

EBU

OPERATING EUROVISION AND EURORADIO

DIGITAL MEDIA DAYS 2017

23-25 JANUARY, LISBON

PROGRAMME

Co-hosted by



#EBUdigital

SCHEDULE OVERVIEW

DIGITAL MEDIA DAYS 2017

MONDAY 23

JANUARY

CCB, Lisbon

DAY 1

09:00-18:00 MAINSTREAM CONFERENCE: STRATEGY DAY
REDEFINING OUR ROLE IN THE DIGITAL ERA

Room: Sophia de Mello

11:00-11:20 Coffee break

11:00-18:00 NEWS - UGC VERIFICATION WORKSHOP

Audience: on invitation only, for members of the EVN UGC Verification Network

Room: Amàlia Rodrigues

12:45-13:45 Lunch break

14:00-18:00 PRIVATE MEETING OF THE YOUNG ADULTS/
YOUNG AUDIENCES EXPERTS

Audience: on invitation only

Room: Maria Helena Vieira da Silva

15:30-15:45 Coffee break

18:00 END OF DAY 1

19:15 DINNER

Only for Day 1 participants previously registered for the dinner

TUESDAY 24

JANUARY

CCB, Lisbon

DAY 2

09:00-17:30 MAINSTREAM CONFERENCE:
TRENDS & BEST PRACTICES REDEFINING OUR STORIES
FOR THE DIGITAL ERA

Room: Sophia de Mello

10:00-11:30 HUB: MASTERING
SNAPCHAT

Room: Maria Helena Vieira da Silva

11:10-11:40 Coffee break

11:45-13:00 HUB: BIG DATA

Data-driven content production

Room: Amàlia Rodrigues

13:00-14:00 Lunch break

14:30-15:30

HUB: MUSIC

Digital media & music

Room: Maria Helena Vieira da Silva

HUB: SPORT

Trends in e-Sports

Room: Amàlia Rodrigues

15:30-15:45 Coffee break

15:45-17:15

HUB: "dotRADIO"

Room: Maria Helena Vieira da Silva

HUB: FICTION

Web-creation in fiction

Room: Amàlia Rodrigues

18:00 END OF DAY 2
SOCIAL EVENT AT CCB

WEDNESDAY 25

JANUARY

CCB, Lisbon

DAY 3

HANDS-ON WORKSHOPS

See topics and schedules below:

10:00-13:00 WORKSHOP: DIGITAL MEDIA & SPORTS

Room: Amàlia Rodrigues

10:00-16:30 WORKSHOP: NEWS CONTENT PRODUCTION
FOR DIGITAL PLATFORMS

Audience: on invitation only

Room: Maria Helena Vieira da Silva

11:30-12:00 Coffee break

13:00-14:00 Lunch break

14:00-16:30 WORKSHOP: Latest developments from
PSM (part 2)

Room: Amàlia Rodrigues

15:45-16:15 Coffee break

16:30 END OF DAY 3

#EBUdigital

BACKGROUND

Digital is touching upon every aspect of the way we create, produce and publish public service media content. Therefore, the EBU Media Department aims to inspire EBU Members with the latest digital trends and best practices, and to guide them through this culture change.

PSM is under threat, but digital offers us more opportunities than ever to stay relevant to our audience. Understanding real and updated needs of the audience, repurposing our services accordingly and identifying how we can stay relevant and useful as PSM in the digital era are some of the key steps we need to take. Furthermore, staying loyal to PSM principles but redefining the way we tell our stories will help us to be more close to our audience, an audience that now wants to be part of these stories.

More than 200 colleagues from public service broadcasters will join us in Lisbon, not only to exchange ideas about these topics, but also to explore new opportunities to collaborate and grow together.

At the event, you will be able to:

[Learn, create and share](#)

From case studies to discussions and networking activities, learn about the latest solutions and opportunities to work with other colleagues from public broadcasters.

[Live a personalized experience](#)

The agenda is designed to allow you to choose the topics, sessions and dedicated workshops that interest you most.

[Network with top industry experts](#)

Mix with digital experts in news, fiction, big data, sports, entertainment, young audiences, music, training and more.

We look forward to living an inspiring experience with all of you.

Sincerely,

Jean Philip De Tender
EBU Media Director
Sponsor of the EBU Digital Media Days

Madiana Asseraf
Senior Media Development Manager
EBU Digital Media Days Lead

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DAY 1

MONDAY 23 JANUARY

MAINSTREAM CONFERENCE

REDEFINING OUR ROLE IN THE DIGITAL ERA

ROOM: SOPHIA DE MELLO

08:30

ARRIVALS, ACCREDITATIONS & COFFEE

CCB, Praça do Império, 1449-003 Lisbon

09:00

OFFICIAL OPENING

Gonçalo Reis, CEO, RTP
Múirne Laffan, Chief Digital Officer, Chair of the EBU Online Committee, RTÉ
Jean Philip De Tender, Director of Media, EBU
Madiana Asseraf, Senior Media Development Manager, EBU

09:30

KEYNOTE: REDEFINING OUR ROLE IN THE DIGITAL ERA

Cilla Benkő, Director General & CEO, SR

The media market is no longer national. Public service companies in all European countries face competition from big, global and financially very strong digital companies. Cilla Benkő will talk about the transition from an analogue company to a public service broadcaster where all three pillars (terrestrial radio, online and social media) are equally important. In a world in which traditional radio audiences are still very strong and active, SR still needs to transform content, organization and mindset if it is to stay trusted and relevant.

10:00

SESSION: REPURPOSING AND REDEFINING SERVICES - UNDERSTANDING NEW AND REAL NEEDS

As PSM we are constantly trying to meet our audience's needs. But do we really know what those needs are? Only by identifying real, up-to-date needs, and by understanding them, we will be able to repurpose our services in order to stay relevant to our audience. In this session we will hear from Uber, a company that disrupted the market and keeps evolving on the basis of the new and real needs of users. We will also hear from Maike Olij from NPO about how NOS redefined its approach and its services by putting needs at the core of its strategy.

KEYNOTE: INSPIRATIONAL DISRUPTOR

Carles Lloret, General Manager for Southern Europe, Uber

Uber started by solving a simple problem: the need to get a ride across town. Six years and a billion trips later, it has stumbled upon something a lot bigger: a new way to help tackle congestion (one of

the most serious challenges cities face today). Using technology, Uber makes it quick and easy for people headed in the same direction at the same time to share their journey. It's car-pooling at the press of a button. Longer-term, Uber is optimistic that smartphone apps can also offer an individual alternative to individual car ownership. If you can press a button and get an affordable ride across town in minutes, 24-hours a day, why bother to own a car?

THE NOS NEEDS MODEL

Maike Olij, Senior Strategic Advisor, NPO

The key task of NOS Nieuws is the production and distribution of news for all Dutch citizens on radio, television, nos.nl, apps and teletext. But news consumption today works according to very different patterns than those to which we were once accustomed. These days, NOS Nieuws looks much more closely at the audience's needs in order to remain successful in the era of disruptive innovation. Working with needs is not about pleasing target groups, but about providing opportunities and customized services. In other words, thinking about news needs does not mean simply following the will of the audience but better relating to the audience's world through form and approach.

11:00

Coffee break

11:15

SESSION: PSM IN DIGITAL TRANSFORMATION - CHALLENGES, LESSONS LEARNED, TRENDS

Laurent Frisch, Director of Digital, Radio France
Antonella Di Lazzaro, Chief Social Media and Digital Marketing, Rai
Robert Amlung, Head of Digital Strategy, ZDF
Sidse Stausholm, Digital Development Consultant, DR
Q&A

Digital is the new normal, and that has an impact in everything we do. Our strategies, resources, workflows, products, services, formats and stories have been or are being transformed in order to adapt to the digital era. But it is not always easy to overcome the challenges of being public broadcasters and complex organizations. In this session, colleagues from Radio France, Rai, ZDF and DR share their experiences in going digital and examples of their work.

