

MEDIA SUMMIT 2024

29TH TV ASSEMBLY

AGENDA

Crowne Plaza Hotel (Room: Zurich), Avenue Louis Casai 75-77, 1216 Geneva, Switzerland

The 2024 TV Assembly brings together members of the EBU's genre expert communities for a forum and exchange on audience and commissioning trends, financial uncertainty and the impact on public-service content slates, the role of non-news content in countering disinformation and opportunities and success stories of collaboration among EBU members.

Day 1 – Wednesday 24 April

14:30-17:30

14:30

Welcome & EBU Highlights

Presentation of the main themes, topics and projects currently prioritized by the EBU Television team, under the Governance of the EBU Television Committee, including a new series of multimedia case studies to share key strategic knowledge across the EBU community, new guidance ('Terms of Reference') from the TV Committee regarding the functioning of the programme genre groups, and a discussion of a proposed new co-production and collaboration portal.

- Markus Sterky (Chair, EBU Television Committee, Programme Strategist, SVT)
- Matthew Trustram (Head of Television, EBU)

15:00

Financing of Public Service Media Content

During this session, the panel will discuss and outline the range of specific financial challenges facing public-service broadcasters across Europe. Given the likelihood of budget cuts and financial uncertainty projected over coming months, how can broadcasters continue to ensure they offer a rich, engaging and competitive content offer to audiences?

Chair:

- Michelle Roverelli (Director of Member Relations and Communications, EBU)

Panel:

- Bakel Walden (Director of Development and Offering, SRG)
- Marek Solon-Lipinski (Director of International Relations, TVP)

- Anne-Catherine Nanopoulos (Deputy Director of International Affairs, FTV)

15:45 *Coffee break*

16:15 **Audiences & Commissioning Trends**

This session aims to identify current trends in commissioning and audience needs & behaviour. Beginning with a presentation of key conclusions from the new EBU Media Intelligence Service Report, a series of mini-panels/discussion with commissioners & representatives of the EBU's genre communities in Fiction, Documentaries, Music & Specialist Factual will consider how these trends are playing out both in the content marketplace and with audiences.

Presentation MIS report

- Léa Hermen (Visiting Researcher, EBU Media Intelligence Service)

Discussion with Expert Groups

Drama:

- Elly Vervloet (International Drama Expert, VRT)
- José Pastor (Head of Fiction, RTVE)
- Veronika Slamova (Commissioning Editor, Fiction, CT)

Documentaries & Specialist Factual

- Barbara Truyen (Head of Documentaries, VPRO)
- Lucie Kon (Commissioning Editor, Storyville, BBC)
- Tom Matzek (Head of Specialist Factual, ORF)

Music:

- Ieva Rozentale (Head of Culture, LT)
- Stephen James-Yeoman (Commissioner, Classical Music, BBC)

17:30 **End of the TV Assembly Day 1**

Day 2 – Thursday 25 April

09:30-12:30

09:30 **Election for vacant seat**

A by-election for one vacant seat in the TV Committee will be held.

10:00 **The role of TV programming in countering disinformation**

Following the Russian invasion of Ukraine, substantial changes in the Russian-language media landscape in Eastern European countries have taken place. As territories withdrew broadcasting licenses for Russian-operated broadcasters, a vacuum emerged for a high-quality public-service offer to the many Russian speakers in Eastern European territories. In this panel, leader from some of the EBU member broadcasters in territories in which Russian is spoken discuss strategies and opportunities to create an inclusive, trusted and engaging public-service ecosystem.

Chair:

- Liz Corbin (Deputy Director, Media, EBU)

Panel:

- Mart Luik (Board Member TV Content & Production, ERR)
- Monika Garbačiauskaitė-Budrienė (Director General, LT)
- Jana Semjonova (Program Director, LT)
- Andrei Zapsa (Deputy Director General, MDTRM)

10:45

Coffee break

11:15

Proud to Present

Since the EBU launched its coproduction initiative in 2021, a number of successful co-productions have emerged.

In this closing session of the 2024 EBU TV Assembly EBU members will present & discuss their experience of working with other EBU members on co-production, pre-buy and content exchange projects as we celebrate successful collaborations between EBU members.

ABBA – Against the Odds

- Barbara Truyen (Head of Documentaries, VPRO)

In Her Car:

- Catherine Gaucher (Co-producer, FTV)

Children's Documentary Series:

- Elmos Neocleous (Head of Television, CYBC)

Pig & Anderson:

- Soeren Fleng (Fleng Productions)

Eurovision Young Musicians 2024:

- Anja Stabell (Producer 'Eurovision Young Musicians 2024', NRK)

New8:

- Elly Vervloet (VRT)

12:30 **End of the TV Assembly**