

**THURSDAY
23rd March**

**Cross Media
Synergies**

11.00 - 11.10

EBU Welcome

Raina
Konstantinova,
Head of Radio
Department
Bjørn Erichsen,
Head of TV
Department

11.10 - 11.15

**Chairman's
welcome**

Henrik Heide
(DR)

11.30 - 11.55

**Rappin' with
Sibelius**

*How YLE won
over a new
demographic for
an already
popular violin
competition.*
Anna-Kaarina
Kiviniemi (YLE
TV)
Marjaana
Nambiar (YLE
Internet)
Laila Kangas
(YLE Radio)

11.55 - 12.20

Creating a Cult

*How France5
empowered
young people
with webcams to
join in a live TV
and Internet
show.*
Dominique
Delport
(Streampower)

12.20 - 12.45

**Growing
Competitive
New Media**

*How to get your
operational
structure right in
order to
facilitate the
osmosis of*

*content across
radio, television
and the
Internet.*
Santiago Miralles
(CCRTV
Interactiva)

12.45 - 13.00

Still to come...

*A look ahead at
some of the
upcoming
highlights,
including the
CMS and
podcasting
workshops.*
David Wood
(EBU)

13.00 - 14.30

LUNCH

**The Power of
Radio**

14.30 - 14.35

**Chairman's
welcome**

Ole Mølgaard
(DR)

**Session 1:
Rebuilding
Asia after the
Tsunami**

14.35 - 14.55

Radio in a Box

*The Dutch
international
broadcaster,
Radio
Netherlands,
sent three
mobile radio
stations to
Banda Aceh to
help restore
local information
channels in the
wake of the
catastrophe.*
Henry Sandee
(RNW)

14.55 - 15.15

**One Year in
Hikkaduwa**

*A multimedia
record of the
rebuilding of*

*Hikkaduwa, a Sri
Lankan seaside
resort where the
tsunami claimed
1 600 lives and
displaced 10 000
families.*
Eric Chaverou
(SFR)

15.15 - 15.30

Q&A

15.30 - 15.45

REFRESHMENTS

**Session 2:
Technology
Briefing**

15.45 - 16.05

Internet Radio

*An overview of
the available IR
services,
including
portals,
streaming
technologies and
IR terminals.*
Franc
Kozamernik
(EBU)

16.05 - 16.25

Radiotext Plus

*WDR, IRT and
Nokia have
tweaked the
standard RDS
radiotext service
to offer listeners
richer data,
including
enhanced sleeve
information.*
Thomas Kusche
(WDR)
Hans Christoph
Quelle (Nokia)

16.25 - 16.50

**Web radio =
more choice**

*DR has created
a bouquet of
web radio
stations to offer
listeners a
greater variety
of programmes
and genres.*

Ole Mølgaard
(DR)

16.45 -

17.10

**Russia from
A to Z**

*A multimedia
encyclopaedia
provides fresh
insight on
Russia's rich
culture, history
and geography.*
Valentina
Zlobina (VOR)

17.10 - 17.25

**Q&A and
closing
remarks from
chair**

**FRIDAY
24th MARCH**

**Blog & Podcast
workshop**

09.00 - 09.15

**Chairman's
opening
remarks**
Michael Mullane
(EBU)

**Session 1: The
Who, What
and Why of
Blogging**

09.15 - 09.40

**Can MSM
afford to
ignore
blogging?**
Kevin Anderson
(BBC)

09.40 - 10.05

**Deutsche
Welle's
International
Weblog
Awards**
Holger Hank
(DW)

**10.05 - 10.15
Q&A**

**Session 2:
Podcasting
Workshop**

10.15 - 13.00

**The dos and
dents**
*The session will
cover
technology,
rights issues and
best practices,
including ideas
about
repurposing
broadcast
content for
podcasting*

**10.15 - 10.40
Trends**

Jonathan Marks
(Critical
Distance)

10.40 - 11.05

**Case Study 1:
Canada**
Judy McAlpine
(CBC)

11.05 - 11.30

**Case Study 2:
Norway**
Are Nundahl
(NRK)

**11.30 - 11.45
COFFEE**

11.45 - 12.10

**Case Study 3:
Great Britain**
Brett Spencer
(BBC)

12.10 - 12.35

**Case Study 4:
Germany**
Björn Rosenthal
(DW)

12.35 - 13.00

**Panel
Discussion**
*What impact will
podcasting have
on traditional
radio?*

**13.00 - 14.30
LUNCH**

**Education as
Entertainment**

14.30 - 14.35

**Chairman's
opening
remarks**
David Vaughan
(CR)

14.35 - 14.55

**Big Brother
meets King
Kong**
*Czech Radio
uses a reality
show format to
promote greater*

*understanding of
the natural
world.*
Tereza Šefrnová
(CR)

14.55 - 15.15

**Sex and Drugs
and Rock 'n'
Roll?**
*The user
interacts with a
group of fictional
youths to decide
whether they
will succumb to
drugs, end up in
gaol, or achieve
exam success.*
Florian Pitis
(ROR)
Florin Dumitru
(ROR)

**15.15 - 15.30
REFRESHMENTS**

15.30 - 15.50

**The DIY Guide
to radio drama**
*Web surfers can
take a virtual
tour of
Hungarian
Radio's studio
and learn how to
make sound
effects.*
Gábor Zoltán
(MR)

15.50 - 16.10

His & Hers
*A game to make
young people
think about
power, gender
and equality.*
Jesper Hultén
(SR)

**16.10 - 16.20
Q&A**

16.20 - 16.30

**Chairman's
summary and
close**