

January 27, 2022  
Online conference

# Protecting and promoting the diversity of cultural expressions in the digital environment: An overview of legislative reforms around the world



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Coalition  
for the Diversity of  
Cultural Expressions



Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture



UNESCO Chair on the Diversity  
of Cultural Expressions  
Université Laval  
Québec, Canada



UNIVERSITÉ  
LAVAL



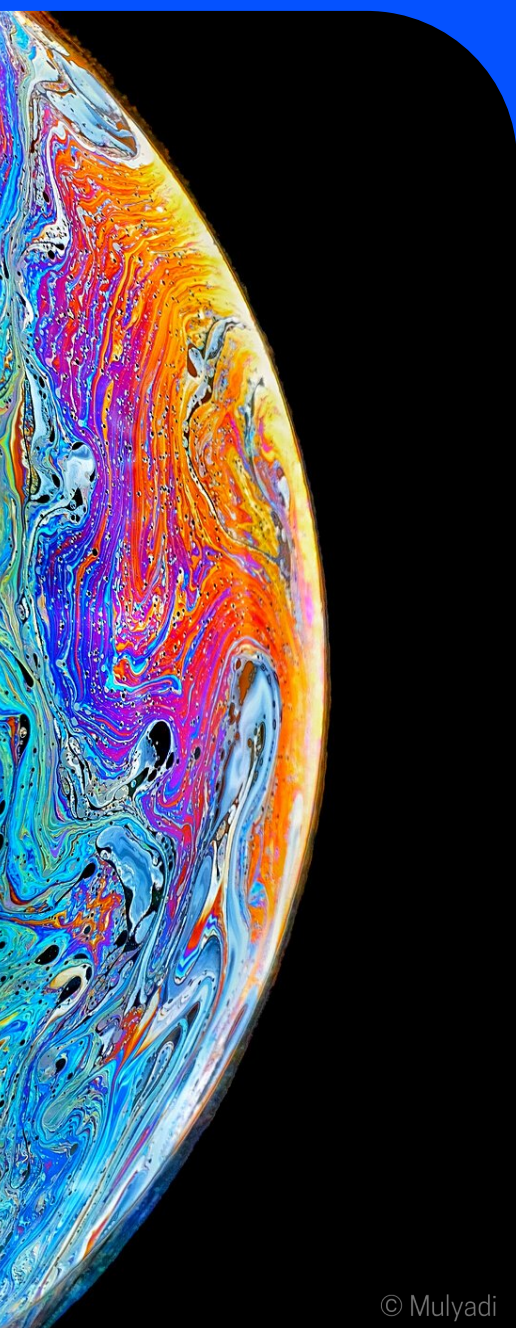
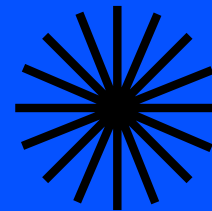
IFCCD  
INTERNATIONAL FEDERATION OF COALITIONS  
FOR CULTURAL DIVERSITY

Québec 

Canada 

# Morning program: Canada and Europe

(UTC-5) Montreal time - Moderated by  
**Eugénie Lépine-Blondeau**



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10:00

## **INTRODUCTORY WORDS**

*With Bill Skolnik, Véronique Guèvremont  
and Beat Santschi*

10:10

## **ROUNDTABLE 1: REFORMING THE CANADIAN SYSTEM (REVIEW OF BILL C-10)**

Discussion around the issues of discoverability, diversity of cultural content, linguistic diversity, funding mechanisms, social networks, transparency, algorithmic responsibility, monitoring the implementation of the law.

*With Pierre Trudel, Monica Auer  
and Hélène Messier*

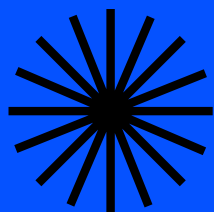
11:00

## **ROUNDTABLE 2: THE AVMS DIRECTIVE AND ITS TRANSPOSITION IN THE MEMBER STATES**

Presentation of the European Directive on Audiovisual Media Services (AVMS) and the transposition of the minimum content requirements, the enhancement obligation and the participation in the financing of creation into national laws.

