

# AGENDA

National conference BACCO

## Communication and Digital Content: Strategies and Challenges

Grand Hotel Sofia, 'Sofia' Hall

- 10:30-11:00 Registration for guests and delegates**
- 11:00-12:10 Key note speakers:**  
BACCO, Communications Regulation Commission, The Council for Electronic Media, Ministry of Transport, Information Technology and Communications and 42nd National Assembly .
- 12:10-12:30 Presentation: Telecom Austria**
- 12:30-13:20 Panel: Regulatory and market challenges in home video entertainment and broadband services.**  
**Panel discussion with the participation of representatives from** BACCO, Communications Regulation Commission, Ministry of Transport, Information Technology and Communications, 42<sup>nd</sup> National Assembly and Telecom Austria.
- Moderator:** Konstantin Valkov, Darik Radio  
**Presentation: ASTRA**
- 13:30-14:30 Working Lunch**
- 14:30-16:30 Panel: Digital content at the crossroads of the communication and creative industries. In search of balance between the interests of content creators, platforms and the public in the era of convergent communication technologies.**
- Introductory:**  
Matthias Kurth - Executive Chairman, Cable Europe

Stefan Danailov – Culture and Media Committee from 42<sup>nd</sup> National Assembly.

Vassil Vassilev, Deputy Minister of Culture

**Panel discussion with the participation of representatives from** Ministry of Culture, 42<sup>nd</sup> National Assembly, The Council for Electronic Media, HBO, NOVA Television and Association of Bulgarian Broadcasters (ABRO).

**Moderator:** Dimitar Radev, Chairman of BACCO

**Presentation: VIACOM**

**Presentation: HBO GO**

**16:30-17:00 Coffee-break**  
HBO GO Demo Session

**17:00-18:30 Panel: The next generation communication infrastructure in search of the best investment and regulatory practices.**

**Presentation: Infrastructure Challenges**

**Panel discussion with the participation of representatives from** Ministry of Transport, Information Technology and Communications, Regional Policy and Local Self-Government Committee from 42<sup>nd</sup> National Assembly, National Association of Municipalities in the Republic of Bulgaria and BACCO.

**Moderator:** Janet Zaharieva, VIVACOM

**18:30 Official closing of the conference**  
Dimitar Radev, Chairman of BACCO

**18:30-20:30 Official Cocktail Reception**

**21:30 After-party sponsored by VIASAT and NOVA TV (Piano-bar „CAMINO“, 70, Neofit Rilski Str.)**