



MEDIAROAD

**LAUNCH EVENT &
VRT CREATIVE CIRCLE VI**

09.10.2017 BRUSSELS

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VRT SANDBOX

MediaRoad Launch Event & VRT Sandbox Creative Circle VI

Date: 9 October 2017

Location: EBU Offices, Arts 56 Building (Avenue des Arts 56, 1000 Brussels)

FINAL AGENDA

Moderator: **Camille POLLIE**

10:00 – 10:30 OPENING REGISTRATIONS

10:30 – 10:45 Welcome and introduction by **Noel Curran**, Director General, EBU

10:45 – 11:00 Opening by **Paolo Cesarini**, Head of Unit I4 – Media Convergence and Social Media, DG CNECT, European Commission

11:00 – 11:30 Keynote speech “Towards a new deal for the media sector” by **Prof Françoise Benhamou**, Université de Paris 13 and Board Member of ARCEP

11:30 – 12:45 Project presentation:
Media Road Project: **Nicola Frank**, Head of European Affairs, EBU and **Dr Hans Hoffmann**, Senior Manager of Media Fundamentals & Production, EBU Technology & Innovation
Sandbox Hub: **Sarah Geeroms**, Project Leader Sandbox International, VRT
Policy Hub: **Dr Heritiana Ranaivoson**, Senior Research and Project Leader, IMEC
Network Hub: **Ralf Neudel**, General Manager Collaborative Research, IRT

12:45 – 14:00 Lunch

14:00 – 16:15 **VRT Sandbox Creative Circle VI** – Presentation of the VRT Sandbox Creative Circle VI and showcase of projects and demos by start-ups:

- Introduction VRT Sandbox: **Peter De Paepe**, VRT
- Steambox: **Tim Van Lier**, VRT and **Dorien Smits**, Technopolis
- The Live IP project: **Karel De Bondt**, VRT and **Michel De Wolf**, Dwesam
- The First 16K VR: **Jean-Francois Macq**, Nokia Bell Labs and **Marijn Goossens**, Soulmade
- Tinkerlist: **Geert Van Winkel**, VRT and **Erik Hauters**, Tinkerlist

16:15 – 16:45 Wrap up session and closing remarks:
Vincent Sneed, Director of Regulatory Affairs and Manager, AER
Elena Lai, Secretary General, CEPI TV
Mick De Valck, Director of Operations and Technology, VRT

16:45 – 17:00 Surprise

17:00 – ... Demo Room & Cocktail reception
Opening by **Guillaume Klossa**, Director, Public Affairs and Communication, EBU



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