



NEW RADIO DAY 2016

13-14 OCTOBER 2016
RTVE, MADRID

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RAD-SPG 20542
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BUILDING ON SUCCESS: ENHANCING THE LIVE RADIO EXPERIENCE

DAY 1 – THURSDAY, 13 OCTOBER 2016 (13.00-17.30)

SESSION 1 - INTRODUCTION

13:00 WELCOME FROM CHAIR

JP Coakley

13:05 DEVELOPMENTS IN SPAIN

What is the situation for live radio in Spain? What are the latest developments and innovations?

13:20 INSIGHT: DATA & AUDIENCE 1

Live Broadcast, Still Central
David Fernandez Quijada, Senior Media Analyst, EBU

13:50 EBU: THE WIDER PICTURE

Graham Dixon, Head of Radio, EBU

SESSION 2 - HOW TO DELIVER IMPACT

14:05 GREAT EVENTS OF 2016

In the year of the Olympics and Euro 2016 how has live radio performed?
Christophe Pasquier, Senior Sports Producer, EBU, together with member contributions

14:30 PANEL

What makes the difference? How do we use new tools and approaches to widen the reach of our live programmes?

- Radio Bremen Next, BR Puls
Michael Reichert, BR, Felicia Reinstädt, Radio Bremen
- Rebranding RTÉ 2fm for Visual Radio
Laura Beatty, RTÉ
- Franceinfo: Joint TV and Radio Digital News Channel
Nathalie Birocheau and Laurent Guimier, Radio France

15:30 *Coffee break*

15:45 INSIGHT: GREAT IDEAS 1

Swedish Local Radio
Lars Hedh, Swedish Radio

SESSION 3 - MAKING NEW RADIO

16:00 THE NEWS VIEW

Key note from Naja Nielsen, Deputy Head of News, Danish Radio; Visiting Scholar, Stanford University, CA

16:30 STATION TO STATION

- Making live Radio Public
Iva Jonášová, Radio Wave, CR
- Music pop-ups with commercial company
Brett Spencer, BBC

17:00 INSIGHT: GREAT IDEAS 2

- Norway 2017: is DAB ready to go?
Jørn Jensen, NRK
- Connected Car, French developments
tba

17:00 END OF DAY 1

DAY 2 – FRIDAY, 14 OCTOBER 2016 (9.00-15.45)

SESSION 4 - REALTIME TECH

09:00 INSIGHT: KEYNOTE
Tbc

09:20 THREE BIDS FOR THE FUTURE

- Voice to Text
Fabrice Mare, Voxygen
- FM4 Player
Ute Hölzl, ÖRF
- Shazam for Radio on the Move
Tomas Granryd, Sweden Radio

10:00 INSIGHT: GREAT IDEAS 3
LG Phone and its Apps
Gunnar Garfors, IDAG

10:30 *Coffee break*

SESSION 5 - THE NEXT AUDIENCE

10:45 GOING MOBILE, GOING SOCIAL: PANEL

- Snapchat MNM
Gerrit Kerremans, VRT
- New Video Formats
Jens Becker, WDR 1

11:30 DEBATE
YOUNG AUDIENCES: PLATFORM VERSUS PROGRAMME?
Patrick Collins, BBC

Debate led with SkillsXchangers: Nevea Kostadinovic (Radio Belgrade, Serbia),
Irma-Liisa Pyökkimies (SR), Arturo Paniagua (CadenaSER)

12:30 *Lunch*

SESSION 6 - NEW RADIO GROUP WORKSHOP: INNOVATION IN PRACTICE

13:30 NICO MACDONALD INTRODUCING THE AFTERNOON

How do we innovate?

14:00 WORKSHOP/DISCUSSION

Let's put this into practice

Choose one of the themes:

- How to Impact
- Making New Radio
- Realtime Tech
- The Next Audience

15:30 SUMMING UP: LEARNING POINTS HOW CAN EBU ASSIST YOU?

JP Coakley, Graham Dixon and Madiana Asseraf (EBU)

15:45 END OF NEW RADIO DAY 2016