

BIG DATA CONFERENCE: BETTER SERVING THE CITIZENS

AGENDA

Day 1 – Tuesday 21 March 2017

9:30 - 18:15

9:30 - 10:00

Arrival of participants and refreshments

10:00 - 10:15

WELCOME AND INTRODUCTION

Ingrid Deltenre, EBU Director General

Guillaume Klossa, EBU Big Data Initiative Leader

10:15 - 11:30

BUILDING TRUST

Moderator: Lucy Campbell, Marketing Director TV & Digital, RTÉ

Prof Joseph Cannataci, UN Special Rapporteur on the right to privacy

Prof. Alessandro Mantelero, Polytechnic University of Turin, Council of Europe Expert

Prof. Lokke Moerel, Senior of Counsel Morrison & Foerster (Berlin) and Professor Global ICT Law at Tilburg University

Joe McNamee, Executive Director, EDRI

Pierre-Nicolas Schwab, Big Data/CRM Manager, RTBF

11:30 - 12:45

PERSONALISATION AND RECOMMENDATIONS SYSTEMS: DELIVERING QUALITY

Moderator: Alberto Messina, R&D Coordinator, RAI Centre for Research and Technological Innovation

Mika Rahkonen, Head of Development, News and Current Affairs, YLE

Michaël de Lucia, Head of Digital Innovation, RTS

Andrew Scott, Director of myBBC

12:45 - 14:00

Lunch

14:00 - 14:15

PROUD TO PRESENT: PRODUCER'S CORNER

'Data Gueule' webseries presented by Sylvain Lapoix, Journalist

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14:15 - 15:15

ALGORITHMS AND ONLINE PLATFORMS: LIMITATIONS AND OPPORTUNITIES

Moderator: Robert Amlung, Head of Digital Strategy, ZDF
Michael Hlobil, Data Insights COE Solution Architect, Microsoft
Michael Paustian, Upday Chief Strategy Officer, Creative Director and Head of Strategic Product Development, Axel Springer
Rigo Wenning, Legal Counsel, W3C
Sylvain Lapoix, Journalist

15:15 - 16:15

DATA JOURNALISM: NEW POSSIBILITIES FOR INVESTIGATION, COLLABORATION AND UBIQUITY

Moderator: Laurens Cerulus, Politico
Roland Schatz, Media Tenor CEO
Dr. Neal Rothleder, Chief Technology Officer, Orbmedia
Jan Lukas Strozyk, Journalist, NDR
Mirko Lorenz, Journalist and Information Architect, Deutsche Welle

16:15 - 16:45

Coffee break

16:45 - 17:00

PROUD TO PRESENT: LET'S PLAY VIDEO

VRTNu presented by Steven Thys, Creative Data Strategist

17:00 - 18:00

THE PATH TOWARDS A DATA COMPANY

Moderator: Aleksj Rossi, Head of Audience Insight, YLE
Ignacio Gomez, Director of Analytics and Future Media, RTVE
Sanjeevan Bala, Head of Planning and Analytics, Channel 4
Dieter Boen, Research and Innovation Manager, VRT

18:00 - 18:15

CLOSING REMARKS

19:30 - 21:30

Cocktail reception

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Day 2, Wednesday 22 March 2017

09:00 – 16:00

09:00 - 09:15

Arrival of participants and refreshments

09:15 - 09:30

WELCOME

Guillaume Klossa, EBU Big Data Initiative Leader

09:30 - 10:30

HOW CAN BIG DATA HELP PUBLIC SERVICE MEDIA BETTER SERVE CITIZENS?

*Keynote by Gilles Marchand, CEO, RTS followed by a moderated discussion with
Assistant Prof. Mirko Schäfer, Utrecht Data School Leader*

Moderator: Guillaume Klossa, EBU Big Data Initiative Leader

10:30 - 11:45

AUDIENCE MEASUREMENT: EVOLUTION OR REVOLUTION?

Moderator: Kristian Tolonen, Head of Audience Research, NRK

Emil Pawłowski, Chief Science Officer, Gemius

Uffe Hoy Svenningsen, Audience Researcher, DR

Nick Johnson, Solutions Architect, RTÉ

11:45 - 12:00

Coffee break

12:00 – 13:00

TOOLBOX: PRIVACY POLICIES

Facilitator: Pierre-Nicolas Schwab, Big Data/CRM Manager, RTBF

*With case studies from Pierre-Nicolas Schwab, Lucy Campbell, Marketing Director TV &
Digital, RTÉ & Peter Farrell, Head of Legal BBC Workplace and Information Rights*

13:00 - 14:00

Lunch

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14:00 – 15:00

TOOLBOX: THE INNERSOURCE APPROACH TO PERSONALIZATION

Facilitator: Frans de Jong, Senior Project Manager, EBU

Presentation of the EBU Peach project: a recommendation system built by broadcasters, a use case for a new model of collaboration, with Michael De Lucia, Head of Digital Innovation, RTS, Anselm Eickhoff, Software Architect, BR, Aleksi Rossi, Head of Audience Insight, YLE & Michael Barroco, Head of Software Engineering, EBU

15:00 - 15:15

PROUD TO ANNOUNCE: STANDARDISING PLAYER METRICS

EBU Kelvin project presented by Bram Tullemans, Project Manager, EBU

15:15 – 16:00

WRAP-UP AND NEXT STEPS
