



**Organization for Security and Cooperation in Europe
Office of the Representative on Freedom of the Media**

in co-operation with



Master Class on the Digital Switchover **19-20 September, Tirana, Albania**

Draft Agenda

This Master Class is an interactive series of presentations and discussion sessions on the benefits, challenges and necessary steps for the digital switchover in South East Europe.

Approximately 25 representatives of regulatory agencies, staff of government ministries, legislators, and lawyers working in the field of broadcasting regulation will participate in plenary sessions with ample opportunity for small group discussions and for participants to share experiences. International experts will provide advice, facilitate discussion and incorporate real-life examples and scenarios.

Thursday, 19 September

14:00-15:30 SESSION 1

State of affairs in regards to Digitalization in South East Europe

To set the scene, one participant from each region will give a brief 5 minute presentation to share an overview of the current situation with regard to the on-going digital switchover process in their respective regions.

Furthermore, this first session will address the following key areas:

- *The ITU's digitalisation process*
- *Digitalisation targets*
- *The socio-economic benefits of digitalisation*

Presenters:

Douglas Griffin, Director, Albany Associates

Paul Marko, Head of Partnerships at International Telecommunication Union (ITU)

16:00-17:30 SESSION 2

This second session will focus on:

- *Initial steps of digitalisation*
- *Regulatory issues*
- *Challenges and socio-economic questions*
- *Incentives for broadcasters*

Presenters:

Katrin Metcalf, Professor of Law and Technology and Head of the Chair of Law and Technology at Tallinn Law School, Tallinn University of Technology

Douglas Griffin, Director, Albany Associates

Friday, 20 September

9:00-10:30 SESSION 3

The third session will focus on:

- *Spectrum management and spectrum issues*
- *Licensing*
- *Competition*

Presenters:

Katrin Metcalf, Professor of Law and Technology and Head of the Chair of Law and Technology at Tallinn Law School, Tallinn University of Technology

Douglas Griffin, Director, Albany Associates

11:00-12:30 SESSION 4

In this session, participants will be divided into groups to discuss a scenario based on a real case addressing challenges and regulatory issues regarding digitalisation.

Presenters:

Douglas Griffin, Director, Albany Associates

Dieter Lorraine, Co-founder and Managing Director, Albany Associates

About our Partner Albany Associates

Albany Associates is an international consulting company specialising in the regulation of broadcasting and media and advising on establishing communications regulatory frameworks.

Supporting the crucial inter-linkage between policy and regulatory implementation, Albany also develops communications and public diplomacy strategies to assist in the public understanding of how the two issues are mutually dependent. The company provides experience-based practical advice and project management services to a varied worldwide client base including governments, international organisations and agencies, broadcast and telecommunications regulators, press-self-regulatory bodies, NGOs and media businesses. Albany Associates can call on extensive team of multi-disciplined international consultants with global expertise in communications, regulation, broadcasting, media law, public relations and management training. www.albanyassociates.com

Our Presenters

Dieter Loraine

Dieter Loraine is co-founder and Managing Director of Albany Associates - an international comprehensive communications and media development company, established in 2004. He has over 20 years experience in strategic communications, institution building and media and regulatory development.

Prior to forming Albany he was Senior Consultant for Media Regulation with the UK Foreign and Commonwealth Office's Media Development and Regulation Advisory Team in Iraq which, in 2004, set up the converged broadcast and telecommunications regulatory authority. Between 2001 and 2003 he was Acting Deputy Director General and Director of Communications for the Communications Regulatory Agency (CRA) in Bosnia and Herzegovina. Dieter devised and created the self-regulatory system for the press in Bosnia and Herzegovina including setting up the country's inaugural Press Council. Between 1998 and 2001 he held two senior positions as Director of Broadcast Licensing and Director of Public Affairs in the Independent Media Commission in Sarajevo. Dieter has worked with communications and media regulatory authorities in Kosovo, UAE, Jordan, Rwanda, Bulgaria, Iraq, Afghanistan, Somalia and Romania advising on media and communications policy and regulation. Dieter has also served as a Special Adviser to the UK Press Complaints Commission.

Douglas Griffin

Douglas Griffin is a Director of Albany Associates (www.albanyassociates.com), a UK-based company providing full-spectrum comprehensive communications services around the world. He is a lawyer and an expert in communications and media strategy, law and policy, particularly in conflict, post-conflict and transitional environments.

Examples of projects include drafting a media development strategy for Somalia with input from ministries, other stakeholders, the United Nations and UN agencies and donors; drafting key legislation and regulations concerning media and telecommunications in Iraq; training senior management of national regulators of broadcasting and communications and government officials; and providing comprehensive broadcast and other regulatory advice to communications regulators and government ministries in Jordan, the United Arab Emirates, the Democratic Republic of Congo, Kosovo, Afghanistan and Bosnia and Herzegovina.

Katrin Nyman-Metcalf

Dr. Katrin Nyman-Metcalf is Professor of Law and Technology and Head of the Chair of Law and Technology at Tallinn Law School, Tallinn University of Technology, lecturing in public international, EU and comparative law with a special emphasis on communications law.

Apart from her academic work, Professor Nyman-Metcalf is active as an international consultant primarily in the area information and communication technology law including e-governance. Projects include regular legal analysis of media and communications legislation for the OSCE, EU legislative projects, support to the judicial sector in Palestine on media and data protection issues, work on setting up regulatory systems and professional training especially for post-conflict societies, support to e-governance in Myanmar and Albania; as well as a number of legislative analyses covering communications legislation of e.g. Armenia, Georgia and Macedonia.

Paul Marko

Paul Marko is Head of Partnerships at the International Telecommunication Unit (www.itu.int), the United Nations specialized agency for information and communication technologies – ICTs. He is an economist and an expert in strategic partnerships, developing value propositions, ICTs related policies, innovation and digital inclusion. Paul is Austrian and holds a Ph.D. in Behavioral Economics.