*With Sophie Valais, Mathieu Fournet,  
Luis A. Albornoz, Daniel Condeminas,  
Guillaume Prieur and Christine Merkel*





# Afternoon program: Africa, Latin America and Asia-Pacific

(UTC-5) Montreal time - Moderated by  
**Kate Taylor**

14:30

## **ROUNDTABLE 3: A LOOK AT LATIN AMERICA AND AFRICA**

State of the reflection on the discoverability of national contents and legislative reforms in Latin America and the African continent.

*With Ojoma Ochaï, Kodjo Cyriaque  
Noussouglo, Violet Maila, Ana Bizberge  
and Lucía Carreras*

15:35

## **NATIONAL CONTENT DISCOVERABILITY MEASURES AND TRADE LIBERALIZATION ISSUES**

Presentation of the UNESCO Chair on the Diversity of Cultural Expressions

*With Véronique Guèvremont*

15:45

## **ROUNDTABLE 4: TRENDS IN THE ASIA-PACIFIC REGION**

Progress on domestic content discoverability and legislative reforms in South Korea, Australia and New Zealand.

*With Michelle Zang, Matt Deaner, Ramon Lobato, Anna-Marie White and Yoonhyung Jeon*

16:45

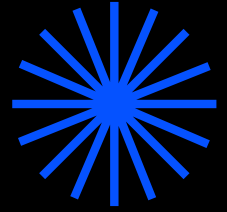
## **CONCLUSION**

*With Peter Grant and Nathalie Guay*



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# Moderators



## **EUGÉNIE LÉPINE-BLONDEAU**

Eugénie Lépine-Blondeau is a presenter and columnist. Since 2019, she has been the cultural columnist for the morning show *Tout un matin* on Ici Première, hosted by Patrick Masbourian. She can also be seen and heard on *On va se le dire* (Ici Télé) and *On dira ce qu'on voudra* (Ici Première). As a moderator/interviewer, she is regularly called upon to address issues of sexual and gender diversity, notably with organizations such as the Quebec Lesbian Network and *Fierté au travail/Pride at work*.



## **KATE TAYLOR**

Kate Taylor is an award-winning Toronto journalist, critic and novelist. She is a long-time staff writer in the Arts section of the *Globe and Mail*, where she currently serves as the visual art critic. She also writes about film and cultural policy. Her 2003 novel *Mme Proust* and the *Kosher Kitchen* won the Commonwealth Prize for best first book (Canada/Caribbean region) and the Toronto Book Award. Her second novel, *A Man in Uniform*, was nominated for the Ontario Library Association's Evergreen Awards – as was her most recent book, *Serial Monogamy*, which is now available in paperback.

# Panelists



## **BILL SKOLNIK**

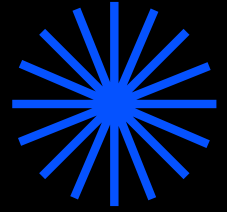
Bill Skolnik is a representative of the Screen Composers Guild of Canada. He was previously CEO and Executive Director of DGC Ontario where he led all labour negotiations, policy initiatives and member services—with the DGC Ontario team. Prior to his arrival at DGC Ontario, he was the head of the Canadian Federation of Musicians, a founding member of the Screen Composers Guild of Canada, a Trustee of the Musicians' Pension Fund of Canada and Treasurer of the Radio Producers' Association of Canada.



## **VÉRONIQUE GUÈVREMONT**

Véronique Guèvremont is professor at the Faculty of Law of Université Laval (Quebec, Canada). She holds the UNESCO Chair on the Diversity of Cultural Expressions and is co-responsible for the Arts, Media and Cultural Diversity axis of the International Observatory on the Societal Impacts of Artificial Intelligence and Digital technologies (OBVIA). Graduated from the University of Paris 1 Panthéon-Sorbonne, she has been teaching international cultural law and international economic law since 2006. From 2003 to 2005, she was an associate expert with UNESCO's Division of Cultural Policies during the negotiation of the 2005 Convention. Since 2015, she has been part of the UNESCO Expert Facility on the 2005 Convention.

