

BIG DATA WEEK

EBU BIG DATA CONFERENCE 2018 28 FEBRUARY AND 1 MARCH

AGENDA

Day one: Wednesday 28 February, 13:00 - 18:30

12:00 - 13:00

Arrival of participants and buffet lunch

13:00 - 13:10

WELCOME AND INTRODUCTION

Noel Curran, EBU Director General

13:10 - 13:40

KEYNOTE: HOW CAN ARTIFICIAL INTELLIGENCE BE BENEFICIAL FOR ALL?

How can AI, despite the fears it raises, deliver benefits for citizens and enhance media services?

Fernand Gobet, Professor of Decision Making and Expertise, Department of Psychological Sciences, Liverpool University

13:40 - 14:00

KEYNOTE: INSTITUTING A CHIEF DATA OFFICE IN 100 DAYS

Hear from a business technology leader and serial entrepreneur about how data strategies could change your business, and how to manage that change.

Carl-Johan Nakamura, Chief Data Steward at IBM, Philadelphia, USA

14:00 - 15:00

IMPLEMENTING DATA STRATEGIES: INSIGHTS FROM THE MEDIA SECTOR AND BEYOND

Compare data strategies from different fields and take home inspiration for the media sector.

*Moderator: Pierre-Nicolas Schwab, Big Data/CRM Manager, RTBF and BDI Chair
Annick Deseure, Data & Insights Manager Readers Market, Mediahuis
Linda Van Dijk, Ad. Director Analytics, DKV
Xavier Valentini, Customer Insights Manager, Delhaize*

15:00 - 15:15

Break

BIG DATA WEEK

15:15 - 16:30

AWAKE THE SLEEPING GIANTS! BRINGING DATA JOURNALISM INTO THE NEWSROOM

Make sure your organisation is not left behind when it comes to mobilizing data and technology to enhance the quality and relevance of reporting.

Moderator: Mirko Lorenz, Innovation Manager, Deutsche Welle

Keynote: John Burn-Murdoch, Senior Data Visualization, GEN Data Journalism awards winner, Financial Times

Gian Paolo Accardo, co-founder and CEO of VoxEurop, Editorial coordinator of the European Data Journalism Network

Sylke Gruhnwald, Head of data journalism, Republik and Chairwoman of Journalismfund.eu

Julian Schmidli, Reporter, SRF Data Team

David Bauer, Head of Storytelling, NZZ

16:30 - 17:15

TEAMING UP TO INCREASE THE IMPACT OF (DATA) JOURNALISM

Find out about previous EBU data journalism workshops, meet the talents behind successful collaborative projects and create opportunities to team up.

Moderator: Madiana Asseraf, Head of Media Strategy and Development, EBU

Christine Jeavans, Senior Data Journalist, BBC

Teemo Tebest, Data Journalist, YLE

17:15 - 18:00

STARTING A (DATA) JOURNALISM PROJECT

Moderator: Mirko Lorenz, Deutsche Welle

Demo: Data journalism at a glance

by Alberto Messina, Senior Research Engineer, RAI

DATA, ELECTIONS, POLLS AND THE DEMOCRATIC GAME

Moderator: Guillaume Klossa, co-founder, Civico.eu

Leendert de Voogd, Project Director Social Intelligence and Analytics, IPSOS

Vidya Narayanan, Researcher, Computational Propaganda Project, Oxford University

Arturo Di Corinto, Cybersecurity National Lab, Head of Communications

18:00 - 18:15

SESSION DEBRIEF AND WRAP-UP OF THE DAY

Pierre-Nicolas Schwab

18:30 - 21:30 : Cocktail reception

BIG DATA WEEK

Day two: Thursday 1 March, 09:00 -16:15

08:30 - 09:00

Arrival of participants and refreshments

09:00 - 09:10

WELCOME

Guenaëlle Collet, EBU Big Data Initiative Manager

09:10 - 09:30

KEYNOTE: DISRUPTION FOR THE BETTER? CHANGING THE WAY WE CHANGE

Initiating change is sooner said than done. One of the worlds' leading authorities on change of culture will share her views and tips to make adapting exciting.

Katz Kiely, Transformation expert, CEO, BEEP

09:30 - 10:45

THIS IS NOT A BIG DATA PROJECT: CULTURAL CHANGE MANAGEMENT (AND HOW TO OVERCOME INTERNAL RESISTANCE)

Find out how to proceed to bring data into your strategy and efficiently implement a multi-functional culture throughout your organization.

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

Ashley Friedlein, eConsultancy founder

Jente de Ridder, Senior Web Analyst, Humix

Gunilla Ohls, Director of Strategy and Business Development, YLE

Emilie Nenquin, Head of CRM, VRT

10:45 - 11:00

Break

11:00 - 11:15

KEYNOTE: CHILDREN AND DATA: HOW TO SHAPE A SAFE AND ENABLING ENVIRONMENT

Consent is key to ensure a trusted relationship with audiences and all the more so when it comes to children and youngsters. Find out best practices and original ideas to reach your goal.

John Carr, Member of the Executive Board of the UK Council on Child Internet Safety

BIG DATA WEEK

11:15 – 12:30

PERSONALIZATION: USE CASES

Personalization in all its forms and shapes: embark on a tour to discover a variety of useful experiences by public service broadcasters.

Moderator: Michael Barroco, Head of Software Engineering, EBU

'Personalization's contribution to business intelligence' by Henrik Tornberg, Product Owner and Project Manager, SR

'Personalizing linear radio' by Paolo Casagrande, Senior Research Engineer, RAI

'MANGO and PEACH: Multi-Purpose Personalised Online Video Distribution' by Anselm Eickhoff, Software Architect, BR and Rasha Hasbini, Business Manager, EBU-Eurovision

'Growing a data science team: technical and organizational challenges' by Joan-Isaac Biel, Data Scientist, RTS

12:30 - 13:30

Lunch

13:30 – 14:15

**INTERACTIVE DISCUSSION ABOUT
PEACH : PERSONALIZATION FOR EACH
IN-HOUSE COLLABORATIVE PROJECT**

Sebastien Noir, Product Owner, EBU

IMPLEMENTING AN SSO STEP BY STEP

Pierre-Nicolas Schwab, RTBF

Alexandra Brenkman, EBU

14:15 – 14:30

SESSION DEBRIEF

14:30 - 14:45

Break

BIG DATA WEEK

14:45 – 15:45

NEW DATA STREAMS, NEW METRICS, NEW TECHNIQUES: REVAMPING MEASUREMENT

Let's discuss the latest data-related developments in audience measurement, understand their impact and discover new opportunities for research & analytics teams

Moderator: Jeroen Verspeek, Head of Audience Measurement, BBC

Eija Moisala, Head of Smart Data and Audience Insight, YLE

Ignacio Gomez, Director of Analytics & New Projects, RTVE

Eva Sassmann, Head of Research and Market Development, ORF

15:45 – 16:00

DIGITAL TRANSFORMATION INITIATIVE & MEDIAROAD PROJECT

A short introduction of two new important projects for digital strategies

Ezra Eeman, Digital Change Manager, EBU

Nicola Frank, Head of Public Affairs, EBU

16:00 – 16:15

WRAP-UP AND NEXT STEPS

Pierre-Nicolas Schwab and Guenaëlle Collet