

Dear colleagues,

Within ECREA's Communications Law and Policy Section, IBBT-SMIT and the IES have the pleasure to invite you to a one-day conference on '*Exporting the Public Value Test: assessing EU Member States' evaluation of public broadcasters' new media services*'. This conference will take place on **25 May 2010** (08.30-18.30h) at the IBBT-SMIT offices in **Brussels** (Pleinlaan 9, Floor 2).

The aim of this one-day conference is to reflect about the introduction of different ex ante evaluation instruments to assess both the public value and market impact of public broadcasters new offers. As public broadcasters are expanding activities to new media markets and, as such, a public service media project is gradually replacing the traditional public service broadcasting policy project, a discussion of this highly topical issue is very relevant.

The conference will address the use of ex ante evaluations in several EU Member States. Each session is devoted to one selected Member State (Member States that are certainly included in the programme are the United Kingdom, Germany and Belgium, but other Member States will be added to this list) and consists of a paper presentation (approx. 20 minutes) and a sector representative's comments (approx. 10 minutes). The remainder of the time is reserved for discussion.

Concretely, this means that we invite interested scholars **to submit an abstract concerning the ex ante evaluation of new media services in a specific Member State before 15 February 2010** (please send to karen.donders@vub.ac.be). Abstracts should not exceed 500 words and address the research question, method and structure of the paper. Before the end of February, we communicate on the list of selected papers. **Finalised papers** have to be submitted to the conference organisers **before 17 May 2010**. Papers should focus on: the legal aspects of the ex ante evaluation, the main procedural aspects of the instrument, the services subject to an evaluation, the role of different stakeholders in conducting the ex ante evaluation, a status quaestionis of the test (potentially addressing the results of already conducted tests) and the problems that arise when performing an ex ante evaluation.

In order to ensure vivid and interactive debates, the number of participants will be limited to 40. An early registration is therefore advisable. **You can register** once the papers for the conference are selected (**from 1 March 2010** onwards). Registration is free of charge. Travel costs and other costs are to be taken care for by the participants themselves.

Best regards,

Prof. Dr. Caroline Pauwels, IBBT-SMIT
Dr. Jan Loisen, IBBT-SMIT and Steunpunt Buitenlands Beleid
Karen Donders, IES



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