

KNOWLEDGE EXCHANGE 2014

EVENT PROGRAMME

Time	Topic	Speakers
09.00 - 09.30	Registration and coffee	
09.30 - 09:40	Welcome	Dr Roberto Suárez Candel, EBU Prof. Anders Mellbourn, Stockholm Univ.
09:40 - 10:40	KEYNOTE SPEECHES	
	Public Service Media and the Young: Media use and challenges to democracy from a Nordic horizon	Dr Ulla Carlsson, NORDICOM / University of Gothenburg
	The youth are alright – but what about PSB content?	Dennis Christensen, DR (Danish Broadcasting Corporation)
10.40 - 11.10	Coffee break	
11.10 - 12.40	SESSION 1: INSIGHT, INSPIRATION, INNOVATION	
	Risk & Rebel: How radio can engage the 'We generation'	Sharon Green & Lenja Faraguna, Radio Results International
	Transforming Audiences: Trends in young people's media lives	Dr Jakob Bjur, TNS-SIFO / University of Gothenburg
	No apocalyptic future for television	Alexandre Callay, EurodataTV Worldwide
12.40 - 13.40	Lunch	
13.40 - 14.10	SWEDEN: [PSM INNOVATION]³	
	PSM showrooms <i>Sweden's 3 public broadcasters showcase their latest innovations in technology and content</i>	SVT (Swedish Television) SR (Swedish Radio) UR (Swedish Educational Broadcasting Company)
14.15 - 15:00	SESSION 2: MEDIA INTELLIGENCE	
	A Fragmented Future	Ben Keen, IHS
	Youth & Media in Europe	Francesca Cimino, EBU
15:00 - 15.45	SESSION 3: HEAD-TO-HEAD	
	Young People and News <i>A head-to-head debate between news experts from the media market and from the academic sphere</i>	Hans Dreesen, VRT Start-up Dr Sascha Hölig, Hans-Bredow-Institut Dr Sjoerd Pennekamp, NPO Moderator: Riikka Lähti, EBU
15.45 - 16.45	BUILDING THE BIGGER PICTURE	
	<i>A collaborative activity to conclude the day's discussion</i>	
16.45 - 17.00	Final remarks	Dr Ester Pollack, Stockholm University

Throughout the day there will also be opportunities to discover the latest research and innovations via infopoints from: NORDICOM, European Audiovisual Observatory, Eurodata TV Worldwide, Stockholm University, Södertorn University, EBU Media Intelligence Service (MIS).