

# BIG DATA INITIATIVE WORKSHOP

## BIG DATA INITIATIVE WORKSHOP AT FRANCE TÉLÉVISIONS

### AGENDA

**Friday 23 September**

**9.00-16.30**

9:00 – 9:30

*Arrival of participants and refreshments*

9:30 – 9:50

#### **WELCOME**

Pierre-Nicolas Dessus, Head of Marketing (France Télévisions) and  
Guillaume Klossa, Director of Public Affairs and Communication (EBU)

9:50 – 10:30

#### **THE FUTURE OF ALGORITHMS AND RECOMMENDATIONS**

Eric Scherer, Head of Future Media (France Télévisions)

10:30 – 11:00

#### **PROGRAMME RECOMMENDATIONS: HOW TO COMBINE HUMAN EDITORIAL INTELLIGENCE AND ROBOTS?**

Providing recommendations based on editorial curation and algorithmic inputs

Maxime Paul and Bertrand Gayet, Chief Data Scientists (Canal +)

11:00 – 11:30

*Coffee Break*

11:30 – 12:00

#### **HELPING BBC CONTENT FIND ITS AUDIENCE**

How myBBC is creating compelling users' experiences through its content to inform, educate and entertain audiences

Mark Sheldon, Head of Product, Recommendations (BBC)

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12:00 – 12:30

**WHAT'S NEXT? ALGORITHM & RECOMMENDATION SYSTEMS FIT FOR PURPOSE FOR PSM**

The need for a balanced approach towards RecSys: offering personalised viewing experiences while staying true to the PSM values and remits

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

12:30 – 13:30

*Lunch*

13:30 – 16:00

**WORKING GROUP: RECOMMENDATION AND USER EXPERIENCE FOR PSM**

Workshop session jointly moderated by Michael Barroco, Senior Project Manager (EBU) and Michael De Lucia, Head of Media Innovation (RTS)

16:00 – 16:30

**CLOSING REMARKS**