

EXECUTIVE OFFICE

**Management Board
15 December 2011
Warsaw**

Subject :	Value of the audio-casting of the MB meetings	
Document number:	mb 15 12 11 item 9 doc 8	
Submitted by :	Communications	
Document for :	<input checked="" type="checkbox"/>	Information
	<input type="checkbox"/>	Discussion
	<input type="checkbox"/>	Possible adoption

COMMUNICATIONS

Value of the audio-casting of the Management Board meetings

Following a Management Board (MB) decision in December 2010, the approach for webcasting MB meetings was changed: instead of live and on-demand audio-visual webcasts, the Board opted for live and on-demand audio webcasts. The choice for audio webcasts allowed for budgetary savings, but at the same time ensured full and immediate access for all to the meetings and the decision making process.

In December 2010, the MB agreed to review its approach for webcasting after one year, at its December 2011 meeting.

This document provides data to support this review and facilitate decision making on the way forward.

1. Management Board meetings in public: background

EFSA's founding regulation (Regulation (EC) No 178/2002) stipulates that "The Management Board shall hold its meetings in public unless, acting on a proposal from the Executive Director, it decides otherwise for specific administrative points of its agenda, and may authorise consumer representatives or other interested parties to observe the proceedings of some of the Authority's activities." EFSA's MB meetings are open to a limited number of attendants through pre-registration. In addition, EFSA extends the reach of the proceedings to a wider audience by webcasting MB meetings live over the internet and making the webcast available on-demand after the meeting.

As of 2011 the MB meetings have been audio webcast in four streams: original language, English, French and German. Prior to this date, audio-visual webcasts were provided in the same language streams. Live and on-demand streams were made available for both audio and audio-visual webcasts.

2. Quantitative data

2.1 Numbers of listeners and viewers

The table below provides an overview of the number of listeners/viewers of the 2010 and 2011 Management Board meetings.

Numbers of viewers / listeners of the Management Board meetings		
	Live	On-demand ¹
2011: Audio		
50 th Management Board meeting, Parma, 20 October 2011. Agenda	790	434
49 th Management Board meeting, Budapest, 16 June 2011. Agenda	728	482
48 th Management Board meeting, Parma, 17 March 2011. Agenda	835	1,287
2010: Audio-visual		
47 th Management Board meeting, Parma, 16 December 2010. Agenda	681	1,777
46 th Management Board meeting, Brussels, 21 October 2010. Agenda	963	2,395
45 th Management Board meeting, Parma, 17 June 2010. Agenda	1033	2,207
44 th meeting of the Management Board, Toledo, 18 March 2010. Agenda	940	1408

With a decrease of 13% the average live uptake has been somewhat, though not significantly, negatively affected by the switch from audio-visual to audio.

¹ Data compiled on 1/11/2011. Number of listeners for the October MB on-demand visits is expected to increase, but in general most visits to the on-demand streams occur within the weeks immediately following the event.

2.2 Costs

The MB decision to opt for audio webcasts in 2011 resulted in a saving of approximately € 128,000 in 2011 as the four audio webcasts (live and on-demand) cost about € 32,000 less per meeting than audio-visual webcasts.

	Estimated Costs ² in €	
	Location	
	Parma ³	Other EU locations
Live and on-demand audio webcast	14,500 - 20,500 ⁴	19,300 - 25,300 ⁴
Audio only webcast on-demand	8,700	15,500

3. Possible options

1. Management Board meetings continue to be audio webcast with streams available both live and on-demand. This requires an average expense between € 17 500 and € 22 300 depending on whether the meeting is held in Parma or in other EU locations.
2. Management Board meetings are audio webcasted with streams available on-demand only. This approach would allow a saving of approximately 50% (in Parma) or 30% (in other EU locations) compared to the average cost for streams available both live and on-demand.

The Management Board is kindly asked to provide guidance to EFSA on the way forward regarding the webcast of its meetings.

² The estimated costs are based on the current Framework Contract for webcasting and other related services. In 2012 a new Framework Contract for the provision of digital communications-related services will be in place and the costs may change.

³ Webcasting from EFSA new seat allows for savings as a site survey (estimated at €2,900) is only needed once, the first time the location is used. Moreover, installation and cabling will be done by EFSA.

⁴ There are two possibilities for broadcasting webcast streams: directly from the event location over the internet, or if the internet connection at the event site is not sufficient, via satellite transmission. The additional cost associated with satellite transmission is about € 6,000.