



Date: 8 October 2019

Venue: Hotel Renaissance, Rue du Parnasse 19, 1050 Brussels

Accelerating European Media Innovation

MediaRoad Final Conference & EBU Media Innovation event

- 9:00 – 9:30 Registration & coffee
- 9:30 – 9:40 **WELCOME**
Noel Curran, EBU Director General
- 9:40 – 9:50 **OPENING REMARKS**
Mariya Gabriel, European Commissioner for Digital Economy and Society
- 9:50 – 10:05 **KEYNOTE: MEDIA IN THE GLOBAL CONTEXT – WHY EUROPE NEEDS TO ACT NOW**
Prof Dr Karen Donders, VUB
- 10:05 – 11:05 **PANEL: MEDIA INNOVATION FOR SUSTAINABILITY. R&I PRIORITIES OF THE MEDIA SECTOR**
Moderator: Antonio Arcidiacono, EBU T&I Director

Mariya Gabriel, European Commissioner for Digital Economy and Society
Prof Dr Karen Donders, VUB
Adina-Ioana Vălean, MEP, Chair of ITRE Committee (TBC)
Dieter Boen, VRT
- 11:05 – 11:20 Coffee break
- 11:20 – 12:30 **A MEDIA ECOSYSTEM FOR INNOVATION**
Moderator: Judy Parnall, BBC

PRESENTATION OF KEY RESULTS OF THE MEDIAROAD PROJECT
Policy Hub – A vision for European media innovation
Prof Luciano Morganti, imec
Sandbox Hub, a European network of media innovation accelerators Sarah Geeroms, VRT





PANEL DISCUSSION

Wilfried Runde, Deutsche Welle

Elena Lai, CEPI

Prof Dr Luciano Morganti, imec

Sarah Geeroms, VRT

Representative of AER (name TBC)

12:30 – 14:00

Networking Lunch + guided demos

14:00 – 15:20

LIGHTNING TALKS: INFLUENCING TRENDS IN THE MEDIA SECTOR

Moderator: Florence Ranson

EuroVox Ben Poor, EBU T&I

5G MAG Darko Ratkaj, EBU T&I

AI and Media Leonard Bouchet, RTS

Creative media clusters Prof Lizzie Jackson, London South Bank University & Dr Michal Glowacki, University of Warsaw

Journalism Trust Initiative Olaf Steenfadt, Reporters Without Borders

SOMA project Nikos Sarris, ATC Innovation Lab

Immersive Media Laura Saenger, TVN Connect (TBC)

Automotive and the media experience TBC

15:20 – 15:50

MEDIA INNOVATION ON STAGE

Moderator: Florence Ranson

Sandbox prize winners

Presentation of Sandbox Hub projects

15:50 – 16:00

CLOSING REMARKS

Nicola Frank, EBU Head of European Affairs

Dr Hans Hoffmann, Head of Media Fundamentals and Production technology, EBU T&I

Networking & demos