12:10

ATTRACTING AND WORKING WITH CREATIVE AND DIGITAL TALENT

One of the main common challenges for PSM in their digital transformation processes is how to reach and engage with younger audiences. There might be many clichés about millennials, but what is a fact and not a cliché is that millennials are digital natives. Therefore, if you are undergoing digital transformation and want to reach this generation you will urgently need this digital capital on board. Creating dialogues with digital natives, at both an operational and a strategic level, is therefore crucial to success. During this part of the day we will focus on young and creative talent. What can we learn from them when designing our strategies? And how can we get them on board?

KEYNOTE: DEEPER THAN ENGAGEMENT

Marcello Fabiano, Co-Founder of Social Chain

What if there is something more valuable and meaningful that determines the success of capturing an audience? Marcello will discuss how going to a deeper level by making people feel something is the real driving force behind engagement, and how to be able to adapt to a market that is ever-changing.

CASE STUDY: OPENVRT

Camille Polie, Community Manager, VRT

OpenVRT is a community for digital creatives in Flanders: bloggers, app builders, photographers and much more. It is a showcase for young talent that is open to collaborations with Flemish creators. VRT organizes exclusive events, workshops and hackathons for members of the community. The network is also a space for young digital creatives to discuss their ideas with each other and improve their skills.

12:45

Lunch break

13:50**ROADMAP FOR THE AFTERNOON**

Madiana Asseraf, Senior Media Development Manager, EBU

14:00**SESSION: NEW DIGITAL APPROACHES**

Some EBU members started their transformation processes before others, and now they have managed to position themselves as leaders in the digital field. Good examples are the BBC in the UK and Yle in Finland. What have they learned so far? How have they managed to transform their culture and to embrace creativity and innovation? And what will be their next steps? Andy Conroy and Atte Jääskelainen will tell us about it.

KEYNOTE: WHAT IS NEXT IN THE BBC'S TRANSFORMATION?

Andy Conroy, BBC R&D Contoller, BBC

The BBC is going through huge change, again. Its new Charter started on 1 January and, with it, alterations to how the BBC will be regulated and its future funding levels. In order to ensure it delivers its new Charter commitments, the BBC has re-organised its technology teams, bringing together its online and broadcast technology to create BBC Design & Engineering.

KEYNOTE: HOW HAS YLE BECOME A DIGITAL LEADER AND WHAT WILL BE THE NEXT STEPS?

Atte Jääskelainen, Director of News, Current Affairs and Sports, YLE

YLE has introduced innovative digital services in its news operations, developed mobile services and promoted the development of new digital approaches. How have they done this and what will they do next?

FOLLOWED BY PANEL DISCUSSION: ARE WE READY TO KILL THE LABS?

Ezra Eeman, Head of VRT Start-Up, VRT, and newly appointed Head of Digital, EBU

Tomas Granryd, Head of Innovation Teams, SR

Andy Conroy, Research & Development Contoller, BBC

Atte Jääskelainen, Director of News, Current Affairs and Sports, YLE

Over the past two years, many EBU members created their own innovation labs: small teams designed to think and act as start-ups,

with agile mentality and to incubate ideas for possible new and more engaging services. But innovation shouldn't be the role of these teams only: innovation should become our next normal. How are these labs being integrated into the mainstream programme? What are the challenges, and what should be the next steps to help innovation become part of our mainstream work and not just part of several teams? Representatives from innovation labs will join us on stage to share their experiences and discuss the topic.

15:30

Coffee break

15:45**KEYNOTE: TRANSFORMING CHALLENGES INTO OPPORTUNITIES**

Sérgio Ferreira, Director of Groups and Partnerships, Microsoft

We are indeed in a changing digital world. The media industry is being disrupted. But if digital transformation is a challenge for many of us, it also brings us more opportunities to reach and engage with audiences than we ever had. Embracing digital means identifying and optimizing the opportunities it gives us. What are companies other than broadcasters doing on their digital journey and what should we do now? Sergio Ferreira from Microsoft will share his views.

16:15**BECOMING DIGITAL LEADERS AS PSM: MAKE YOURSELF USEFUL**

Once the opportunities and challenges of the digital revolution have been accepted, we should remember that PSM exist to meet the democratic, cultural and social needs of Europe and that we need to play a role in guaranteeing freedom of expression and pluralism of views. Besides developing new ways to serve our public, we should strive to perform to the highest standards, with moral integrity and maximum efficiency. Trust is at the centre of the relationship with our audiences, and this trust must be earned day by day. To bring the day to a close, we will take a specific look at how we can embrace change and become digital leaders while still safeguarding our identity as public broadcasters.

SHORT SHARP: CONTRIBUTION TO SOCIETY

Roberto Suárez Candel, Head of Media Intelligence Service, EBU

In this short session we will hear about the PSM's Contribution to Society project. The initiative, led by the EBU's Media Intelligence

DAY 1

MONDAY 23 JANUARY

WORKSHOPS

IN PARALLEL TO THE MAINSTREAM CONFERENCE

11:00-18:00

UGC VERIFICATION NETWORK WORKSHOP

Workshop produced by Eurovision News.

Only for colleagues having registered to the workshop.

Room: Amàlia Rodrigues

An occasion for UGCVN participants to meet up, find out about the latest social newsgathering tools, platforms, processes and techniques. We will also review the network's role and achievements and define the next steps.

The full programme of the meeting will be available for the meeting participants at the corresponding room.

Your EBU UGC Verification contacts in Lisbon:

Justyna Kurczabinska, Head of Eurovision News Exchange,

kurczabinska@eurovision.net

Anne-Marie Lupu, News Editor, lupu@eurovision.net

Radoslav Minchev, News Producer, minchev@eurovision.net

14:00-18:00

PRIVATE MEETING OF THE YOUNG ADULTS/YOUNG AUDIENCES EXPERTS

Workshop produced by the EBU Young Audiences Unit.

Only for colleagues having registered to the workshop.

Room: Maria Helena Vieira da Silva

How to attract and connect with young audiences? The objective of this meeting is to exchange experiences, discover pan European content made for young adults, learn from case studies and find out about branding & marketing strategies developed to promote these programmes and initiatives. We offer a forum to share ideas and discuss challenges among experts who work on a daily basis with young adult audiences on various platforms - television, radio, mobile, online and on social media.

The full programme of the meeting will be available for the meeting participants at the corresponding room.

Your EBU Youth Experts contacts in Lisbon:

Anne Kornmann, Project Manager, kornmann@ebu.ch

Jens Ripke, Project Manager, ripke@ebu.ch

DAY 2

TUESDAY 24 JANUARY

MAINSTREAM CONFERENCE

REDEFINING OUR STORIES FOR THE DIGITAL ERA

ROOM: SOPHIA DE MELLO

08:30

ARRIVALS, ACCREDITATIONS

CCB, Praça do Império, 1449-003 Lisbon

09:00

OFFICIAL WELCOME

Nuno Artur Silva, Administrator, RTP
Madiana Asseraf, Senior Media Development Manager, EBU

09:20

KEYNOTE: SOCIAL MEDIA FOR SOCIAL GOOD

Keynote: Yusuf Omar, Mobile Editor, Hindustian Times

How can apps like Snapchat be used to cover serious stories? Look behind app gimmicks and you'll find powerful storytelling tools. Yusuf Omar will showcase the world's best social video ideas and inspire us with the latest tools, formats and workflows for increasing audience engagement.

09:45

SESSION: REDEFINING STORYTELLING FOR THE DIGITAL ERA

Keynote: Andrew Park, CEO, Cognitive Media

Why has evolution developed in us the ability and the need to tell stories? In exploring some of these reasons, we can also reflect on what storytelling has to offer us in today's 'connected', high-tech society. Andrew Park will share his thoughts while drawing on examples of visual, easy-to-understand storytelling in practice.

