



OFFICIAL INITIATIVE OF THE UNESCO CELEBRATIONS
OF THE 20TH ANNIVERSARY OF THE 2005 CONVENTION
ON THE PROTECTION AND PROMOTION OF THE
DIVERSITY OF CULTURAL EXPRESSIONS

In support of the 20th anniversary
of the 2005 Convention



EUROVISIONI XXXVIII

20/21.11.2025

Palazzo Farnese, ROME

**Which Digital sovereignty
for the European audiovisual
industry?**



XX EDITION OF
"CINEMA OF THE PUBLIC SERVICES"



AUTORITÀ PER LE
GARANZIE NELLE
COMUNICAZIONI

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Thursday 20 – Italian Day
(in collaboration with Institut français Italia)

09:00 verification of accreditations and security check at Palazzo Farnese

Hall of Hercules

09:30 - 13:00

Session “Italian policymakers forum: Which new law for the Italian public service? One year later”

presided by Barbara Floridia, President of the Parliamentary RAI Commission, moderated by Duilio Giammaria, host of *Petrolio*

The associations involved in the digital public service in Italy, the members of the RAI Board of Directors, the signatories of the draft laws for the reform of RAI have been invited. Confirmed so far: Maurizio Gasparri, Antonio Nicita, Dolores Bevilacqua, , Silvia Fregolent, Vincenzo Vita, Stefano Graziano, Maurizio Lupi, Roberto Natale and the associations Articolo 21, Comunicazione Pubblica, FNSI, Infocivica, Movimento Europeo Italia, UsigRAI.

14:00 Eurovisioni meets young people, chaired by Luciana Castellina
in collaboration with Institut Français Italia; University of Rome La Sapienza - Radio Sapienza; SSML San Domenico; SSML Carlo Bo; Premio Morrione;

INFORM - Investigative journalism as a core mission of public service media

THE PRICE OF LEGALITY (20') by Daman Singh, Bianca Turati, Iman Zaoin
tutor Diego Gandolfo, presented by Mara Filippi

WINNER OF THE 14TH EDITION OF THE ROBERTO MORRIONE PRIZE FOR INVESTIGATIVE JOURNALISM

RAI PILLS “UNITED AGAINST DISINFORMATION”

A highly successful communication campaign, with over one billion contacts in Italy. An initiative by Rai Contenuti Digitali e Transmediali e Rai Ufficio Studi.

16:00 Education for sustainability - “Towards an eco-friendly future of TV broadcasting”

Presentation of the LOCAT 2025 research on green broadcasting in collaboration with

Eutelsat and Tivù srl – Agnès Pleinecassagne, Eutelsat; Stefano Luppi, Tivù srl

Commemoration of Giuliano Berretta and Paolo Dalla Chiara – with testimonies by Duilio Giammaria, Marina Francesconi, Eutelsat, and Tonio Di Stefano, director of networks and platforms RAI. The session will also be attended by engineer Berretta's children, Stefano.

17:30 break

18:00 Celebration of the XX anniversary of the 2005 UNESCO Convention on cultural diversity, co-organised with IFCCD, UNESCO, CICT-ICFT

Ernesto Ottone, Deputy Director General of UNESCO for Culture (video message)

ENTERTAIN: “Playing memories” event in collaboration with Saint Louis College of Music and RAI Digital Contents.

Participants: Teresa De Santis, Nicola Cirilli and Stefano Mastruzzi (St. Louis College) and Marcello Ciannamea (RAI).

Screening of the episode “Napoli eterna” with Gabriella Di Capua and Marco Liomi, narrator of the series

interventions: Dario Franceschini, Maurizio Gasparri e Federico Mollicone

20:30 - Cinema room

ARTE preview of **“Bernardo Bertolucci: A Magnificent Obsession”** (duration 90', Italian version with English subtitles) in presence of director Marco Spagnoli, Andrea Curti (Minerva) and Luigi Del Plavignano (RAI)

A Minerva Pictures and Arte production in collaboration with Rai Documentari.

Friday 21 – International Day
(in collaboration with AGCOM, Institut français Italia)

08:45 Verification of accreditations and security control at Palazzo Farnese

Hall of Hercules

09:15 Opening speech:

Martin Briens, Ambassador of France to the Italian government

Michel Boyon, President of Eurovisioni

Giacomo Lasorella, President of AGCOM

Olivier Henrard, Director General CNC

Agnès Pleinecassagne, Director of Sustainable Commercial Transformation Eutelsat

Stefano Selli, Vice President Confindustria Radio TV

Martin Ajdari, president ARCOM (video message)

10:00 **Opening speech:** Roberto Viola, Director General, DG Connect, European Commission

10:45 - Session 1: Audiovisual production and copyright facing the challenge of artificial intelligence

The implications of the A.I. Act on audiovisual production and the protection of copyright, the remuneration of authors, producers and publishers, and the situation of works made with artificial intelligence.

Moderator: Elisa Giomi, AGCOM Commissioner

SPEECHES:

Benoit Loutrel, ARCOM Commissioner

Mario De Caro, professor Università Roma Tre

Christophe Tardieu, Secretary General, France Télévisions

Carlo Rodomonti, Head of Marketing and Innovation and President of the Union of Digital Editors and Creators of Anica

Viviana De Vincentis, Chief Legal Officer SIAE

11:45 Coffee break

Screening of the short film made with AI, The Prompt, produced by RAI Cinema, in the presence of the director – Francesco Frisari (duration 13'40, English version with Italian subtitles)

12:00 - Session 2: Public service media in the digital era

Public radio-television services and their relationships with young audiences and with the new actors of information. The integrity of media in the era of artificial intelligence.