# Panelists



## **BEAT SANTSCHI**

Beat Santschi is President of the IFCCD and member of the Steering Committee of the Swiss Coalition for Cultural Diversity. Musician and cultural manager, graduate of the University of Zurich, the Jazzschule of Lucerne, the Guitar Institute of Technology of Los Angeles and the ZHAW Zentrum für Kulturmanagement, he is General Secretary of the Swiss Union of Musical Artists USDAM, vice-president of the International Federation of Musicians FIM, member of the Swissperformance management committee and vice-president of the Swiss Cooperative of SIG Performers.



## **PIERRE TRUDEL**

Pierre Trudel is a full professor at the Centre de recherche en droit public (CRDP) of the Faculty of Law of the Université de Montréal. From 1985 to 1988, he was Research Director of the Federal Task Force on Broadcasting Policy. From 1990 to 1995, he was Director of the Centre de recherche en droit public. He was a member of the Expert Panel on the Review of the Broadcasting and Telecommunications Acts (2018-2020).



## **MONICA AUER**

Monica Auer is the Executive Director of the Forum for Research and Policy in Communications (FRPC), a non-profit, non-partisan public interest organization established in 2013 to conduct research and legal analysis about electronic communications. With undergraduate and graduate degrees in political science and law and having worked at the CRTC and CBC, Monica appears before the CRTC and Parliament on behalf of the Forum to present quantitative research and make recommendations about communications policies in Canada.



## **HÉLÈNE MESSIER**

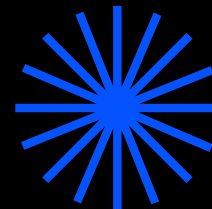
Hélène Messier is a lawyer specializing in intellectual property and has been working in the cultural sector for over thirty years. Since 2015, she has served as President and CEO of the Association québécoise de la production médiatique after more than 17 years at the helm of Copibec, a copyright collective representing the written and visual arts sector. In addition to sitting on the Board of Directors of the CDEC, she is a member of the Board of Directors of L'inis and its training mutual, the professional representation committee of Québec Cinéma, the Observatoire de la Culture et des Communications and the Société collective des droits de retransmission.



## **SOPHIE VALAIS**

Sophie Valais is Legal Adviser at the European Audiovisual Observatory (Council of Europe, France) since 2014. Before joining the Observatory, Sophie developed a broad expertise during more than 25 years in the audiovisual field in several European countries, both in the private and public sector. Holder of a Master's degree in Law from the University of Paris-Sud 11, Sophie specialised in Copyright law and worked notably in major music and audiovisual authors' societies. She has contributed as a Copyright Expert to several Twinning projects with the European Commission since 2000.

# Panelists (continued)



## **MATHIEU FOURNET**

Mathieu Fournet has 18 years of experience in the international creative industries. From 2011 to 2014, he piloted the international strategy of the Institut national de l'audiovisuel (INA) as head of international affairs. From 2014 to early 2019, Mathieu Fournet was the audiovisual attaché in charge of the film, audiovisual and digital department at the French Embassy in the United States (New York). In April 2019, he was appointed by Frédérique Bredin as Director of European and International Affairs at the Centre National du Cinéma et de l'image animée.



## **GUILLAUME PRIEUR**

Guillaume Prieur is the secretary of the IFCCD. A graduate in public law from the University of Rouen and political science from the Institut d'Etudes Politiques de Paris, he is the Director of Institutional and European Affairs of the Société des Auteurs et Compositeurs Dramatiques (SACD), the oldest authors' society in the world founded by Beaumarchais in 1777. He is the General Secretary of the French Coalition and the European Coalitions for Cultural Diversity.



