



25 SEPTEMBER
BRUSSELS / CINEMATEK

CULTURAL HERITAGE FOR THE FUTURE: THE ROLE OF MEDIA INNOVATION



The **audiovisual and radio archives** are vivid testimonies of our history and cultural identities. Preserving and facilitating access to our cultural heritage has a crucial role to play in building the future of Europe. These stories deserve to be seen and heard to inspire future generations and nurture our creative industries across Europe.

On 25 September, the EBU will bring together media and archive specialists, policy makers and entrepreneurs to discuss how we can best protect, develop and open up the audiovisual memory of Europe. As financial challenges put at risk many of these archives, Public Service Media are leading the way in developing innovative strategies to make archives more accessible and attractive to all Europeans.

The conference will feature discussions on how to leverage digital technologies to promote and re-use our collections of radio and TV broadcasting history. Participants will be invited to exchange best practices and define new avenues for media organisations and institutions to drive engagement with archive materials for educational and entertainment purposes. This event is organised within the framework of the **European Year of Cultural Heritage**, a European initiative aimed at encouraging more Europeans to enjoy, protect and promote our rich culture.

OUR HERITAGE:
WHERE THE PAST
MEETS THE FUTURE



AGENDA

13.30 **Registration**

14.00-14.30 **Welcome and Introduction**

Noel Curran, Director General, **EBU**
Nicola Mazzanti, Director, **Cinematek**

14.30-14.45 **Keynote**

Tibor Navracsics, Commissioner for Education, Culture, Youth and Sport, **European Commission**

14.45-16.00 **Audiovisual and Radio Archives in the Digital Era: Challenges and Opportunities**

MODERATOR: Nicola Frank, Head of European Affairs, **EBU**

SPEAKERS:

- Brid Dooley, Head of **RTÉ** Archives and President of **FIAT/IFTA**
- Harry Verwayen, Deputy Director, **Europeana**
- Brecht Declercq, Digitisation Manager, **VIAA**
- Christoph Bauer, Multimedia Archives, **ORF** and EU Funded Project Member '**Technical Assistance to PSM in the Western Balkans**'
- MEP Silvia Costa, Group Coordinator and Member of the Committee on Culture and Education, **European Parliament**

16.00 -16.20 **Coffee Break**

16.20-17.30 **Proud to Present**

Best practices of new and innovative ways to access, promote and re-use audiovisual and radio archives for cultural, educational or entertaining purposes

MODERATOR: Graham Dixon, Head of Radio, **EBU**

SPEAKERS:

- Jake Berger, Executive Product Manager BBC Archive Development, and Peter Rippon, Editor BBC Online Archive, **BBC**
- Johan Oomen, Manager R&D Department, **Nederlands Instituut voor Beeld en Geluid & EUScreenXL**
- Davy Hanegreefs, Manager Digital Engagement and Innovation, **Cinematek**
- Alain Dufaux, Operations & Development Director, **Ecole Polytechnique Fédérale de Lausanne (EPFL) - Metamedia Center**
- Nina Fleischer, Head of Publishing, NRK Archive, Media Division, **NRK**

17.30-17.45 **Keynote**

Eric Peters, Senior Adviser and Expert, Cabinet of Commissioner Mariya Gabriel for Digital Economy and Society, **European Commission**

17.45-18.00 **Conclusions**

Jean-Paul Philippot, **EBU** President and **RTBF** Director General

18.00-19.00 **Networking Cocktail Reception**



SPEAKERS' BIOGRAPHIES



Christoph BAUER
PANEL I

Christoph Bauer is a System Administrator and Project Manager for ORF, specialising in digital migration, conservation and restoration. He has worked as a project officer for several EC/IST-Projects (PRESTO, PRIMAVERA, FIRST, NODAL, PRESTOSPACE, eCHASE, PRESTOPRIME, DAVID etc.). Christoph is also a lecturer at the University of Vienna and an EBU consultant in the field of archiving and preservation. He is a member of IFTA's Digitalisation and Migration Commission and was Vice-Chair of MAA (Media-Archives-Austria Association) from 2012 to 2016.



Jake BERGER
PANEL II - TWO INNOVATIVE USES OF BBC ARCHIVE – OPEN SOURCED REMINISCENCE AND SEGMENTED CONTENT CROWD-SOURCED BY EXPERT RETIRED STAFF

Jake Berger is Executive Product Manager in the BBC's Archive Editorial Team. He has been involved in the development and launch of numerous online archive products and services at the BBC, including BBC Genome, the Research and Education Space, and thespace.org.



MEP Silvia COSTA
PANEL I

Silvia Costa is currently S&D Group Coordinator of the Committee on Culture and Education of the European Parliament, of which she was previously the Chair (2014-2016), and Rapporteur of the new Creative Europe programme 2021-2027. She served as Rapporteur for the EP of the Creative Europe Programme 2014-2020. Prior to that, she was Lazio regional councillor responsible for education, educational rights and training (2005-2009); a member of the Italian Chamber of Deputies for three parliamentary terms; a member of the Committee on internal affairs, the Committee on culture, science and education and the Committee on general guidance and monitoring of radio and television services (1985-1993). She also served as State secretary at the Ministry for universities, scientific research and technology from 1993-1994.