Moderator: Massimiliano Capitanio, AGCOM Commissioner

SPEECHES:

Eric Schérer, former President of the News Group EBU

Amma Asante, President of Commissariaat voor de Media (Netherlands)

Stéphane Bijoux, Director of International Strategy and Cooperation, France Télévisions

Sara Zanotelli, President AICDC Association Content Digital Creators

Graham Ellis, Controller of Production, BBC Radio & Music (TBC)

Karim Ibourki, President CSA Belgium

13:30 Lunch break

14:30 - Session 3: (DMA and EMFA) Audience measurement systems: the end of the Wild West?

Total audience measurement systems. State of the art of the consultations currently conducted by the European Media Committee on the standardisation of measurement systems in Europe.

Moderator: Laura Aria, AGCOM Commissioner

SPEAKERS:

Paolo Lugiato, Director General Auditel

Peter Matzneller, European VOD Coalition

Yannick Carriou, Chairman & CEO Médiamétrie, Chairman of the Audience Measurement Coalition

Carolina Lorenzon, Director of International Institutional Relations, MFE Media for Europe
Diego Ciulli, Head of Government Affairs and Public Policy Google Italy

16:30 - Session 4: Is a global European audiovisual policy possible?

The future of the MEDIA/AgoraEU programme, the European Convention on Audiovisual Coproduction, and the hope of a European reference platform.

Moderator: Mihaela Gavrilă, Sapienza University of Rome

SPEAKERS:

Lucia Recalde Langarica - Head of Unit, DG CNECT European Commission

Enrico Vannucci - Deputy Executive Director, Eurimages

Olivier Henrard, Director General, CNC – Centre national du cinéma

Giorgio Brugnoli, Director General, DGCA – MiC

Carlotta Calori, Board Member, European Producers Club

Closing of the works: Eurovisioni (Michel Boyon), AGCOM (Giacomo Lasorella), Institut français Italia (Florence Alibert)

20:00 - Cinema room

Rai Fiction - Lux Vide preview **"Sandokan"** (duration 107', Italian version with English subtitles) in the presence of director Jan Maria Michelini and the production Lux Vide and Rai Fiction.

French Embassy (Martin Briens, Patrice Le Borgne, Dario Dessardo), Institut Français Italia (Florence Alibert, Remi Guittet, Pascale Zaffina); AGCOM (Antonello De Tommaso, Francesco Sciacchitano, Giorgio Greppi, Benedetta Liberatore, Stefania Attisani); Eutelsat (Jakub Brzeczowski, Agnès Pleinecassagne, Marina Francesconi, Michel Azibert); RAI Radiotelevisione Italiana (Simona Martorelli, Micaela Panella); Rai Cinema (Paolo Del Brocco, Carlo Rodomonti, Tommaso Maggi); Tivù (Tivusat) (Stefano Luppi, Tonio Di Stefano); French Academy in Rome – Villa Medici (Sam Stourdézé, Simon Garcia, Michela Terreri, Antonella Grassi). A special thanks to France Télévisions (Christophe Tardieu, Stéphane Bijoux, Eric Scherer), Duilio Giammaria and Franco Siddi.

For the ROBERTO MORRIONE AWARD (Mara Filippi, Giovanni Celsi, Francesco Cavalli, Alessandra Tarquini);

For the ITALIAN POLICY MAKERS FORUM initiative: Duilio Giammaria, Hon. Barbara Floridia, FNSI (Vittorio Di Trapani), Articolo 21 (Renato Parascandolo, Beppe Giulietti), Articolo 5 (Stefano Balassone), Comunicazione Pubblica (Leda Guidi, Marco Magheri), Infocivica (Piero Pozzi, Stefano Rolando, Andrea Melodia, Bruno Somalvico), European Movement (Pier Virgilio Dastoli), USIGRAI (Daniele Macheda)

For the "SANDOKAN" premiere: Rai Fiction (Maria Pia Ammirati, Walter Ingrassia, Laura Massara), Lux Vide (Matilde Bernabei, Flavia Berruti).

For the "Bernardo Bertolucci: A Magnificent Obsession" premiere: ARTE (Annamaria Lodato), Minerva Cinematografica (Andrea Curti, Francesca Boselli), Rai Documentari (Luigi Del Plavignano).

For the "The Prompt" premiere: Rai Cinema (Paolo Del Brocco, Carlo Rodomonti, Tommaso Maggi Mariotti), Francesco Frisari

ORGANIZATION:

Videoplay AC (Loredana Ciccarelli, Dino Statella, Marco Mameli, Gabriele Vece)

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Eurovisioni meets students program: in collaboration with Arci Nazionale, Institut Français Italia (Jocelyn Fiorina), Premio Morrione (Mara Morrione), Radio Sapienza, Scuola Superiore per Mediatori Linguistici San Domenico (Adriana Bisirri) and the students: Michael Artino, Laura Fiacconi, Marina Proietti, Sarah Laudani, Raffaele Lupi, Matteo Placidi, Francesco Degani, Stefany Pesantez, Giulia Mastro Simone, Beatrice Ialongo, Sofia Nigrelli, Micaela Erisi, Mathilda Da Stradis, Giorgia De Sanctis, Sofia Piccoli, Ginevra Russo, Federico Gretter, Roberto Mirenzi, Micaela Crisci, Natasha Clementi, Amir Fahmy Gewed Geres, Greta Magnanti, Vincenzo Firmognari, SSML Carlo Bo (Gianluca Sorrentino), University of Rome La Sapienza (Mihaela Gavrilă).