## **LUIS A. ALBORNOZ**

Luis Alfonso Alborno is a Professor-researcher at the Department of Communication of the Universidad Carlos III de Madrid (UC3M). He is also Director of the Audiovisual Diversity research group and Expert of the UNESCO Convention on Diversity of Cultural Expressions. He has published numerous works on culture and communication policies, including *Diversity and Audiovisual Industries: the Cultural Challenge of the 21st Century* (FCE, 2017) and *Audiovisual Industries and Diversity: Economics and Policies in the Digital Era* (Routledge, 2019).



## **DANIEL CONDEMINAS I TEJEL**

Daniel Condeminas is a communications consultant specializing in media and audiovisual. He has been a member of organizations related to public radio and television in Catalonia and Spain, as well as a teacher and coordinator of training projects on digital television in Catalonia, Colombia, Mexico and Bolivia. He has been dean of the Professional Association of Audiovisual of Catalonia (CPAC). Currently, he is an advisor to the Federation of Organizations for the Catalan Language (FOLC) on the future Spanish audiovisual law.

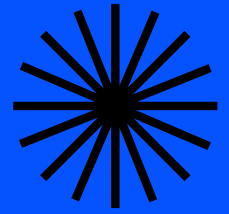


## **CHRISTINE MERKEL**

Christine M. Merkel is the head of the Division of Culture, Communication, Memory of the World at the German Commission for UNESCO. She is a social scientist with over twenty years of international experience in policy analysis, project management and human development, advising the Government and Parliament. She is the German national contact point for the 2005 Convention, liaising with seven national ministries and 16 state level authorities as well as convening the civil society consultations on the 2012, 2016 and 2020 Quadrennial Periodic Reports.



# Panelists (continued)



## OJOMA OCHAI

Ojoma Ochai is Managing Partner of The Creative Economy Practice at CcHUB with a mission to stimulate innovation and technology application to catalyse African Creative Economy growth. She sits on the board of \$ Trust – an organization set up by Jay Z and Jack Dorsey (CEO, Block Inc and co-founder/former CEO of Twitter) to support bitcoin development in Africa and other locations. She has over 15 years of experience in International Cultural Relations and leading Creative and Digital Economy projects.



## VIOLET MAILA

Violet Maila is a music professional and art activist from South Africa. She is currently the project manager for the Music In Africa Foundation in Johannesburg. Her previous work experience includes a number of roles at music productions in Malawi and Angola, as well as popular East African music festival Sauti za Busara in Zanzibar, where she lived for some time. Maila is also qualified in visual communications, and boasts more than 10 years work experience in design, above-the-line and below-the-line brand campaigns for marketing companies across the retail, financial, Information Technology and transport sectors, among others.



## KODJO CYRIAQUE NOUSSOUGLO

Kodjo Cyriaque Noussouglo is Vice President Africa of the International Federation of Coalitions for Cultural Diversity. A graduate of Senghor University in Alexandria and the University of Lomé, he is a professor and researcher, and an expert on heritage and cultural diversity. Director of the Filbleu Festival, he chairs the Togolese Coalition for Cultural Diversity and the FILBLEUES association, which specializes in the organization of cultural events and artistic training. He is also Secretary General of the National Commission of the Francophonie of Togo.



## ANA BIZBERGE

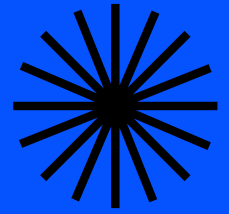
Ana Bizberge teaches Media Policy and economics at Universidad Nacional General San Martín (UNSAM) and Universidad de Buenos Aires (UBA), Argentina. She is a Postdoctoral CONICET Fellow, affiliated to Centro de Investigación sobre Industrias Culturales at Universidad Nacional de Quilmes (ICEP, UNQ). She is a member of OBSERVACOM. She was the Head of the MA in Cultural Industries at Universidad Nacional de Quilmes (UNQ) from 2019 to March 2021.



