

Friday, 3<sup>rd</sup> September 2021

11:30 – 13:30

(Central European Summer Time)

Spazio Incontri | Hotel Excelsior - Venice Lido

Live streaming on [veniceproductionbridge.org](http://veniceproductionbridge.org)

### SPECIAL EVENT

## Why the Audiovisual Industry Cares about the EU Digital Services Act: Protection for Production!

Introduction by Roberto Stabile - *Head of International Department ANICA and ITA Audiovisual Desks Coordinator*

Opening speeches:

- Lucia Borgonzoni - *Undersecretary of State for Culture – Italian Government*
- Manlio Di Stefano - *Undersecretary of State for Foreign Affairs and International Cooperation – Italian Government*
- Giuseppe Moles - *Undersecretary of State for Media and Publishing – Italian Government*

Keynotes:

- Nicola Maccanico - *Istituto Luce-Cinecittà CEO*
- Stan McCoy - *President and Managing Director MPA EMEA*

Special guest speaker:

- Sabine Verheyen - *Member of European Parliament & Chair of the Committee on Culture*

Panel moderated by Christina Mercuriadi - *Director of EU Affairs MPA*

Panelists:

- Maria Pia Ammirati - *Head of Drama, Rai*
- Federico Bagnoli Rossi - *Secretary General, FAPAV*
- Massimiliano Capitanio - *Transport, Post and Telecommunications Commission, Italian Chamber of Deputies*
- Beatrice Flammini - *Vice President, Government and Regulatory Affairs, NBCUniversal International*
- Alessandra Fratini - *EU Affairs Counsel, ANICA*
- Carolina Lorenzon - *Director, International Affairs, Mediaset*
- Marianna Scharf - *Director EU Public Policy, Netflix*

Conclusions:

Charles H. Rivkin - *Chairman and CEO MPA*  
Nicola Borrelli - *Director General for Cinema and Audiovisual Department  
of Ministry of Culture – Italian Government*

*Italian/English with translation*

*Seat reservation is required for both the public and pass holders, please visit [labiennale.boxol.it/en](http://labiennale.boxol.it/en)  
All ticket holders must present the Covid Certificate or a negative test result (not older than 48 hours).*