Chris Moran, Editor Special Projects, The Guardian
Miriam Hernanz, Head of RTVELab, RTVE

Furthermore, technology and connected societies have also helped us discover new ways of creating better experiences for audiences. Collecting and analysing data to produce more relevant and personalized content for our audience is one example. Another example, more recent and groundbreaking example is to make audiences part of the story itself through virtual and interactive storytelling.

Chris Moran from Guardian will tell us how in the last five years The newspaper has led the way in getting actionable data into the newsroom, what they have learned and what the next steps will be.

Miriam Hernanz from RTVELab will show us how her team has been exploring with VR and interactive video, what implications these experiences have for storytelling and how the audience has been reacting to this.

*Optional hub in parallel room
10:00 – 11:15: Mastering Snapchat, with Yusuf Omar (p.23)*

11:10

Coffee break

11:30

SHORT SHARP: HOW STORIES TRAVEL IN THE DIGITAL WORLD

Case study presented by Eurovision Academy

Robert Barkman, Audio and Podcasts Producer, SR

The Golden Digital Age has just begun, and this happens to be great news for the radio documentary. The listener wants stories that are well produced, and the possibilities to reach and interact with the audience around these stories are endless. Robert Barkman will explain how he has produced several radio documentaries that have found a new life through digital platforms and social media. And it all begins with finding the vital theme of the story.

11:45

SESSION: GIVING THE AUDIENCE A MEANING TO PARTICIPATE

Terhi Uppola, Journalist, Yle
Kåre Vedding Poulsen, Cross-Media Manager, DR
Karin Eder Ekman, Head of Social Media, SVT

Storytelling in the digital era cannot be understood as unidirectional: creating dialogues with the audience is crucial. But asking the audience to participate in our stories is not enough: we need to give them something back. Finding what motivates people to participate and using it to build communication and communities is crucial to meet our audience needs.

Terhi Uppola will share how Yle is encouraging the audience to participate by bringing people and members (and not audience and visitors) at the centre of their strategy.

Kåre Vedding Poulsen (DR) will then show us '3 ways of engaging

the audience in your communities' based on three concrete 100% interactive projects.

At last, Karin Eder Ekman will tell us how crowdsourcing has helped SVT to receive a record of responses from all over Sweden around topics such as rental prices, broadband coverage or refugees.

12:30

PANEL DISCUSSION: ARE YOU SERIES?

Elia Rodrigues, Content Manager, RTP
Serge Gremion, Head of R&D and of RTS Lab, RTS
José Alberto Fernández, Director of Digital Content, RTVE
Fabrice Massin, Director of Interactive Media, RTBF

There are so many trends to keep track of digital, and obviously, not all of them are worth your time. But if you want to be on top of both production and consumption trends for one specific field, that is fiction. Digital has open the doors to an endless universe of possibilities for fiction experts and lovers. Web-series, VR or interactive video for series are only some of the trends. But is digital fiction the same as producing fiction for TV? What are our opportunities and what are our limitations? What does the audience want? Experts in the field will share their experiences, products and thoughts about this universe with us. This session serves as an appetizer for the fiction dedicated hub in the afternoon, in which the panelist will unveiled the secrets of their projects.

*Optional hub in parallel room
11:45 – 13:00: Big Data and data-driven content production (p.23)*

13:00

Lunch break

13:50

ROADMAP FOR THE AFTERNOON

Madiana Asseraf, Senior Media Development Manager, EBU

14:00

KEYNOTE: LATEST ENTERTAINMENT TRENDS FROM FACEBOOK

Glenn Miller, Head of Entertainment, EMEA, Facebook

If Facebook aims at becoming an entertainment hub, what are the new tools for sharing music, video and news on their platform? And how can/should broadcasters make the best out of them? Our keynote speaker for the afternoon, Glenn Miller, heads Facebook Entertainment in EMEA and will tell us about it.

14:30

SESSION: THE POWER OF DIGITAL NEWS STORYTELLING - FORMATS THAT WORK

Session produced and moderated by Justyna Kurczabinska, Head of the Eurovision News Exchanges

Nahoko Matsui, Content Producer, NHK
Jonna Ter Veer, Social Editor, NPO
Nathalie Malinarich, Mobile Editor, BBC

As we know, the focus on the story and its audience means that today's judgement is not just whether the story is worth being covered, but whether it will engage, be read, shared and responded to. What defines importance of the news story is no longer just its immediacy (the story of the day) but rather its relevance and the potential it has to engage with the audience. Slower news allows powerful storytelling. Panellists from NOS Netherlands, NHK Japan and BBC United Kingdom will share their experiences in coming up with new News formats with us.

*Optional hubs in parallel room
14:30 - 15:30: Digital Trends in Music // Trends in E-Sports (p.24)*

15:15

SHORT SHARP: TRENDS IN UX DESIGN

Hugo Froes, UX Evangelist, Hi Interactive

In order to bring the audience in the centre of our content, we also have to look at all facets of the overall experience delivered to users by taking care of the interaction design, the architecture of the information or the user research. Hugo Froes, UX expert and evangelist, will show us the latest trends in UX experience and design.

15:30

Coffee break

15:45

LATEST DEVELOPMENTS IN EBU MEMBERS

Adrian Woolard, Head of BBC Connected Studio, BBC
Matthieu Beauval, Head of Innovation, Radio France
Aoife Byrne, Director of Content and Products, RTÉ
Mounir Krichane, Project Manager, RTS
Yvonne Olberding, Head of Web-Video unit, NDR

As PSM, it is our role to connect with all audiences with our stories. But it is also our role to meet audience needs by exploring new ways of telling stories and of creating new and more relevant experiences for them. Investing in story-driven innovation is therefore part of our remit. In this session, some of the most innovative PSM will share examples of their latest products and services: VR, object-based media, 3D, speech to text, Amazon Eco, chatbox, players and video formats will be part of the discussion.

*Optional hubs in parallel room
15:45 - 17:15: dotRadio // Web-creation in Fiction (p.25)*

17:15

POWERING IMAGINATIVE PSM CONTENT

Peter Rippon, Editor, Online Archive and Jake Berger, product Manager, BBC
Alexandre Barrelet, Editor-in-chief for Cultura, RTS

Good quality content has been part of PSM's identity for decades. What if we used the power of our content in imaginative ways to produce stories that come with our signature as public broadcasters? Repurposing our already existing content for the digital era might be the key to succeed in creating stories that go beyond the media; that help us to fulfil our role. In the last session of the day, Peter Rippon and Jake Berger will explain how the BBC has been working with UK Dementia charities to develop digital tools to stimulate reminiscence and help Alzheimer's sufferers engage with their loved ones thanks to the BBC Archive's materials. Alexandre Barrelet will tell us how to compell content across web, social and video that will position your cultural channel as a go-to source for insights in the field.

17:45

WRAP-UP FOR THE DAY

Madiana Asseraf, Senior Media Development Manager, EBU

18:00

SOCIAL EVENT FOR PARTICIPANTS

DAY 2

TUESDAY 24 JANUARY

DEDICATED HUBS

IN PARALLEL TO THE MAINSTREAM CONFERENCE

10:00-11:30

MASTERING SNAPCHAT

Room: Maria Helena Vieira da Silva

Learn how to maximise the use of Snapchat and other mobile apps and tools with Snapchat guru Yusuf Omar.

11:45-13:00

BIG DATA: DATA-DRIVEN CONTENT PRODUCTION

Under the frame of the EBU Big Data Initiative

Room: Amàlia Rodrigues

The huge amount of data now available in the digital environment is providing media with an opportunity to reinvent their content offer and programming at a time when audiences have new expectations and needs. Data-driven strategies are already being used by numerous media industries to enhance storytelling, customized audience experience and to renew their offer using traditional means as well as digital interfaces and mobile devices.

The opportunities unveiled by the use of data are creating new trends for journalism and content creation. In this context though, how is the role and responsibility of editors changing? More broadly, how is the role of public service media evolving in the data-driven economy? And what is needed to build successful data-content strategies that do not only focus on data optimization but aim at providing diverse and high-quality content?

