

International Conference – October 23, 2015
Media development and sustainability in Africa:
Only a challenge or an opportunity, too ?

University of Neuchâtel – Aula, Bâtiment Principal, Av. du 1^{er}-Mars 26
 Academy of Journalism and Media & Enterprise Institute

Objective

The conference is organized in collaboration with Hironnelle Foundation and is part of the celebrations for its 20th anniversary. It aims at drawing attention to the major constraints and enablers for media development in different regions of Africa. In particular, debates will help to analyze the factors that could help fill the financial and competence gaps, as well as to strengthen the impact of international aid on the durability of media firms.

Prominent journalists, researchers, media professionals and representatives of nongovernmental organizations (NGOs), will intervene and mainly discuss on economic and educational issues related to media development. The recent expansion of Western media companies in Africa gives us the opportunity to reflect on the impact that an emerging continent like Africa can have on the business model not only of African media, but of Western media, too.

Target Audience

Journalists, media professionals, NGOs, researchers, interested citizens. Simultaneous translation English/French is planned.

Programme:

09.00 – 09.15	Welcome and opening speech
09.15 – 10.00	“Factors affecting sustainability of media in developing countries” Robert Picard, Professor, Reuters Institute for the Study of Journalism, University of Oxford, <i>UK</i>
10.00 – 10.30	“The figures of audio-visual media development in Africa” Sylvain Béletre, Balancing Act, <i>France</i>
10.30 – 11.00	Coffee Break
11.00 – 12.30	Discussion Panel : Educational Challenges of Media Development in Africa <i>Panelists</i> <ul style="list-style-type: none"> • Jean Marie Etter, Directeur de la Fondation Hironnelle, <i>Suisse</i> • Antoine Laurent, The African Media Initiative • Paulo Faustino, President of IMMAA and Centre of Investigation in Media and Journalism, <i>Portugal</i> • Robert Picard, Professor, Reuters Institute, University of Oxford, <i>UK</i>
12.30 – 14.00	Lunch
14.00 – 15.00	Discussion Panel : Financing Media Development in Africa , which challenges? <i>Panelists</i> <ul style="list-style-type: none"> • Patrice Schneider, Media Development Investment Fund, <i>Switzerland</i> • Johan Deflander, Chief of Mission, Radio La Benevolencija, <i>Burundi</i> • Philippe Couve, Founder of Samsa.fr, <i>France</i> • Sylvain Béletre, Balancing Act, <i>France</i>
15.00 – 15.30	Coffee Break
15.30 – 16.00	“Local and global media: Working at cross-purposes” Stephen Smith, Professor of African Studies, Duke University, <i>USA</i>
16.00 – 17.30	Discussion Panel : Investment Strategies of News Media and Independence of the Press <i>“Business Development in Africa: The case of Le Monde”</i> Sophie Guignard, International Development and Strategic Partnerships, Le Monde, <i>France</i> <i>Panelists</i> <ul style="list-style-type: none"> • Robin Lingg, CEO Ringier Africa and Asia, <i>Switzerland (recorded Interview)</i> • Sophie Guignard, International Development and Strategic Partnerships, Le Monde, <i>France</i> • Emmanuel Biney, Infrastructure and diffusion network specialist, <i>Ghana/UK</i> • Stephen Smith, Professor of African Studies, Duke University, <i>USA</i>
17.30 – 18.00	Discussion et Conclusion

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