



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, Head of Media Unit, research centre imec-SMIT, Vrije Universiteit Brussel
- 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, Head of Media Unit, research centre imec-SMIT, Vrije Universiteit Brussel
Eva Kaili, MEP (S&D)
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

Francesca Fabbri, AER

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

AI and Media: "Our journey with AI" Leonard Bouchet, RTS

Journalism Trust Initiative Olaf Steenfadt, Reporters Without Borders

SOMA Disinfobobservatory Nikos Sarris, ATC Innovation Lab

5G MAG Darko Ratkaj, EBU T&I

Immersive Media Laura Saenger, TVN Connect

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

How to foster innovation and creativity in a media environment

Francesco Lomonaco, RTS

15:20 – 15:40

Coffee break

15:40 – 16:20

MEDIA INNOVATION ON STAGE

Moderator: Florence Ranson

MediaRoad SkillBytes Nathalie Labourdette & Helene Rauby-Matta, EBU Academy

Sandbox prize winners Newsbridge (France), On-Hertz (Belgium), France TV

Presentation of Sandbox Hub projects BRobots (Belgium), SmartOcto (The Netherlands), Winston Analytics (Belgium), Streamroot (France)

16:20 – 16:30

CLOSING REMARKS

Nicola Frank, EBU Head of European Affairs

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