Noel CURRAN
WELCOME SPEECH

Noel Curran took up the role of Director General of the European Broadcasting Union in September 2017. Noel is the former DG, Managing Director of Television and Editor of Current Affairs of RTÉ, Ireland's national television and radio broadcaster. A strong and long-time advocate of public service media, Curran is also an award winning investigative journalist and producer. Noel attended Trinity College, Dublin, and graduated from Dublin City University in both European Studies and Communications, specialising in national and international broadcasting policy. He is currently Adjunct Professor of Journalism at Dublin City University.



Brecht DECLERCQ

PANEL I

Brecht Declercq, MA, MSc (1981) has led the overall digitization strategy of the Flemish audiovisual heritage for VIAA, the national audiovisual archive of Flanders, Belgium, since 2013. Previously he worked for the Belgian public broadcaster VRT for almost 10 years as a radio archivist and project lead in several digitization, media asset management and access projects. He is Secretary-General of FIAT/IFTA, the International Federation of Television Archives and outgoing Chair of the FIAT/IFTA Preservation and Migration Commission. He writes, presents, reviews and advises several European broadcasters and audiovisual archives.



Graham DIXON

PANEL II – MODERATOR

Graham Dixon is Head of Radio at the European Broadcasting Union in Geneva, having been Managing Editor of BBC Radio 3 until 2015. Previously, he held several editorial and production positions within BBC Radio. While at the BBC, he chaired the EBU Music Group and Euroradio Users Group. His current role includes advocacy for public media, specifically for the positive role of radio within society; he is committed to encouraging radio innovation, as well as promoting distinctive content for all audiences. After researching Italian Baroque music in both Italy and Germany, he was awarded a PhD from the University of Durham. While working at the BBC, Graham responded to the changing media environment by studying for an MBA; this was awarded with distinction for his work on digital transformation, preparing radio production for the challenge of multiplatform delivery. He is a Fellow of the Royal Society of Arts and the Royal Asiatic Society.



Bríd DOOLEY

PANEL I

Bríd Dooley is President of FIAT/IFTA, the International Federation of Television Archives, and Head of Archives at RTÉ, Ireland's public service media organisation. Bríd studied media in the UK at the University of Westminster and began her career in archives at ITN and GMTV in London before moving back to Ireland. She joined RTÉ in 2000. During her association with FIAT/IFTA she has been a long-standing member of the Executive Council and Working Commissions as well as a former General Secretary. She is a leading advocate for endangered audio-visual archives through her work with the CCAA – the global Co-ordinating Council of Audio-Visual Archive Associations. This has included projects such as Archives at Risk and the Save Your Archive programme led by FIAT/IFTA. Her focus for both RTÉ Archives and within FIAT/IFTA is the professional development and promotion of audio-visual archives to support and grow their value both within the media sector and as a key part of the wider cultural heritage framework.



Alain DUFAUX

PANEL II - MONTREUX JAZZ DIGITAL PROJECT – FROM A PATRIMONY TO AN INNOVATION PLATFORM

Alain Dufaux is an expert in the field of signal processing for audio, with a dual profile in both academia (PhD in automatic sound recognition in 2001, lecturer & co-director for PhD students since 2007) and industry (low-power DSP specialist in the hearing aid industry during 6 years). He currently acts as operations and development manager of the Metamedia Center at EPFL.



Nina B. FLEISCHER

PANEL II - CURATING THE CATALOGUE – MOVING FORWARD FROM THE ASSEMBLY LINE

Nina B. Fleischer is Head of Archive Publishing in the NRK Archives. She is responsible for the mass publication of over 30,000 television programmes from before 1997 to NRKs online player. Today, her section is working closely with the editors of online TV and she has taken over several editorial tasks. Nina has an academic background within Media Science and Library and Information Science. She has worked for the NRK Archives since 2003.



Nicola FRANK

PANEL I - MODERATOR

Nicola Frank joined the European Broadcasting Union in 1998. In January 2009 she became Head of European Affairs, in charge of the EBU Brussels office. She started her career in the European Commission in 1990 where she was responsible for an information and communication programme towards the Mediterranean and the Near and Middle East. In 1996 she joined Media and Entertainment International, the international federation of media and entertainment trade unions, as Deputy General Secretary. She holds a M.A. in Islamic Studies, Modern History and French Literature.



Davy HANEGREEFS

PANEL II – I-MEDIA-CITIES: BENEFITS AND DIFFICULTIES OF A.I.

Davy Hanegreefs has been working on digital projects for cultural institutions since 2005. After his work as E-commerce manager for a large Belgian Media Chain, he became the Innovation Manager for the Federation of the Belgian Booktrade, where he guided publishers, writers and bookstores through their digital innovation processes. In Cinematek he is Manager for Digital Engagement and Innovation and serves as the project manager for I-Media-Cities, a European project looking to develop innovative e-environments to facilitate research on audiovisual materials. Currently, he is involved in several projects that work on developing Linked Open Data and Artificial Intelligence tools for archives and museums.