The full programme of the meeting will be available for the meeting participants at the corresponding room.

Your EBU Big Data contacts in Lisbon:

Guillaume Klossa, Director of Public Affairs and Communications,
klossa@ebu.ch

Eleonora Mazzoli, European Affairs Assistant, mazzoli@ebu.ch

14:30-15:30**MUSIC: DIGITAL MEDIA & MUSIC**

Room: Maria Helena Vieira da Silva

The web and social media have revolutioned the music industry. Some of the big music labels claim that success in music is now measured by an online identity. The use of social media to engage with listeners is almost mandatory nowadays for both aspiring and consolidated music artists.

But digital and social media offer us much more than only promotional opportunities. Actually, digital and social platforms are where listeners form their own communities to share interests and to learn more about the people who make the music they enjoy.

The full programme of the meeting will be available for meeting participants at the corresponding room.

Your EBU Digital Music contacts in Lisbon:

Graham Dixon, Head of Radio, dixon@ebu.ch

SPORT: TRENDS IN E-SPORTS

Room: Amàlia Rodrigues

Professional video gaming, also known as eSport, is hugely attractive with young people. Unfortunately the main outlets for eSport content are not Public Service Media companies (PSM) but private organisations like Twitch, YouTube or even online offers from the producers of the different games. Never the less some PSM are starting to offer eSport shows and transmissions on their channels. In this session, we are trying to give best practice examples, point out the main difficulties and talk about the big challenges when entering the e-Sport market.

The full programme of the meeting will be available for meeting participants at the corresponding room.

Your EBU E-Sports contact in Lisbon:

Jens Ripke, Project Manager, ripke@ebu.ch

15:45-17:15**dotRADIO**

Room: Maria Helena Vieira da Silva

We all see the usual internet domains - com net org us fr cn - every day, and they need no explanation. The exciting news is that during 2017 we will be launching a new Top Level Domain - .radio - for everyone involved with radio. This new TLD will be managed by the EBU, with the active support of the other world broadcasting unions.

Exceptionally for the internet world, this project is a Community TLD, led by a community of interest for the benefit of the whole radio industry and amateurs too. It is reserved to people and companies with active interest in the radio sector. You may like to consider securing the integrity of your web presence by requesting appropriate .radio domains for defensive reasons initially. The TLD will be focused on content and matters specific to radio; this extension will become quickly a high-value internet space for your website, your mail system and other internet applications.

Join the dotRADIO workshop to learn more about the initiative and about what your organization can do to contribute to the community and the directions it will take.

Your EBU dotRADIO contact in Lisbon:

Graham Dixon, Head of Radio, dixon@ebu.ch

FICTION: WEB-CREATION IN FICTION

Room: Amàlia Rodrigues

Following the morning Session, this workshop "Are you Series?" invites all broadcasters who are interested to learn more about digital trends in fiction and web-series. 5 public broadcasters, RTBF, RTP, YLE, RTVE and RTP, will present in detail their latest successes and continue the discussion among colleagues. This workshop gives a great opportunity to study in depth best practices of other broadcasters and also to identify opportunities to cooperate.

Your EBU Fiction contact in Lisbon:

Jeroen Depraetere, Head of TV and Future Media, depraetere@ebu.ch

DAY 3

WEDNESDAY 25 JANUARY

WORKSHOPS

10:00-13:00

DIGITAL MEDIA AND SPORTS

Room: Amàlia Rodrigues

Sports specifics: to engage, influence and grow sports audiences is the goal of many but not so easy to reach. This workshop will be a dynamic moment focused on sports concrete experiences' sharing.

The full programme of the meeting will be available for the meeting participants at the corresponding room.

Your EBU Sports contact in Lisbon:

Christophe Pasquier, Radio and Digital Sports Producer,
pasquier@ebu.ch

10:00-16:30

NEWS CONTENT PRODUCTION FOR DIGITAL PLATFORMS

Room: Maria Helena Vieira da Silva

EBU Members are in the process of publishing and experimenting with new forms of news content to reach an increasingly fragmented audience in an ever-more competitive media market place. This workshop will be an opportunity to network with those who are harnessing the power of digital to create compelling news stories to a mobile audience, as well as a forum to discuss how the best practices and content might be shared among EBU members.

The full programme of the meeting will be available for the meeting participants at the corresponding room.

Your EBU News content production contacts in Lisbon:

Justyna Kurczabinska, kurczabinska@eurovision.net
Ray Colgan, News Editor, colgan@eurovision.net
Luis Jimenez, News Producer, jimenez@eurovision.net

14:00-16:30

LATEST DEVELOPMENTS FROM PSM (PART 2)

Room: Amàlia Rodrigues

This workshop is a continuation of the Tuesday afternoon session 'Latest Developments in EBU Members'. The focus will be on learning from concrete examples of how public broadcasters are investing in innovation, incubating ideas and developing new services to serve all audiences. We will then exchange experiences and provide feedback to other colleagues.

Your EBU contact for content development and innovation in Lisbon:

Madiana Asseraf, asseraf@ebu.ch

SPEAKERS - DAY 1 - MAINSTREAM CONFERENCE

GONÇALO REIS

CEO, RTP



Gonçalo Reis holds an MBA at the University of Chicago and a degree in Economics by Universidade Católica Portuguesa. He is a manager with a significant and diverse experience in industries such as banking, consulting, advertising, infra-structures and private equity. He has held different relevant positions as member of executive boards.

MÚIRNE LAFFAN

Chief Digital Officer, RTÉ



Múirne Laffan is Chief Digital Officer at RTÉ Ireland, responsible for leading the channel's digital strategy, driving innovation as well as the strategic development of RTÉ's industry-leading digital platforms and services. Múirne is a member of RTÉ's Executive Board and chairs RTÉ's Digital Strategy Board. She also chairs the EBU Online Committee.

JEAN PHILIP DE TENDER

Director of Media, EBU



For more than 25 years, Jean Philip De Tender worked for VRT, the Flemish public broadcaster in Belgium. He began his career as a journalist for various television and radio programmes and later continued as a television programme manager, being responsible for a wide range of genres.

Since 2015, Jean Philip has been Director of Media at the EBU, in charge of strategy, management, networks and representation of all matters relating to media content. He enjoys writing, sharing his ideas and considers social media to be his second nature. In 2010, he published his first book *Alles is een verhaal* (Everything is a Story). Jean Philip's motivating principle in life is to create order where there is chaos and chaos where there is order.

MADIANA ASSERAF

Senior Media Development Manager, EBU



Madiana is the Senior Media Development Manager with the EBU Media Department. Her focus is on identifying needs, opportunities and solutions to develop new services and partnerships to help EBU Members to connect with all audiences. Since the beginning of her

work with the EBU, Madiana has launched, developed and managed several initiatives and networks in the fields of audience engagement and digital storytelling. Since 2016, Madiana's focus is on content development and innovation, moving from digital development to the evolving needs of the wider cross-platform and cross-genre media ecosystem.

CILLA BENKÖ

Director General & CEO, SR



Cilla Benkö has been working for Swedish Radio for more than 30 years. She began her career in the sports department and later became a business journalist. Her media career has not only involved assignments within public broadcasting – she has also worked

as a commercial channel's freelance journalist in New York and has been managing the news programme "Aktuellt" at Swedish Television. In 2012 Cilla was appointed the Director General and Chief Executive officer of Swedish Radio. Cilla Benkö is one of the 11 members of the EBU Executive Board and is currently chairwoman of the EBU Personnel Committee.

