

DIGITAL MEDIA DAYS 2018

DATE

9 March 2018

FORMATS FOR YOUNG ADULTS

ROOM D: STUDIO (1ST FLOOR)

AGENDA

09:00 ARRIVAL

09:15 WELCOME AND INTRODUCTION

Anne Grosser Kornmann, Project Manager, EBU Media

Jens Ripke, Project Manager, EBU Media

HOW TO EXTEND YOUR REACH THROUGH FRUITFUL COLLABORATION

09:30 **Where does music start? Let's find out with Music on the Map!**

Lois de Jong, Editor-in-Chief Music/Radio & Online, NTR

Erik Appelman, Editor-in-Chief School TV, Youth Educational Department, NTR

In an attempt to answer the vital question 'Where does music start?', NTR's Pop Music Department decided to partner with the Educational Department of School TV. Using the new technology Micrio, this online collaboration resulted in the creation of an interactive map of the world allowing users to access information on the history of music as well as short animated videos showcasing the various musical genres. The project is available to schools and teachers at schooltv.nl, providing information and inspiration for the school curriculum, and on 3fm, a radio station/youth platform aimed at 15–25 year olds (npo3fm.nl). The project is scheduled for release in the spring 2018 and we're ready to lift a tip of the veil for you!

09:45 **Sew the Planet: How do you reach Gen Y with Gen X programming**

Denisa Kollárová, Director of Marketing & New Media, CTV

Lucie Macháčková, Head of On-Air Promotion, CTV

To respond to this burning issue, Czech TV took a well-known costume drama series and derived various topics from it that are relevant to millennials. They created a slow-fashion awareness campaign to promote this TV series, which takes place in the 1920s, the era of fine, local and handmade production and crafts. By bringing influencers on board, the Sew the Planet-campaign became a way for millennials to make a statement about the importance of recycling and upcycling clothes instead of constantly buying new ones.

10:00 **Panel Discussion: Collaboration - Would you do it again?**

THE POTENTIAL OF INNOVATIVE CONTENT AND NEW STRATEGIES

10:20 **FUNK - Germany's PBS-content platform for 14–29 year-olds.**

Rookie's findings and lessons learnt after the first year

Marco Otto, Head of Development and strategic Planning, NDR

Marco Otto will reflect on FUNK's first year: over 60 information, orientation and entertainment formats were launched on YouTube, Facebook, Instagram and other digital portals. Did they reach their target groups?

What role can broadcaster-owned platforms play, i.e. apps, progressive web apps, websites and the brand FUNK itself?

How is it best to organize innovation in a fast-moving market and within a multi-shareholder matrix, such as the German PBS system?

Cost-per-view and other key figures. What genres have made the cut so far?

10:40 **CTRL_F - Investigative Journalism tailor-made for young adults**

Marco Otto, Head of development and strategic planning, NDR

NDR's brand new YouTube format for FUNK launched in late February 2018 and is all about investigative journalism for young 20–30 year-old audiences. A group of young talented reporters immerse themselves in exciting stories and research and give an authentic and honest view of topics that really matter to their generation.

11:00 COFFEE BREAK

SERIOUS TOPICS AND HATE SPEECH ON SOCIAL MEDIA

11:30 **True Talk: Victims of prejudice take up position**

Simona Vallicotti, Producer True Talk, SRF Virus

One episode, one person, so much prejudice. The web series True Talk portrays people who deal with prejudice due to their characteristics, features, preferences or their job.

War reporter Kurt, porn star Aviva, paraplegic Hitzi, hijab-wearing Fathima, or ex-junkie Réda – they all have to justify themselves constantly for what they are. True Talk is their platform. They talk straight and directly at the camera, refer to the clichés about them. The goal is to break taboos, clarify, provoke, stir discussion – but also entertain.

So far, the success (up to 1.5 million views per episode, likes, shares and comments above average for the Facebook channel) has shown us: True Talk is a finger on the pulse.

11:45 All power to YOU: How the Tagesschau expands user dialogues with new live formats

Patrick Weinhold, Head of Social Media, Tagesschau, NDR

The social live format *Hit me with it* was intended as a response to a rising number of hate comments on our – and all other German media – platforms. It was a starting point for a movement against hate speech, which happened live both on Facebook and YouTube, targeting the 18–24 audience. We asked viewers who posted discriminating, racist or hurtful comments to take part in our experiment – and talk directly, live and face to face via video to the journalists they aimed their comment at. Would the haters have the same insulting behaviour when given the opportunity to react live? Would the young adults be receptive to this anti-hate speech campaign? Let's find out!

12:00 Panel Discussion: How to cope with haters on social media?

HOW TO GET IN TOUCH WITH THE AUDIENCE

12:15 How SVT attracted thousands of young viewers by simply hopping in a bath

Anders G. Carlsson, Executive Producer, SVT

Young people, up to 19 years old in Sweden, spend most of their time watching video, but do not spend time watch SVT that makes hundreds of programmes. SVT and many other TV channels are facing the challenge of attracting young viewers. SVT addresses this challenge of attracting young viewers and has launched a new format that has attracted thousands of young viewers. Young viewers that SVT never had before.

In *Hanna is taking a bath with a celeb*, SVT host Hanna Persson interviews some of Sweden's most popular young famous personalities about their lives. YouTubers, artists, TV hosts and actors will all jump into the bath with Hanna. Together they compete in crazy games and challenges, while Hanna finds out more about the guests, both through easy-going questions, but also through deeper conversations about the pressure to have a perfect body, anxiety, homosexuality and the loss of a parent.

12:30 Marathonradio to the rescue!

Camille Pollie, Head of Open VRT, VRT

For three weeks, three DJs of MNM radio pulled 12 hour shifts and produced 443 hours of content to support young students through their exams. They used radio, online content and live performances. The radio show was streamed on the web site while a vlog reported behind the scenes. At the same time, a team of reporters hit the road coming to the rescue, helping their young audience in cooking a proper meal, cleaning their student room or just surprising them with ice cream. The Marathonradio initiative was a great example of using several platforms to connect with the audience.

12:50 A YouTuber from 1917 needs your help!

Emma Taulo, Scriptwriter, showrunner, Yle

Asta Wellejus, CEO, Die Asta Experience

Olivia_17 (www.yle.fi/olivia17) is an interactive mobile game that places youngsters in the middle of historical events. Olivia is Finland's first YouTuber, living 100 years ago. She strives for independence alongside her nation in revolt, and needs your help to get through it all. Olivia faces 10 teenage dilemmas, such as betrayal by her best friend, her first sexual experience and witnessing violence, and the user must help her choose the right thing to do. In the end, the experience tells the user what kind of a friend she is, based on her advice.

The mobile game, which consists of text, videos and chat, was published on Yle's own website. The goal was to connect teenagers to their past and tell Olivia's story on their terms; using their preferred social media platforms and the design familiar from Snapchat and Whatsapp.

13:10 WRAP UP AND GOODBYE

13:30 END OF WORKSHOP AND LUNCH

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PRAGUE, 9 MARCH 2018