Nicola MAZZANTI
WELCOME SPEECH

Nicola Mazzanti is Director of the Cinémathèque Royale de Belgique. He was the first film archivist at the Cineteca di Bologna and co-founded the "Cinema Ritrovato" film festival as well as the restoration centre, "Immagine Ritrovata". Nicola has published extensively on topics related to film history and on the theory and practice of film archiving and restoration. He has lectured at many Universities (Frankfurt, Braunschweig, Udine, UCLA, Bologna) and currently at the master's programme in Lille. He has served on the Board of Directors of the Association of Moving Image Archivists (AMIA) and of the European digital library (Europeana). Nicola was President of ACE (Association des Cinémathèques Européennes) and currently serves on its Executive Committee. He is also an independent consultant in Europe and in the US on major projects involving the transition of traditional film archives to digital.



Tibor NAVRACSICS
KEYNOTE

Tibor Navracsics is Commissioner for Education, Culture, Youth and Sports for the Juncker Commission. Prior to this he was a university professor, the Head of the PM's Office, a member of the Hungarian Parliament, he also served as Deputy PM, Minister of Justice and Minister of Foreign Affairs. He is responsible for improving the quality and efficiency of the EU education systems. With high youth unemployment and skills mismatch, the modernisation of education in the EU is crucial to meeting the challenges of employability and innovation in the digital age. (Other responsibilities: education dimension of Europe 2020 Strategy, implementation of Erasmus +, EU's Youth, Sports and Culture policies).



Johan OOMEN
PANEL II – MULTIMEDIA HYPERLINKING: NEW WAYS TO NAVIGATE AUDIOVISUAL COLLECTIONS

Johan Oomen is Head of the Netherlands Institute for Sound and Vision Research and Development department and a Researcher at the Web and Media group of the VU University Amsterdam. Oomen and his group are working on research projects that focus on digital heritage in all its facets. Oomen holds a BA in Information Science and an MA in Media Studies. His PhD research focusses on the relation between participatory culture and institutional policy. He has worked for the British Universities Film and Video Council and commercial broadcaster RTL Nederlands and has spoken at high profile events in six continents. He is a Board Member of the Europeana Association, the EUscreen Foundation and the PublicSpaces Foundation. He is advisor to the Amsterdam Fund for the Arts and the Dutch National research council for cultural heritage.



Eric PETERS
KEYNOTE

Eric Peters joined the cabinet Commissioner Mariya Gabriel in August 2017 as expert. In February 2015, he joined DG Connect and was in charge of the coordination of the Digital Single Market. Prior to that, he was a member of the Bureau of European Policy Advisors (BEPA) of the President of the European Commission Jose Manuel Barroso as advisor for international affairs and economic questions. Before joining BEPA in 2010, Eric was advisor to the French Permanent Representative to the EU for international affairs and strategic partnerships. In December 2007, he was Deputy Head of Cabinet of European Commissioner for Trade Peter Mandelson before being appointed as Deputy Head of Cabinet of Baroness Catherine Ashton of Upholland, European Commission for International Trade. In May 2007, Eric was appointed Diplomatic Advisor of Christine Lagarde, French Minister for Agriculture and then Minister for the Economy, Finances and Employment. Eric holds a Master in molecular and cellular biology. He publishes regularly in Le Monde newspapers and magazines.



Jean-Paul PHILIPPOT
CONCLUSIONS

A graduate of the Solvay Business School (Université libre de Bruxelles), Jean-Paul Philippot is the CEO of the Radio Télévision Belge de la Communauté Française (RTBF.be). He entered the audiovisual world in 2002, after holding the position of Managing Director of Brussels Public Hospitals (IRIS). Jean-Paul Philippot initiated three strategic reorganisation plans at RTBF (in 2002, 2007 and 2012), and is now implementing a multiannual strategic plan (called Vision 2022) aimed at adapting the company to digitalization and new consumption patterns. He has served as President of the European Broadcasting Union since 2009.



Peter RIPPON
PANEL II – TWO INNOVATIVE USES OF BBC ARCHIVE – OPEN SOURCED REMINISCENCE AND SEGMENTED CONTENT CROWD-SOURCED BY EXPERT RETIRED STAFF

Peter Rippon is Executive Editor, Archive at the BBC. He runs the Archive Editorial team, a unique mix of technology and editorial staff charged with unlocking the value of the BBC's prized asset to new audiences. He is a senior BBC journalist having run several of its most high profile News programmes.



Harry VERWAYEN
PANEL I

Harry Verwayen is the Executive Director of Europeana Foundation, the operator of the Europeana platform, which supports museums, galleries and archives for the digitization of their collections. Prior to this, Harry worked at the Amsterdam based think tank Knowledgeland where he was responsible for business model innovation in the cultural heritage sector. Harry holds a MA in History from Leiden University and has worked over ten years in the Academic Publishing Industry.