



Eurovision TV  
Summit 2007

# News Flash Info

Eurovision CrossMedia<sup>2</sup>

Eurovision TV Summit

Date / 3-5 May 2007, Lucerne, Switzerland

GET A LOOK AT **THE 2030 MEDIA SCENARIO** DURING THE EUROVISION CROSSMEDIA<sup>2</sup> MEETING ON MAY 4<sup>TH</sup>

The agenda  
(latest version attached)

Speakers include :  
**Derrick de Kerckhove**, Director, **McLuhan Program in Culture & Technology**  
**Leonardo Chiariglione**, Digital Media Strategist, **MPEG founder**

**Indra Åsander**, Senior Vice President, **TeliaSonera**  
**Neville Wheeler**, European Lead Content & Media Strategy, **CISCO**

This event will cover **IPTV**, **User-Generated Content (UGC)**, and **Internet, Online and Mobile TV** also featuring **JOOST** and **SECOND LIFE**

We are also proud to present you the best of the EBU Crossmedia projects including :

**BBC - DR - AVRO - RAI - SF - YLE**

The day before

The **Common Focus day** is opening the Eurovision TV Summit on May 3<sup>rd</sup>.  
Don't miss this great opportunity to meet a world class panel of storytellers : **Jean-Claude Carrière**, **Ennio Morricone** and **Istvan Szabo** among others.

The registration

**If you haven't registered yet, please do so** by clicking [here](#) and **book your hotel room** online.

Nicoletta IACOBACCI  
Anne BROCHOT  
brochot@ebu.ch

Best regards,

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REMINDER	Please note that the <b>online hotel booking deadline</b> is <b>next week : Thursday 15 March 2007</b> .  Please find below the link to register : <a href="#">Registration</a>
NEW SPEAKER	<b>Eurovision CrossMedia<sup>2</sup></b> will explore subjects such as the impact of the mobile industry and of Internet on television and how CrossMedia content is challenging our way of watching and even thinking about conventional television.  A <b>new name</b> just joined <b>the Eurovision CrossMedia<sup>2</sup> panel of speakers</b> :  <b><u>Leonardo Chiariglione</u></b> , MPEG founder
3rd of May	The day before Eurovision CrossMedia <sup>2</sup> , the theme of the <b>Common Focus day</b> will be " <b>Storytelling</b> ". The speakers will feature renowned experts in storytelling including the distinguished screenwriter <b>Jean-Claude Carrière</b> , as well as the famous composer <b>Ennio Morricone</b> .

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Best regards,





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<b>REGISTER TO EUROVISION CROSSMEDIA<sup>2</sup></b>	Please find attached the <b>Eurovision CrossMedia<sup>2</sup> preliminary agenda</b> . Take a moment to <b>register</b> and <b>book your hotel room</b> online ( <a href="#">Registration</a> ). The <b>deadline for registration is Thursday 15 March 2007</b> .
<b>CROSSMEDIA PROJECTS PROUD TO PRESENT SESSION</b>	<b>Pitch your best CrossMedia project</b> to the Eurovision CrossMedia Executives and <b>get free access to the meeting</b> . The <b>deadline for sending us your proposal</b> (cf enclosed form) <b>is Thursday 30 March, 2007</b> .
<b>FREE ACCESS FOR ALL SPEAKERS</b>	As a speaker at the <b>Eurovision CrossMedia<sup>2</sup> morning Conference session or afternoon Proud to Present session</b> , you will also have <b>free admission to Eurovision CrossMedia<sup>2</sup></b> . During the online registration process, your credit card information will only be used to guarantee your hotel booking.

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If you have any questions, please don't hesitate to contact us.

Best regards,





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## Eurovision CrossMedia<sup>2</sup>

## Eurovision TV Summit

Date / 3-5 May 2007, Lucerne, Switzerland

### SPEAKERS

New distribution methods, new revenue strategies and changing modes of audience engagement are transforming how television works.

**Eurovision CrossMedia<sup>2</sup>** will explore all these subjects by offering an attractive unique panel of speakers including :

[Derrick de Kerckhove](#), Director of the **McLuhan Program in Culture & Technology**

[Phil Laven](#), Director of the **EBU Technical Department**

[Gabriele Gresta](#), CEO of **Digital Magics**

And more to come with **Google Video**, **TeliaSonera**, **Joost** and **Second Life**

### STORYTELLING

**Eurovision CrossMedia<sup>2</sup>** starts with the “**Common Focus Day**” in the framework of the **Eurovision TV Summit**. On this first day [John Wyver](#), the famous director of the **Illuminations** production house from London. will share his experience in **storytelling**, the theme of this shared day.

