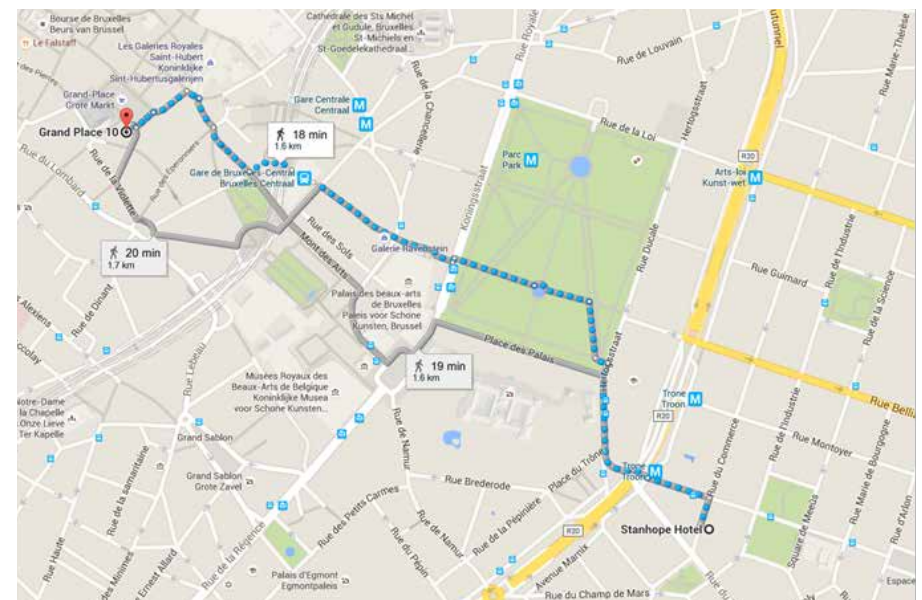
Dinner sponsored by RTBF

Visit and apéritif at the **National Museum of Beer** also called Museum of the Belgian Brewers sheltered within a beautiful house of Grand-Place.

This will be followed by a dinner at the **Maison des Brasseurs** also situated on Grand-Place.

Meeting point at the Stanhope Hotel Reception at **19:00**.

Michel Lecomte will be there to lead the walk (about 15 minutes).



### FRIDAY 2 OCTOBER

14:00 – 17:00

Brussels City Tour

The tour will include a visit of the Comics Art Museum.

Meeting point at the Stanhope Hotel Reception at **13:55**.

## SPORTS RIGHTS UNIT TEAM - PRESENTATION



### FOOTBALL

Pascal Fratellia – Head of Sports Rights  
 Andreas Aristodemou – Senior Sports Rights Manager  
 Michael Lipman – Sports Rights Manager  
 Peter Stafford – Sports Rights Manager  
 Sanja Laban – Sports Rights Manager  
 Jean-Baptiste Casta – Senior Sports Project Manager Football

### SUMMER SPORTS

Julien Ternisien – Head of Sports Rights  
 Marco Pellegrini – Sports Rights Manager  
 Garret Phelan – Senior Sports Rights Manager  
 Frédéric Sanz – Senior Sports Rights Manager  
 Christophe Pasquier – Radio Sports Senior Producer

### WINTER & INDOOR SPORTS

Ingolfur Hannesson – Head of Sports Rights  
 Bruno Chappuis – Sports Rights Manager  
 Beatriz Pastor y Puga – Senior Sports Rights Manager

### ANCILLARY RIGHTS

Angélique Ernoul – Sales Manager  
 Petter Werner – Sales Manager

### ADMINISTRATION

Philippe Mounier – Head of Sports Rights Finance & Administration  
 Christine Imperio Barnes – Sports Contracts Accountant  
 Nathalie Caltabiano – Sports Audience Analyst & Web Editor  
 Olivia Karyoti – Administrative Assistant

We are pleased to welcome four new team members:



Peter Stafford



Andreas  
Aristodemou



Jean-Baptiste  
Casta



Frédéric Sanz

We wish all the best to Borbala De Roos, Lars Kaiser and Julien Schiess who have left the EBU.



## Partners



## Sponsors