CARLES LLORET

General Manager For Southern Europe, Uber



Carles Lloret is General Manager for Southern Europe at Uber. Originally from Valencia, Carles has a degree in Industrial Engineering, supplemented with an MBA from IESE Business School and several study modules taken at the Massachusetts Institute of Technology (MIT) and Harvard

Business School. He began his career as a strategic consultant in technology and telecommunications, running several projects in Europe, Middle East and Africa. Carles joined Uber's Barcelona office in 2014 as General Manager for Spain, where he was responsible for coordinating and supervising the company's operations. Since 2015, Carles has been overseeing the whole of Southern Europe, which covers Spain, Italy, Greece, Portugal and Israel.

MAIKE OLIJ

Senior Strategic Advisor, NPO



Maike Olij is a journalism consultant at NPO, the Dutch public service broadcaster. For six years, she has also worked for the news department of the Dutch Broadcast Foundation (NOS), specialising in audience analysis. Her work on people's 'news needs' has been used as the basis for

media-product developments, format adaptations and strategic decision-making. Her theories and views are encapsulated in the book *Why We Need News*, published in 2016.

MARCELLO FABIANO

Co-Founder, Social Chain



Marcello Fabiano, a co-founder of Social Chain, manages a network of over 15 million followers and works with some of the biggest names in broadcasting, including ESPN and Sky Sports. Marcello has established himself as one of the most exciting speakers at high-profile events in the

field of digital media. In his presentation *Deeper than Engagement*, Marcello will give an explanation how likes, views, retweets, shares and comments are all ways in which we are able to engage online. He will discuss the need for taking a more in-depth approach to attracting audiences and explain the importance of making people 'feel' that they are the real driving force behind engagement.

CAMILLE POLLIE

Community Manager, VRT



Camille Pollie is the Community Manager for OpenVRT and a part-time Radio DJ. Together with her organization she aims to network with young media specialists through events, workshops and daily updates on social media platforms.

LAURENT FRISCH

Director of Digital, Radio France



Before becoming the Director of Digital at Radio France in 2015, Laurent Frisch managed Editions Numériques, the digital side of France Télévisions. He is a graduate of Ecole Polytechnique and Télécom Paristech and began his career at France Telecom North America as a consultant in new media. In 1999, he joined Orange Labs in Paris as a project manager and became a senior manager of Security and Trust Technologies five years later. In 2006, Laurent became the Director of Media and Entertainment at Orange, responsible for a range of innovative digital media products. He has also managed digital marketing for Pages Jaunes, France's incumbent directories company.

ANTONELLA DI LAZZARO

Chief Social Media and Digital Marketing, RAI



Antonella Di Lazzaro is currently the Chief of Social Media and Digital Marketing and Vice-Head of Digital at RAI Public Broadcasting Service in Italy. She previously worked as Country Director of Twitter Italy and was a member of the Twitter Global Media Team. Before joining Twitter, Antonella was Vice-President of MTV brands in Milan and Director of MTV Italy channels on digital terrestrial and Sky pay-TV. Antonella has 20 years of experience in both traditional and new media in Italy, South Africa and the UK. Antonella also participated in the development and execution of several award-winning television projects.

ROBERT AMLUNG

Head of Digital Strategy, ZDF



Robert Amlung is a journalist who heads up Digital Strategy at ZDF German Television. His main field of knowledge is media convergence and its effects on content, distribution, workflows and business models. Robert is particularly interested in the future of journalism, the management of universal change, internal workflows, technologies and emerging competitive landscapes. Before his career at ZDF, Robert worked for ARD's news department in Hamburg and was Head of News at ARTE in Strasbourg. He is the founder of ARD's news website, tagesschau.de, and ZDF's on-demand video service, ZDFmediathek.

SIDSE STAUSHOLM

Digital Development Consultant, DR



Sidse Stausholm has more than 15 years of experience in journalism and has focused mainly on developing and directing documentaries. She is an experienced facilitator of using design thinking methodologies. Sidse currently works as a Development Consultant at DR Digital where her

main task is the development of content and strategies for digital media. She is assisting the transformation of old media to newer platforms and is finding ways of distributing content using the qualities of a public service broadcaster. Sidse aims to facilitate innovation and development through design thinking and tries to convert success stories and best practices into tools that can be used at the Danish broadcaster.

ANDY CONROY

Research & Development Controller, BBC



As Controller at BBC Research & Development, Andy leads a 200-strong team of research engineers, scientists, ethnographers, designers and producers. His teams lead the invention of new forms of content and aim to explore new ways to deliver it in a predominantly IP

setting. Andy first worked for the BBC as a boy, providing weekend studio assistance for his local radio station in Lancashire. Throughout the years he has had numerous roles in the organisation and in 2010 he was appointed as the General Manager of BBC Online and two years later as the COO of BBC Digital. He has a notable experience in working on internet-related businesses both in the public and commercial sectors of media.

ATTE JÄÄSKELAINEN

Director of News, Current Affairs and Sports, YLE



A lawyer by training, Atte Jääskeläinen has been working in the management of journalism and media content since 1995. A constant for him throughout this period has been the management of change. His expertise also includes journalism, processes and distribution in multimedia news as well as

newsroom management and sports rights. Atte Jääskeläinen is responsible for the YLE News & Current Affairs division, which informs all its platforms: radio, television, web and mobile. In a survey, 57% of Finns considered YLE to be the leading news organization in the country.

EZRA EEMAN

Head of VRT StartUp, VRT



Ezra Eeman is the new Head of Digital at the EBU. Until recently he was the head of VRT Start-Up & Open VRT at the Flemish public service broadcaster. He also ran a user-focused digital innovation lab exploring new formats and concepts tailored to changing media habits. Previous to this, Eeman

worked as a journalist and documentary filmmaker at VRT and VTM, and was also the Editor-in-Chief for current affairs programmes. In 2012, Eeman received a Fulbright Scholarship to investigate the changing media landscape, based at the City University of New York, where he specialized in novel news technologies, platforms and storytelling formats. Ezra is a Certified Advanced Google Researcher, a member of the Guardian Media Network and The Knight Mozilla Open News Organization. He is also the founder of Journalism Tools, a Twitter service and online platform that curates thousands of different tools for journalists.

TOMAS GRANRYD

Head of Innovation Teams, SR



Tomas Granryd began his working life as a host and producer for a local radio station in Stockholm. He has now been working for Swedish Radio for more than 20 years. Between 2007 and 2013, Tomas managed P3, a radio station oriented towards young people. Currently, he is the

head of the Innovation team at SR and is also responsible for the organization's collaborations with third-party platforms.

SÉRGIO FERREIRA

Director of Partnerships, Microsoft



Sérgio Ferreira focuses on helping customers make the digital changeover. He holds a master's degree in Engineering and an MBA. He has also received 'fintech' training. Sérgio began his career at Microsoft Portugal in 2005 as an Industry Manager before moving to Samsung

as the Director of the Enterprise Business Division. In 2016, he returned to Microsoft, where he now leads the Enterprise Sales Unit.

ANDERS HOFSETH

Strategic Advisor, NRK



Anders Hofseth is a journalist and strategic analyst at NRKbeta, part of the Norwegian Broadcasting Corporation. He is also a Journalist Fellow at the Reuters Institute for Journalism at Oxford University. NRKbeta is the NRK's future lab and think-tank. Its core mission is trying to

understand change and the resulting challenges for old-style organizations that are struggling to adapt to the new media reality. Anders' work includes strategic analysis and management of the internal newsletter Betalysis, which highlights the latest trends. His expertise encompasses public service journalism, strategy, media trends and public dialogue.

WILFRIED RUNDE

Head of Innovation, DW



Wilfried Runde has worked as a freelance music writer, information specialist, researcher, online editor and television journalist for several media outlets, in particular the German broadcasters WDR and ARD. After joining Deutsche Welle, Germany's International Public Broadcaster, he

acquired funding for and led a number of international multimedia research and development projects, covering a wide range of topics such as interactive television, mobile video and data journalism. Since 2010, with his appointment as Head of Innovation, Runde has been leading a skilled mix of open minds working on research, development and innovation-management assignments, most of them dealing with using technology to tell enthralling stories in an even better way.

