

# DIGITAL MEDIA DAYS 2019

**STOCKHOLM,**  
20 - 22 March 2019

Draft Version

## MAIN CONFERENCE

### AGENDA

Thursday 21 March

**Moderation: Tina Mehrafzoon, Swedish Radio's P3 Host**

**13:00 WELCOME TO THE DIGITAL MEDIA DAYS 2019**  
**Jean-Philip De Tender, Media Director General, EBU**

**13:15 SESSION 1: SHAPING A FUTURE FOR ALL**  
In a changing digital world, PSM have an opportunity to think about a future for media that works for all – this means looking at things differently and exploring how PSM can deliver strong digital projects that are unique and inspiring, while setting the standards for a future as leaders and not simply as followers.

#### Keynote

**Jan Helin, Program Director, SVT**

#### Project 1968: Radio Across Platforms

**Zuzana Matějovská, Head of International Relations, Czech Radio**

**Edita Kudláčová, Chief Creative Producer, Czech Radio**

#### SVT SpråkPlay - Creating Public Value While Building New Audiences

**Are Nundal, Project Manager, SVT**

**Niss Jonas Carlsson, Chairman and Founder, Språkkraft**

#### Case TBC

**14:20 A Different Look at Digital Media – Artist Perspective**  
**Dries Depoorter, Digital Artist**

**14:40 NETWORKING BREAK**

**15:00 SESSION 2: THE UNLIMITED AUDIENCE**

It all starts here: understanding our audience is the very first step to connect with them. What they do and want has changed tremendously – they have become more mobile and more fragmented than ever. So what role can we play in their lives? And how do we engage them in a meaningful way?

**'More Than Just a Number' – Lifestage As a Key Indicator of Audience Behaviour**

**Paul Loughrey**, Head of Audience Insights, RTÉ

**Web Fiction – Panel discussion**

**Moderator:** Jeroen Depraetere, Head of TV, EBU

**Panelists TBA**

**News Report: 50 Ways to Make It Better – Panel discussion**

**Moderator:** Maïke Olij, Journalism Consultant and Media Innovator, .bureaumaïke

**Panelists TBA**

**16:30 NETWORKING BREAK**

**17:00 SESSION 3: DIGITAL EXPERIENCES**

Digital allows for unprecedented innovation: new storytelling formats, new products and new experiences. 3 EBU Members reveal how they find new ways to create and innovate when working on product development for PSM.

**Starting an Innovation Lab: Five things You Need to Consider**

**Nadja Scholz**, Head of Corporate Strategy, Deutsche Welle

**How Creative Lab, VRT's In-house Digital Agency, Shapes Ideas Into Successful Formats**

**Nickias Pauwels**, Digital Strategist, VRT's Creative Lab

**BBC Sounds: Commissioning and Curating On-Demand Audio**

**Elisha Sessions**, Senior Producer, BBC

**Panel Discussion**

**Moderator:** Ezra Eeman, Head of Digital, EBU

**18:00 END OF CONFERENCE DAY 1**

**AGENDA**

DIGITAL MEDIA DAYS / MAINSTREAM CONFERENCE  
21-22 March 2019

Friday 22 March

**09:30 SESSION 4: MASTERING DISTRIBUTION**

Big tech and new players in the media market have become an important gateway to capture and engage our audiences. This session explores strategies to operate on and alongside them without losing the relation with the public or diluting our brands.

**Google: Focus on Search**

**Teodora Ivanova-limon**, Global Product Partnerships, Google

**Social Video: Co-watching, Interactivity and Community**

**Patrick Walker**, Director of Media Partnerships EMEA, Facebook

**"America First, Netherlands Second" – What Defines Success on YouTube**

**Flo De Haan**, YouTube Channel Manager, VPRO

**Case TBC**

**11:10 NETWORKING BREAK**

**11:30 SESSION 5: KEY TRENDS**

"Shaping a future" also means looking at the next big thing, to be ready whenever that will become a mainstream reality. We close our conference with an inspiring keynote and cases that can open our eyes up to the future.

**Keynote**

**Lucie Greene**, Worldwide Director of Trends, The Innovation Group, J.W.T.

**The Potential of VTubers**

**Ichiro Tagami**, Senior Manager – Digital Center, NHK

**VOX: Challenges and Opportunities of an Expanding Audio Market**

**Tamar Charney**, Managing Director for Personalization and Curation, NPR

**Tomas Granryd**, Product Manager, SR

**12:40 WRAP-UP AND CONCLUSIONS**

**13:00 END OF CONFERENCE**