

BIG DATA: A GAME CHANGER FOR PSM?

PROGRAMME

Day 1 – Tuesday 22 March 2016

9:30 - 17:30

9:30 - 10:00

Arrival of participants and refreshments

10:00 - 10:15

WELCOME

Guillaume Klossa, Big Data Initiative leader, Public Affairs & Communications Director, EBU

INTRODUCTION - BIG DATA: WHAT CHALLENGES FOR PSM?

Jean-Paul Philippot, EBU President, Administrator-General of RTBF

10:15 - 11:00

KEYNOTE - FROM NEWSPAPERS TO GENUINE BIG DATA MEDIA

Robin Goad, Head of analytics, Financial Times Group

11:00 - 12:00

WHO IS MY AUDIENCE? MEASURING TRENDS AND GAINING INSIGHT

Big data can help future-proof audience measurement techniques. It is also a tremendous tool to deepen insights into audience behaviour within a fragmented media landscape.

Moderator:

Alina Fichter, Journalist, BR

Building a market currency for video measurement

Bas de Vos, Managing Director, SKO

Third-party data sources: how can they help?

Pierre-Nicolas Schwab, CRM Manager, RTBF

Using social media to measure emotions

Jean-Luc Jaquier, Director of Operations, EPFL Media Lab

12:00 - 13:00

Lunch

BIG DATA: A GAME CHANGER FOR PSM?

13:00 - 14:00

RICHER, SMARTER CONTENT: DATA REINVENTING THE CONSUMER EXPERIENCE

Big data is increasingly used to enrich content and storytelling. Coupled with media's own values and editorial policies, it can also help them adapt their programming and commissioning choices.

Moderator:

Maïke Olij, NOS Audience Insights Consultant and Eurovision Academy faculty member

Case study: Generation What?

Margaux Missika, Executive Producer, Upian

Case study: Covering elections

Minna Rantama, Director of Electoral Services, Zef and Jon Pablo Laiseca Blanco, Chief Digital Editor, Cadena SER

14:00 - 15:00

TRUST ME, I KNOW YOU: USING DATA RESPONSIBLY AND SECURELY

How do you reinforce public trust in the use of personal data? What would be the most effective tools and tactics?

Do Not Track: Interactive webseries looks at your data and reveals who you are, by Christiane Miethge, Project Leader, Deputy Head of Multimedia Storytelling, BR – followed by a moderated panel discussion

Moderator:

Peggy Valcke, Professor in Law, KU Leuven

Panellists:

Prof. Dr Patrick Van Eecke, Partner, DLA Piper

Lucy Campbell, Marketing Director TV & Digital, RTÉ

Anne Groothuis, Legal Expert, NPO

15:00 - 15:15

Coffee break

15:15 - 15:30

LOOKING AHEAD

DATA PROTECTION: BUSINESS RISK OR BUSINESS OPPORTUNITY?

Ludovic Levy, Big Data Vice-President, Orange

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15:30 - 16:15

RIISING REVENUES: WHERE IS THE VALUE? WHAT ARE THE PITFALLS?

Using data for branding, targeted advertising or editorial choices represents a significant investment, including changes in mindset or management. How do you reap the benefits of these investments?

Moderator:

Jörg Blumtritt, CEO, Datarella

Panellists:

Martin Greenbank, Head of Advertising R&D, Channel 4

Pierre-Nicolas Dessus, Director of Digital Marketing, France Télévisions

Ludovic Levy, Big Data VP, Orange

16:15 - 17:15

MY FAVOURITES: DEVELOPING (AND RETAINING) DIGITAL AUDIENCES

Digital content reaches audiences through a variety of media and platforms. Big data solutions are being developed to provide a better user experience notably via recommendation systems.

Moderator:

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

Panellists:

Jonathan Peachey, myBBC Head

Michaël de Lucia, Head of Media Innovation, RTS

Aleksi Rossi, Head of Audience Insight, YLE

17:15 - 17:30

CLOSING REMARKS

Interview by Alina Fichter, Journalist, BR

Guillaume Klossa, Big Data Initiative leader, Public Affairs & Communications Director, EBU

19:30 - 21:30

Reception at RTS headquarters at the kind invitation of Gilles Marchand, CEO, RTS and Ingrid Deltenre, Director General, EBU

BIG DATA: A GAME CHANGER FOR PSM?

Day 2, Wednesday 23 March 2016

09:00 – 13:00

EBU MEMBERS ONLY

09:00 - 09:30

Registrations and welcome coffee

09:30 - 13:00

During parallel participative sessions, EBU Members are invited to share views on the role of big data for PSM, exchange best practices and reflect on ways forward.

09:30 – 10:50

WORKSHOP SESSION 1 - RECOMMENDATION SYSTEMS

Jointly moderated by Robert Amlung, Head of Digital Strategy, ZDF; Michaël de Lucia, Head of Media Innovation, RTS, and Michael Barroco, Senior Project Manager, EBU

WORKSHOP SESSION 2 - BUILDING TRUST WITH OUR AUDIENCES

Moderated by Lucy Campbell, Marketing Director TV & Digital, RTÉ

10:50 - 11:10

Coffee break

11:10 – 12:30

WORKSHOP SESSION 3 - DATA JOURNALISM

Moderated by Marianne Bouchart, Communications Director and Data Journalism Awards Manager at the Global Editors Network

WORKSHOP SESSION 4 - MANAGEMENT AND SKILLS FOR A BEST USE OF DATA

Moderated by Mark Wray, Head of Training, BBC Academy, and Eurovision Academy faculty chair

12:30 – 13:00

WRAP-UP AND NEXT STEPS

By the Big Data Initiative steering committee

13:00 – 14:00

Lunch