AISLING MCCABE

Director of Strategic Partnerships, RTÉ



Aisling McCabe is a Senior Director with over 20 years leadership experience in strategy, business development, strategic relationships, stakeholder management and innovation. Since joining RTÉ, Aisling has held a number of senior roles in strategy, product development,

business development and sales. Aisling has been the Director of Strategic Platforms and Partnerships at RTÉ since 2012. In this role, she leads the strategy for ensuring reach and relevance for RTÉ's portfolio of services across television, radio and digital. In her work with new partners, Aisling is responsible for collaborating with the broader digital and technology industry to innovate and develop new markets and models.

JOÃO PEDRO GALVEIAS

Director of Digital Services, RTP



João Pedro Galveias is graduated in Chemistry at Universidade Nova de Lisboa and at Universidade Católica Portuguesa. He soon left the biotech laboratories to follow a career in Media: first in radio, where he hosted several shows; then in TV, programming and promo; and

finally in multimedia and digital. From 2000 to 2014, he worked at SIC TV and Impresa Media Group, where he held different management positions, such as Director of Thematic and Cable Channels, Director of Multimedia, Online and Interactivity, Director-General Digital IMPRESA Group. Since 2014, he is the Director of Digital Services at RTP and is in charge of all digital platforms of the Portuguese Public Media Service.

GERT KARK

Eurovision TV Project Manager, EBU



Gert graduated from the University of Birmingham in 2008 and soon after began working for Estonia's public broadcaster as a multi-camera director and a producer of sports and news programmes. In June 2016, he joined the EBU as a project manager. Most recently, he has worked on the 2016

edition of Junior Eurovision Song Contest in Malta and the Rose d'Or Awards in Berlin.

ROBERTO SUÁREZ CANDEL

Head of Media Intelligence Service, EBU



Dr Roberto Suárez Candel is Head of the Media Intelligence Service (MIS), the EBU's research unit. He manages a team of international researchers responsible for data collection processes, the implementation of research and analysis projects, and the publication of market reports. The unit's main goal

is supporting European public service media across Europe in their day-to-day operations, advocacy activities and strategic planning. Previously, Roberto Suárez worked as an academic researcher in Germany, Sweden and Spain, focusing on public communication policy, public service media and ecology in the media sector. Roberto Suárez has contributed to a wide range of international conferences and academic journals, and has been the recipient of several research prizes.

SPEAKERS - DAY 2 - MAINSTREAM CONFERENCE

NUNO ARTUR SILVA

Administrator, RTP



Dr Nuno Artur Silva has maintained for the last 20 years a regular and intense relationship with the audiovisual and the Portuguese television having held several functions in this area. He was the author, the founder and Director General of “Produções Fictícias” - creativity agency, the founder and Director General of the “Channel Q”, the founder of “O Inimigo Público”- the supplement to the Newspaper “Público”, President of the Portuguese Association of Writers and Playwrights and Vice-President of the Portuguese Association of Television Producers. He has published several books of cartoons, poetry, and theater and received different awards for individual recognition and creative projects in which he was involved in.

YUSUF OMAR

Mobile Editor, Hindustan Times



Yusuf Omar was born in the United Kingdom, raised in Australia, studied in the USA, worked in South Africa and currently lives in India and works as the Mobile Editor at the Hindustan Times. He is building the world's largest mobile journalism team, training 750 reporters to tell stories using their phones. Omar's

first forays in mobile journalism began in 2010, when he hitchhiked from South Africa to Syria with nothing but his smartphone and a small handheld camera to tell his story. Yusuf won the International Journalists' Network's Journalist of the Month in September 2016 for his use of Snapchat to tell the stories of sexual abuse survivors in India. Most recently, he was awarded at the world's first ever Snapchat awards, the Ghosties, for his use of social media for social good.

ANDREW PARK

CEO, Cognitive Media



Andrew is the founder of Cognitive, a visual thinking and communications company that provides video scribing and animations for clients all over the world in the private, public, charity and community sector. Cognitive's mission is to help people understand and communicate through the power

of pictures and visual storytelling. Andrew believes that everything can be interpreted as a story. Building strong and relevant narratives for people is invaluable and helps them connect and find a common language. Animation allows an audience to explore new terrain in their thinking as anything can be visualized, from the smallest atoms to the widest galaxies and everything in between. Making images fun and relevant is the key to what Cognitive does.

CHRIS MORAN

Editor Special Projects, The Guardian



Chris is The Guardian's new Editor for Strategic Projects, having previously spent seven years as the Audience Editor in the London newsroom. In that role, he led the team responsible for finding the widest, most relevant audience for The Guardian's outstanding journalism across the

internet, from search to social and external referrals. He defined the concept of responsible reach and has been critical to defining best digital practice at The Guardian. He is the lead editorial strategist and co-creator of Ophan, The Guardian's class-leading real-time analytics tool that began as a hack-day project in 2012.

MIRIAM HERNANZ

Head of RTVELab, RTVE



Miriam Hernanz is the Head of Lab at RTVE.es, a department focusing on innovation. Their latest projects are based on exploring immersive narratives and web-docs. Her multidisciplinary team specializes in cross-media storytelling using content taken from television.

ALEXANDRE BARRELET

Editor-in-Chief for Culture, RTS



Alexandre Barrelet started working at RTS Radio Télévision Suisse in 1995. As a producer, he has been responsible for a number of programmes, including Matinales, Mémoires de la Musique and Dare-dare. He has been a member of the Mediation Group and helps train interns. In 2008, Barrelet was appointed Head of Programming at Radio Suisse Romande – Espace 2 and remained in this position for almost three years, after which he became Editor-in-Chief of the Culture Department at Radio Télévision Suisse. Alexandre Barrelet is a keen piano player and musicologist. He has worked on a number of written media publications in French-speaking Switzerland since 1993, including the newspaper 24 Heures, whose cultural team he joined in 1995.

PETER RIPPON

Editor BBC Online Archive



Peter is the Editorial lead for the BBC's digital innovation team, the Connected Studio, that works across BBC divisions on new storytelling initiatives. He also runs the BBC Rewind programme which is making the BBC archive a much more regular and signature feature of the BBC's digital public service storytelling. He is a multi-award winning senior BBC Journalist. Previous roles include Editor of Newsnight on BBC TWO; Editor, The World at One and PM on Radio Four; and Editor Newshour on the BBC World Service.

JAKE BERGER

Product Manager, BBC



Jake Berger joined BBC News nearly 20 years ago after training as an organizational psychologist. Since then, he has held a variety of roles across production, technology and arts, and now works on archive innovation projects in the Archive Development team in London.

Jake's projects have included BBC Genome – an online database of all the BBC's programme listings since 1923; The Research and Education Space – an aggregator of cultural heritage data for use in education, which has made around 2 million BBC programmes available in UK schools and universities; and most recently, BBC RemArc – an online reminiscence archive for people with dementia.

ROBERT BARKMAN

Audio Pod Producer, SR



Robert Barkman is a multi-award-winning producer for radio documentaries. In recent years, he has been producing Sweden's most popular and well-known podcast, P3 Dokumentär. Robert works closely with digital platforms in order to reach and communicate with the public.

KÅRE VEDDING POULSEN

Cross-Media Manager, DR



Kåre V. Poulsen works as an Executive Producer at DR and has led or been part of numerous cross-media projects. He has moderated events such as Prix Italia, Prix Europa and Input Festival. Together with his teams, Kåre won the Prix Europe for the cross-media project Fantastic

Stories in 2007, Prix Italia for Build it Up in 2014, the Prix Radio 2015 (DK) for Next Stop - Home and the Prix Radio 2016 (DK) Classics Retold. He also won the first prize at the Split International Film Festival for the short film If Time Went Backwards. Kåre has a MA in Literature and Film, and an Executive MBA from Copenhagen Business School.

