



**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 Disinfobservatory** 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 – 15:50

## MEDIA INNOVATION ON STAGE

Moderator: Florence Ranson

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

**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

