

AGENDA

9.45 Arrival of Participants – Meet and Greet

10.00 Opening – Day's Overview – Laurent Marceau (EBU/Euroradio)

Moderator of the Day
Hanne Kautto, Head of Programmes, YLEX (Finland)

10.15 YleX – On a journey to becoming an extended brand

As young people are changing the way media is used, PSM need to face up to the challenge and adapt their brands if they want to connect. YLEX is becoming much more than a youth-focused radio station. We'll hear about the concept, projects and experiments especially with social media platforms...

10.45 Roundtable and discussion – What's up in your own organizations?

11.15 Coffee Break

11.30 Adapting to young people's media behaviour – 2 ventures from Germany

- Die Frage: From a TV show to a multiplatform programme – Thomas Müller, Head of Young Formats, ARD/BR (Germany)
- FUNK: a youth platform created and developed by both ARD and ZDF – Jörg Wiesner, MDR Sputnik (Germany) - tbc

Q & A

12.30 Meeting our Hosts

- Overview of the Estonian media landscape – Andres Jõesaar, Associate Professor of Media Policy, Tallinn University
- Presentation of Raadio 2 – Kristo Rajasaare, Head of Raadio 2 (Estonia)
- Presentation of the Tallinn Music Week – tba

13.00 Lunch

13.45 Creating "events" that will make radio organizations the "centre of attention"
- Examples from BBC Radio 1 – Ian Chaloner, Mainstream Editor
(BBC/UK)

14.15 Workshop – Facing up to the challenges
Participants and Experts to exchange on following points:

Music Programming:

- Music and Playlists vs. Streaming Services
- Flow vs. Curation
- Music genres: where have all the guitars gone?

Platforms:

- How long will FM remain relevant with "young" listeners?
- Is on-demand/podcasting the future?

15.00 Special presentation: Keychange – Vanessa Reed, Chief Executive, PRS Foundation (United Kingdom)

A unique project which is empowering women to transform the future of the music ecosystem

15.30 Break

15.50 The floor is yours
Projects one should know about / Ideas' fair

"Band Shirt Day" Project - Maarja Merivoo-Parr, Editor (ERR Raadio 2/Estonia)

16.30 Summary