TERHI UPOLA

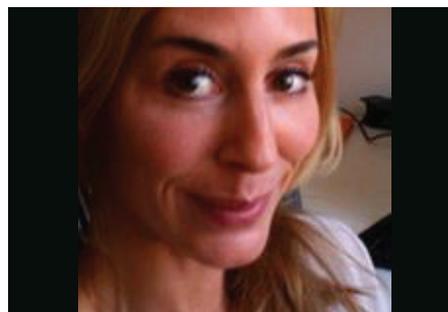
Journalist, YLE



Terhi Upola works as an editor in the Current Affairs and News department at Finnish public broadcaster YLE. Terhi has designed and implemented several projects that have engaged Finnish audiences and increased their connection with the content of YLE's news and current affairs programmes.

KARIN EKMAN

Head of Social Media, SVT



As the Head of Social Media, Karin Ekman has played a key role in developing a social strategy for SVT's news department and executing projects involving a wide range of audience types. Ekman was one of the founders of Sweden's first social news commentary and discussing

website, Newsmill. She has a background in socio-political journalism and previously worked as the Editor-in-Chief of Sweden's most influential feminist magazine, Bang.

JEROEN DEPRAETERE

Head of Eurovision TV and Future Media, EBU



Jeroen Depraetere was born and raised in the world of media. After studies in economics and communication, Jeroen began working at public radio but quickly changed gear to television. Jeroen explored television's international dimension as the Executive Supervisor of the

Junior Eurovision Song Contest, Eurovision Young Musicians and the Eurovision Dance Contest. He founded the Television Academy of Flanders to reward best talent and television programs. Currently, Jeroen continues his creative journey as Head of Eurovision TV and Future Media at the EBU, exploring collective rights acquisitions of fiction works and developing models for international co-productions.

SERGE GREMION

Head of Digital Prospective, RTS



Serge Gremion is the Head of Digital Prospective and the Digital Lab at RTS, the French-speaking unit of the Swiss Broadcasting Corporation. He is an executive member of the RTS Strategy & Programming department, which focuses on online products, TV programming, archives,

data, media studies and marketing. At RTS, Serge Gremion is responsible for future digital developments, web-based storytelling and new technologies, with a specific focus on young audiences. As member of several co-operative and strategic networks, he is situated at the nerve centre of innovation and the digital transition.

ELIA RODRIGUES

Multimedia Content Manager, RTP



Elia Rodrigues is the Multimedia Content Manager at RTP, where she is responsible for defining the digital strategies of television and radio content, including for major events. She is a social-media specialist and has a vast experience in fiction and entertainment programmes. Elia has

a degree in advertising and marketing, supplemented with postgraduate qualifications in digital marketing, audiovisual media and multimedia.

ALBERTO FERNANDEZ

Digital Content Director, RTVE



Alberto Fernandez has been working at RTVE for ten years, three of them in a managerial position. Between 2009 and 2012, he was an international editor for the RTVE digital news website before joining the RTVE Lab, where he took part in the development of

interactive documentaries and participated in award-winning projects such as Fracking, Gas Fever. As a Digital Content Manager, Alberto is focused on reaching younger audiences and promotes a 'digital only' policy for funding and developing interactive documentaries, web series and VR apps. Furthermore, the department has carried out a multiplatform and cross-media strategy for fiction projects within RTVE such as El Caso or El Ministerio del Tiempo, both of which have received a string of international awards.

FABRICE MASSIN

Director of Interactive Media, RTBF



Fabrice Massin has been Director of Interactive Media at RTBF since 2008. He is in charge of all non-linear activities within the organization, including content, services, mobile and social-media platforms, VOD and IPTV. Fabrice has 20 years of experience in media and telecommunications.

GLENN MILLER

Head of Entertainment Media EMEA, Facebook

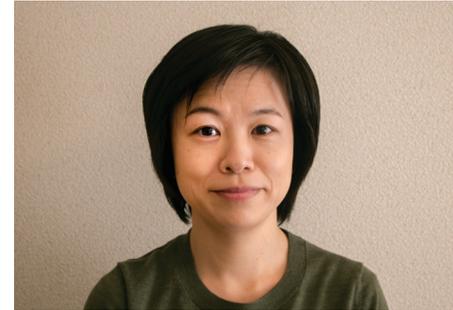


Glenn Miller manages entertainment partnerships for Facebook across Europe, Middle East and Africa. In his role, Glenn works across the industry with talent and their management, film studios, record labels, broadcasters, and production companies. Prior to joining

Facebook, Glenn worked at Creative Artists Agency where he led their digital strategy working with clients such as Katy Perry, One Direction, Nicki Minaj and many others.

NAHOKO MATSUI

Senior Producer of News Department, NHK



Nahoko Matsui is a senior producer at NHK, Japan's sole public broadcaster. She began her career as a program producer in 1996 and has produced many segments for NHK's flagship programs Today's Close-up and NHK Special, mainly covering international affairs. Nahoko is currently Editor-

in-Chief of a one-minute documentary project for Today's Close-up. The aim of the project is to condense a 25-minute current affairs programme into 1 minute, making it suitable for social media. As watching TV is not a part of the younger generation's everyday life, a one-minute documentary has proven to be a perfect solution. Nahoko would love to share her experiences in this venture with the audience.

JONNA TER VEER

Social Media Editor, NOS



Jonna Ter Veer is a Social Media Editor at NOSop3, the main public broadcaster's news network in the Netherlands, aimed at younger audiences. She is responsible for editing, organizing and disseminating news from NOSop3 on the broadcaster's social channels.

Jonna has a vast experience as a journalist and social strategist for Vice and Marie Claire. In 2016, she and her team won an award for Instagram storytelling, with Een maand #inMolenbeek.

NATHALIE MALINARICH

Mobile and New Formats Editor, BBC



Nathalie Malinarich is the Mobile and New Formats Editor for BBC News. She is one of the founders of the BBC News app Videos of the Day, a new vertical video experience designed for smartphone users. Previously she has worked as the World Executive Editor of the BBC's award-winning news website, responsible for its international editions on online and digital platforms. Nathalie started her career in Chile as a magazine reporter. She joined the BBC in 1999, producing radio programmes and working on an early incarnation of its Spanish language website BBC Mundo. She is a skilled specialist in different areas of news, interactivity and online media.

HUGO FROES

UX Design Evangelist, Hi Interactive



With over 17 years of design experience in various fields, Hugo has become an evangelist for UX and design thinking. He aims to help audiences seize the benefits of these two methodologies through speaking engagements and leading the UX Foundations course at EDIT.

One of Hugo's favourite pastimes is discussing how to use design to make the world a better place. He was recently appointed as a board member of UX for Change.

MOUNIR KRICHANE

Project Manager RTSLab, RTS



Mounir Krichane is a Project Manager for the Digital Lab at Radio Télévision Suisse (RTS). He studied for a master's degree at the Swiss Federal Institute of Technology Lausanne (EPFL), after which he enrolled as a research scientist at the NCCR MICS, where he was in due course granted MICS spin funds for developing a start-up. After his experience as an entrepreneur, Mounir started working for RTS, first as a web developer, before joining the Digital Lab in 2014. In his current position, he has the chance to explore many exciting and innovative areas such as interactive and social media, augmented and virtual reality, and gaming.

ADRIAN WOOLARD

Head of BBC Connected Studio, BBC



Dr Adrian Woolard is the Head of BBC Connected Studio (BBC's digital open innovation programme) and also Joint Head of BBC Taster. Woolard is also the Head of R&D's North Lab, located in MediaCity, and leads the research group on future user experience, bringing together research engineers, scientists, product managers, designers and producers - all of whom are focusing on the changing relationships between content, audience behaviour and technology.

MATTHIEU BEAUVAL

Head of Innovation, Radio France



Matthieu Beauval is the Deputy Director and Head of Innovation for the Digital Department of Radio France. He is also a member of World DMB Steering Board and EBU New Radio Group. Previously, he worked as the Head of Programming for France Info, Radio France's round-the-clock news station.