## LUCÍA CARRERAS

Lucía Carreras, screenwriter and director, debuted with the feature film *Nos vemos, papá* (2011). She co-wrote the films *Año Bisiesto* (Rowe, 2010) and *La Jaula de Oro* (Quemada-Diez, 2013), for the latter she received the Ariel for best original screenplay. Her second feature film *La Casa más Grande del Mundo* (The Biggest House in the World, 2015) premiered at the Berlinale. For her film *Tamara y la Catarina* (2016) she has received several national and international awards. She is producer of the feature film *Nudo Mixteco* (Cruz, 2020). She is about to shoot her fourth feature film *Póstumo*. She is currently President of the Board of Directors of Tinta, Escritores audiovisuales y Cinematográficos.

# Panelists (continued)



## **RAMON LOBATO**

Ramon Lobato is Associate Professor in the School of Media and Communication, RMIT University, Melbourne. A media industries researcher with a special interest in digital distribution, Ramon is the author of books including *Netflix Nations* (2019) and *Shadow Economies of Cinema* (2012). Since 2017 Ramon has been researching local content levels in Australian SVOD services to inform policy and industry debate. His current research, funded by the Australian Research Council, focuses on smart TVs, content diversity, and discoverability.



## **MATT DEANER**

Matthew Deaner is the CEO of Screen Producers Australia (SPA), a national organisation that unites the screen industry to campaign for a healthy commercial environment. SPA supports the interests of businesses in their production of feature films, television programs, interactive content and games across all genres and formats. Matthew oversees all aspects of SPA's advocacy work, industrial negotiations, events and operational issues. Working closely with the SPA Council he helps set SPA's strategic direction and execute new business development opportunities.



## **ANNA-MARIE WHITE**

Dr Anna-Marie White (Te Ātiawa) served as a public institution curator for fifteen years and developed exhibitions exploring identity politics in New Zealand. Her 2020 doctoral thesis, 'Contemporary Taonga: The Art Works of Brett Graham' was followed by *Tai Moana: Tai Tangata*, a commissioned exhibition of new work by Graham inspired by the historic relationship between their respective tribes. Joining Toi Māori Aotearoa in 2019, Anna-Marie holds the position of Tātai Taura | Principal Advisor.



## **MICHELLE ZANG**

Dr. Michelle Q Zang is currently working as senior lecturer in international trade law at Victoria University of Wellington. She holds the Bachelor in Law (Fudan University, Shanghai, 2004), LLM in European Legal Studies with Distinction (Durham University, UK, 2006) and PhD in EU Law and WTO Law (Durham University, UK, 2010).

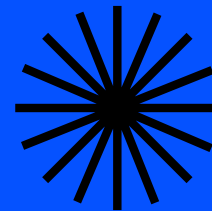


## **YOONHYUNG JEON**

Yoonhyung Jeon is an senior officer at the Korean Film Council (KOFIC), a South Korean government institution responsible for funding and film policy/audience development. She oversees technical assistance, funds assessment and management. Throughout her 18-year career at cultural and creative industry, she has led numerous strategies, operations and organisational projects with both governments and corporations in and out of Korea. Her experience includes distribution support programmes, film festival funding and evaluation, audio-visual policy implementation.



# Panelists (continued)



## **PETER GRANT**

Peter S. Grant is a retired Senior Counsel at McCarthy Tétrault LLP, one of Canada's largest law firms. For many years he was the head of its Communications Group. Mr. Grant pioneered the field of communications law in Canada, and for over 50 years his practice was substantially devoted to this field, including broadcasting and cable television licensing, satellite services, copyright negotiations, cultural industries, and telecommunications regulation. Mr. Grant was one of six experts on the Broadcasting and Telecommunications Legislative Review Panel, which published its report, Canada's Communications Future: Time to Act, in January 2020.



## **NATHALIE GUAY**

Nathalie Guay holds a Master's degree in Geography from the Université du Québec à Montréal and has been interested for the past 20 years in collective actions emanating from civil society in a context of globalization. She worked for ten years at the Confédération des syndicats nationaux, first as a research advisor, then as assistant to the executive committee and in charge of international relations. She has been leading the Coalition for the Diversity of Cultural Expressions since April 2018. She is also the General Secretary of the International Federation of Coalitions for Cultural Diversity.