With [Illuminations](#), John Wyver has pioneered new ways of linking television programmes with communities in online environments, and is at the forefront of exploring the creative possibilities of new technologies.

### REGISTRATION

Registration for **Eurovision CrossMedia<sup>2</sup>**, the Eurovision TV summit and the various hotels will start next week. You will be informed by email.

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Date / 3-5 May 2007, Lucerne, Switzerland

**PROUD TO PRESENT SESSION  
CALL FOR CROSSMEDIA PROJECTS**

Pitch your best CrossMedia project to the Eurovision CrossMedia Executives in May!

**CALL FOR PROJECTS**

On **May 4**, the **Eurovision CrossMedia<sup>2</sup>** event will gather in Lucerne the Eurovision CrossMedia Executives for their annual meeting.

Join them and participate to the **Proud to Present afternoon session** of this meeting. You will then get in contact with a lot of significant potential partners in order to bring your project to an international scale.

In order to make this session a success, the **Eurovision Interactive TV unit is inviting your organization to submit the best CrossMedia project**. This project could have been produced/developed by your channel or by any other EBU member.

**PRESENTATION**

In the session itself, each speaker will have the possibility to pitch the project, to present it online and to show extracts of related TV programmes. The whole contribution will not exceed **15 minutes**.

**PROJECT SPECIFICATIONS**

The project will need to adhere to the following **criteria**:

- A CrossMedia project on at least two platforms (TV, radio, teletext, online, mobile ...)
- Representing the most cutting-edge and new CrossMedia achievement
- Produced with the involvement of one EBU member or more
- Launched in 2006 or to be ready for 2007

**SUBMITTING THE PROJECT**

Please send your proposal to us by **30 March** by sending us back the **enclosed form**.

Nicoletta IACOBACCI  
Anne BROCHOT

Looking forward to receiving your projects.  
Best regards,

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News Flash n°2 / sent 24. 01.2007 14:27



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**Eurovision CrossMedia<sup>2</sup>**

**Date / 3-4 May 2007, Lucerne, Switzerland**

**New name, new concept**

In 2007 Multimedia meets TV EBU meeting is becoming **Eurovision CrossMedia<sup>2</sup>** and will be integrated into the **Eurovision TV Summit 2007**.

**Dates & Location**

On 3-4 May 2007, in the beautiful city of **Lucerne** in the heart of Switzerland.

**Common Focus  
May 3rd**

The meeting will begin on **May 3** with a **Common Focus** day, gathering some 500 delegates from all areas of public service television. The programme will be of interest to all professionals in public broadcasting and will incorporate a showcase of outstanding programmes covering all genres.

**Eurovision CrossMedia<sup>2</sup>  
May 4th**

On **May 4**, **Eurovision CrossMedia<sup>2</sup>** will offer an attractive unique programme which will include the following topics

**Conference session**

The impact of the mobile industry and of Internet on television and how CrossMedia content is challenging our way of watching and even thinking about conventional Television

**Proud to present session**

The best CrossMedia projects from EBU Members will be presented to the European executives.

**Registration**

The accreditation forms and all information related to hotels will be sent to all participants mid-February. So save the dates (3 and 4 May) in your diary!

**Nicoletta IACOBACCI  
Anne BROCHOT**

Looking forward to seeing you in Lucerne

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News Flash n°1 / sent 12/2006



**Eurovision Interactive**

**Date:** 3-4 May 2007, Lucerne, Switzerland

**Eurovision CrossMedia<sup>2</sup>**  
May 4th, 2007

*TV meets* multimedia? No. These days, television is *becoming* part of a cross-medial experience. Join the experience in Lucerne, where Eurovision TV is planning a major Summit. "TV meets Multimedia" online pitching session is evolving into a more compelling event where we invite you to pitch your best Cross Media Content projects and meet the top 500 decision-makers in European public service TV.

**Join us for the "shared day"**  
May 3rd, 2007

Share a full day with presentations by Europe's most distinguished keynote speakers, the best TV Content of the last season and the best to come over the next 12 months.

**Mark these dates in your diaries and be ready to join us in May!**  
The Eurovision Interactive Unit wishes you all the best for 2007!

To download the brochure of the Eurovision TV Summit 2007, please follow this link:  
[http://www.ebu.ch/CMSimages/en/Final\\_EurovisionTV\\_Summit\\_screenA4\\_tcm6-47690.pdf](http://www.ebu.ch/CMSimages/en/Final_EurovisionTV_Summit_screenA4_tcm6-47690.pdf)

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