AOIFE BYRNE

Director of Content & Products, RTÉ



Aoife Byrne is the Director of Content & Products in RTÉ Digital, the division of RTÉ that delivers high-quality digital content and services to Irish and international audiences across a range of platforms, devices and markets. In her role as Director of Content & Products in RTÉ Digital, Aoife works as a member of the TV and Digital Boards to drive RTÉ's online TV strategy. She is the product owner of RTÉ Player, Ireland's number one broadcaster VoD service, and is currently focused on the delivery of our exciting Next Generation product and content proposition. Aoife joined RTÉ as Editor of the RTÉ Guide. She then went on to become Managing Editor of Entertainment and Lifestyle on rte.ie before going on to become Director of Content & Products in RTÉ Digital. Prior to working in RTÉ, Aoife was a newspaper and magazine Editor.

YVONNE OLBERDING

Head of WebVideo, NDR



Yvonne Olberding's career spans more than nine years of working for various platforms and genres in public service media. She currently works for the Northern German Broadcasting Corporation as the Head of the WebVideo Unit, which is part of NDR's Development and Strategic Planning Department.

JUSTYNA KURCZABINSKA

Head of Eurovision News Exchange, EBU



Justyna Kurczabinska is Head of the Eurovision News Exchange - the network of European Public Service Media newsrooms operating in over 50 countries. Since 2010 she has been managing the Transition to File Project (TTF), moving the Exchanges partly from satellite to file mode operations. Justyna arrived at EBU (European Broadcasting Union) in 2001 from Polish Television, TVP, where she worked as a reporter and news programme editor. Prior to 2010, she worked as a EUROVISION Special Events Producer and News Exchange editor. Her education includes linguistics, journalism and European integration studies.

ANSSI KOMULAINEN

Founder of YLE Beta, YLE



Anssi Komulainen is the Innovation Lead and Head of Partnerships at Finnish public broadcaster YLE. He has over 15 years of experience in television, radio and cross-media production and creative management. As the founder of YLE's in-house innovation start-up, YLE Beta, he is constantly on a quest for something new. Anssi's job is to test the possibilities of emerging technologies and to find out what they can offer for the public service media in the future. Previously, Anssi also worked as a media development specialist in South-East Asia.

MICHAEL BARROCO

Head of Software Engineering Team, EBU



Michael Barroco is currently heading the software engineering team in EBU Media Technology and Innovation. He holds a Master's degree in Computer Science from EPFL (Lausanne, Switzerland). Previously, he used to work at Livestream in New York and

BBC Research & Development working on Realtime analytics and User Authentication protocols. During his career, Michael coordinated several EBU working groups around Personalization. His current focus is to implement Innersource and foster Opensource development within the EBU community.

IGNACIO GOMEZ

Director of Analytics & Project Innovation, RTVE



Ignacio works as Director of Analytics & Project Innovation Projects for RTVE, leveraging the value of data to identify audience growth opportunities and assessing and deploying new technologies, including VR, which enhance audiovisual TV language. Previously,

he worked as Innovation & Strategy Director for the New Media Department of RTVE, forging partnerships with major technology and TV companies and overseeing RTVE's connected & hybrid TV efforts; and as RTVE Multimedia Content Director, re-adapting TV and radio content from the screen to the web, creating more immersive TV and radio consumption experiences, and coordinating the initial steps towards the creation of RTVE's web-only video and audio content.

ELEONORA MARIA MAZZOLI

European Affairs Assistant, EBU



Eleonora Maria Mazzoli joined the European Affairs Department of EBU in 2015. As European Affairs Assistant, she works on media policy, overseeing relevant developments of the EU regulatory framework, with a particular focus on data policy, media freedom and pluralism and

cultural diversity. She has also been interim project manager of the EBU Big Data Initiative. Eleonora holds a BA in Economics and Management of Arts, Culture and Communication from L. Bocconi University and a MA(Res) in Media Studies from Utrecht University.

GUILLAUME KLOSSA

Director of Public Affairs and Communications, EBU



Guillaume Klossa is responsible for media research, knowledge management and strategic events at the EBU. He is leader of the EBU Big Data Initiative and he has launched the EBU media strategy group, whose task is to identify future media trends. He has worked in the media sector for many years, as editorialist for the European daily *Métro*, and developing and presenting programmes on several French TV channels. Guillaume was formerly digital director at Bureau Veritas group and he has also worked as special adviser for the French presidency of the EU and for the European Council.

MATEJ PRAPROTNIK

Journalist, RTVSLO



Matej Praprotnik is an award-winning journalist, host and radio producer. His main journalistic focus is science and technology. In 2010, Matej won the Innovation Journalism Scholarship at Stanford University. After returning to Radio Slovenija, he became the Assistant Director for Radio Strategies. He is in charge of all radio-related online activities, but he asks not to be called the 'Head of Digital' – he is 'ahead of digital', so he says.

DAVID LAMON

Digital and Social Media Manager, RTS



David is a communications and promotion professional working in as digital and social media manager with RTS social media manager. From 2008 to 2015, David managed Couleur 3 radio communication and 2010, RTS Un | RTS Deux and RTS.ch promotion (Geneva). David holds a Master's Degree in Political Science and a Communications & Public Relations Redactor Certificate. David is a frequent writer of Music reviews for French magazines.

GRAHAM DIXON

Head of Radio, EBU



Before joining the EBU, Graham Dixon was Managing Editor of BBC Radio 3 until September 2015, having previously held editorial and production positions within BBC Radio. His current role includes advocacy for public media and driving radio innovation; this includes the development of a new internet domain dotRadio. His musicological studies resulted in a PhD from the University of Durham for research on the music of the Italian Baroque. Seeking to understand the rapidly changing media environment, Graham completed an MBA with distinction in 2001, writing his dissertation on transforming radio organisations to meet the challenge of multiplatform delivery.

PLACES TO BE

VENUE

The EBU Digital Media Day 2017 will take place in Centro Cultural de Belém Foundation (CCB) located in the southwest part of Lisbon between Jerónimos Monastery and Belém Tower, the heart of Belém's historic district, from where Vasco da Gama and other explorers departed for their voyages in the Age of Discovery.

CCB
Praça do Império
1449-003 Lisbon
Tel: (+351) 21 361 24 00
www.ccb.pt

TRANSPORT

Lisbon Airport is located 7km from the city centre. The city of Lisbon has a very efficient public transport network that covers the entire city. The Centro Cultural de Belém is easily accessible by bus and by tram.

Bus: 28-714-727-729-751
Tram: E15
Train: Cais do Sodré-Cascais, Belém station
River connections: Belém

DAY 1 - DINNER (only if you have booked a place)

Date: Monday 23 January 2017
Time: shuttle buses will wait for delegates in front of CCB at 19:00

Casa do Leão Restaurant
Castelo de São Jorge
1100-129 Lisbon
Tel: (+351) 21 888 0154

DAY 2 - SOCIAL EVENT AT CCB (only if you have booked a place)

Date: Tuesday 24 January 2017
Time: starting at 18:00

CONTACTS

EBU

Jean Philip De Tender
EBU Media Director
detender@ebu.ch

Madiana Asseraf
Senior Media Development Manager
EBU Digital Media Days Conference Lead
asseraf@ebu.ch

Amélie Rossignol
Brand Manager
EBU Digital Media Days Event and Production Manager
rossignol@ebu.ch

Gert Kark
Project Manager
EBU Digital Media Days External Relations Manager
kark@ebu.ch

RTP

João Pedro Galveias
Director of Digital and Multimedia
joao.galveias@rtp.pt

Carlos Maio
RTP International Relations
maio@rtp.pt

Clara De Sousa
RTP International Relations
relint@rtp.pt

EUROPEAN BROADCASTING UNION

L'Ancienne-Route 17A

PO Box 45

1218 Le Grand-Saconnex

Geneva, Switzerland

T +41 (0) 22 717 21 11

www.ebu.ch