

# DIGITAL MEDIA DAYS 2018

## DATE

FRIDAY 9 March 2018

## WRAP UP FOR EBU SCIENCE AND KNOWLEDGE EXPERTS ROOM A (1<sup>ST</sup> FLOOR)

### AGENDA

#### 14:15 WELCOME AND INTRODUCTION

##### **The EBU Science and Knowledge Experts**

Participating, networking, and sharing are the keywords of the Science and Knowledge Experts; by getting to know each other better, we can enhance the ways we work together.

Link to: <https://www.ebu.ch/groups/tv/eurovision-science--knowledge-experts.html>

##### **Moderation:**

**Martin Schneider**, Commissioning Editor, SWR and Chairman of the EBU Science and Knowledge Experts

**Markéta Štinglová**, Head of International Co-Productions, CTV and Member of the EBU Science and Knowledge Experts Bureau

#### PRESENTATIONS AND DISCUSSIONS

#### 14:30 **The Revolt Against Scales – stop dieting and start living**

The wellbeing revolution is here! The Revolt Against Scales internet campaign aims to strike back against fast diets, promoting self-acceptance and a healthy, permanent change in lifestyle.

**Susa Hölttä**, Executive Producer Science and Health Content; YLE and Member of the EBU Science and Knowledge Experts Bureau

#### 14:45 **New ways of in-house collaborations and the successful re-use of material on several platforms**

Cooperation between departments is always needed, and is especially important in times of staff reduction, cuts of budgets and a multimedia approach. Success is based on commitment, respect and awareness for added value. But there are some challenges to take, such as different budgets, different workflows and different target groups. But with some creativity, you can re-use content based on the same material across platforms.

**Erik Appelman**, Editor in Chief, NTR and Member of the EBU Science and Knowledge Experts Bureau

## PROPOSALS FOR CO-PRODUCTION

### 15:00 **Inside Europe**

The documentary series that aims to strengthen European consciousness and highlight the diversity that exists in Europe. We would like to know how homogeneous and, at the same time, different Europe actually is. What is typical in the individual countries? Is there any truth in the widespread stereotypes? What do young people think about Europe? Each film arouses curiosity about the different European countries, and shows how exciting Europe is.

Kirsten Praller and Ulla Rehbein present the first trailer about a German student and her guest from Finland discussing common clichés about Germany: Do all Germans love the forest and join football clubs? Is the German language as complicated as many think? And is it true that Germans are not interested in European issues, at all?

**Kirsten Praller**, Commissioning Editor, SWR

**Ulla Rehbein**, Commissioning Editor, SWR

### 15:15 **Europe – Magical Landscapes**

The epic visual documentary series (13 x 54 min) about the remarkable natural and cultural landscapes of Europe offers an original look at lesser known areas and their natural cultural wealth. The key to the narrative and visual form is a comparison of similar landscape phenomena from various parts of Europe. We see landscapes that are similar to each other by their shape or their geomorphology, but that differ in their natural or cultural layers, depending on the country in which they are located.

**Markéta Štinglová**, Head of International Co-Productions, CTV

### 15:30 **SCYPE CALL**

**Silbersalz – A new future media science festival, Halle / Germany**

Irem Couchouron, Head of Film & Exhibition, SILBERSALZ

### 15:45 **WRAP UP AND CONCLUSIONS**

### 16:00 **END OF SESSION**