EBU
OPERATING EUROVISION AND EURORADIO

17-18 October 2017
EBU & RTBF Workshop in Brussels

BIG DATA INITIATIVE
SSO : A STRATEGIC AND OPERATIONAL CHALLENGE FOR BROADCASTERS

AGENDA

Day 1 – Tuesday 17 October

09.30-17.00

09.30-10.30 *REGISTRATIONS*

10.30-11.15 **WELCOME AND INTRODUCTION**
Welcome address
Jean-Paul Philippot, EBU President and RTBF Administrator General
Introduction
Guillaume Klossa, Director of Public Affairs and Communication &
Big Data Initiative Leader at EBU
Setting the scene: where do public service broadcasters stand?
Alexandra Brenkman, Senior Media Analyst at EBU
Challenges ahead
Pierre-Nicolas Schwab, Big Data Manager at RTBF &
Chair of EBU Big Data Initiative

11.15-11.45 **KEYNOTE: USING SSO TO CREATE A DEDICATED AUDIENCE**
Tim Rowell, Director Client Experience Europe at piano.io

11.45-12.15 **KEYNOTE: BEST PRACTICES FOR SSO COMPLIANCE, LESSONS LEARNED FROM OTHER INDUSTRIES**
Ben Sekhon, Director of Sales, Northern Europe at Gigya

12.15-13.30 *LUNCH*

13.30-14.00 **IMPLEMENTING AN SSO STRATEGY: THE BBC STORY**
David Teague, Head of Data Analysis and Insights at BBC

14.00-14.30 **TAKING SSO ONE STEP FURTHER: A SINGLE ACCOUNT TO ACCESS ALL MEDIA?**
Wouter Bigaré, Former Director General of MediaID

14.30-15.00 **WHAT CAN THE PEACH RECOMMENDATION SYSTEM DO FOR YOUR ORGANIZATION?**
Michaël de Lucia, Head of Digital Innovation at RTS

15.00-15.30 *BREAK*

15.30.16.00 **SSO AT MEDIAHUIS: TURNING 4 MAIN CHALLENGES INTO
4 BUSINESS BENEFITS**
Annick Deseure, Customer Intelligence Manager at Mediahuis

16.00-16.30 **OPEN DISCUSSION**

16.30-17.00 **WRAP-UP SESSION**
Pierre-Nicolas Schwab

Day 2 – Wednesday 18 October
09.00-14.00

09.00-09.30 *WELCOME PARTICIPANTS*

09.30-10.00 **CAN A NATIONAL ID CARD BECOME AN SSO TOOL?**
Quentin Castelain, Business Developer at Freedelity

10.00-10.30 **BUILDING A USER DATABASE AND DRIVING WEB TRAFFIC:
LESSONS LEARNED FROM A PIONEER BROADCASTER**
Robert Dawson Scott, Head of Engagement at STV

10.30-11.00 **DEMO: PEACH, AN SSO DESIGNED BY BROADCASTERS FOR
BROADCASTERS**
Michaël Barroco, Head of Software engineering at EBU

11.00-11.30 *BREAK*

11.30-12.00 **A TECHNICAL AND MANAGERIAL JOURNEY TOWARDS
SSO IMPLEMENTATION**
Joris Van Denstorme, Enterprise Architect at VRT

12.00-12.30 **DISCUSSION TIME AMONG PARTICIPANTS**

12.30-12.45 **CLOSING REMARKS**
Guenaëlle Collet, EBU Big Data Initiative Manager &

Pierre-Nicolas Schwab

12.45-14.00 *LUNCH & END OF THE WORKSHOP*

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