

The 21st Century challenges: Black Gold, Blue Gold...White Gold!

A growing number of news operators, distribution platforms and content providers are shaping the new-century global media landscape. In this complex and changing environment, the information is a more and more strategic asset, a new kind of “gold” moving economic and political interests.

In this framework, producing a responsible, timely and correct information becomes a crucial challenge for the news companies. User-generated contents, citizens journalism, web 2.0 and social networks should not be seen as a threat for the traditional media but, on the contrary, as an opportunity to reinforce the importance of the media brands in ensuring their audiences can rely on quality, authoritativeness, and professionalism in the news-making.

Which strategies are the news companies applying in dealing with this open, multi-layer and multi-platform information system? How to verify the sources? How to avoid the risk of manipulation?

The “Arab-spring” represents a starting case-study on which the VINC debate will be focused.

As a final output, the VINC participants will agree upon a shared platform of principles to shape a **sustainable information**.

10h00 : Opening of the meeting (Sala degli Specchi)

Language of the meeting: English (an Italian-English translation will be provided)

RAI Venezia - Giovanni De Luca, Director

COPEAM - Alessandra Paradisi, Secretary General

Eutelsat - Paolo Dalla Chiara, External Relations Eutelsat in Italy

Eutelsat - Franco Cataldo, Director Resource Management and Capacity Sales

RAINEWS - Corradino Mineo, Director

Moderator: *Iman SABBAAH – Journalist Rainews*

Euronews - Lucian SARB, Head of editorial staff

Russia Today - Alexey NIKOLOV, Managing Editor

Al Arabiya - Nabil KHATIB, Executive Editor

Canal 24 Horas - Asuncion GOMEZ BUENO, Director – Head of EBU News Committee

NTV Turkey - Seyda CANEPA, Correspondent

France24 - Julien PAIN, Editor-in-chief “Les Observateurs”

Al Jazeera English - Yasmine RYAN, Journalist

BBC Arabic - Faris COURI, Arabic Service Editor

EBU (European Broadcasting Union) - Giacomo MAZZONE, Assistant Director General

RAI : Duilio GIAMMARIA, Foreign Affairs Correspondent

ore 13.00 : Lunch

ore 14.30 – 18.00: Afternoon session

ore 19:00 : Participation in the **Eutelsat HotBird TV Awards** ceremony