

DIGITAL MEDIA DAYS 2018

DATE

8 March 2018

Final version 8.03.2018

MAIN CONFERENCE

ROOM D: STUDIO

AGENDA**Thursday 8 March****Moderation: Camille Pollie, Head of OpenVRT, VRT Belgium****09:30 WELCOME TO THE DIGITAL MEDIA DAYS 2018**

Petr Dvořák, Director General, Czech TV
Noel Curran, Director General, EBU

10:00 NEW CONNECTIONS

We open with two positive success stories from very different origins, highlighting digital media's potential to connect both individuals and large-scale audiences in powerful new ways.

Keynote

Portals: Connecting the world virtually

Shared Studios' Portals are interactive public art installations that bring you face-to-face with someone in an identical space, somewhere else on earth. Immersive audio-visual technology creates the experience of sharing the same space and breathing the same air as the people you encounter, breaking down physical barriers and creating spaces of dialogue, understanding and connection.

Omid Habibi, Portal Director, Shared Studios

Keynote

BBC Three's journey to online

Damian Kavanagh tells us the story of BBC 3 and its journey from a broadcasting content on a television channel to becoming an exclusively online service. Tracing the evolution of the platform, Damian explains how letting go of the traditional linear environment allowed for the exploration of new formats, building connections to a young audience in new ways.

Damian Kavanagh, Controller BBC3, BBC

10:45 BRIDGING FROM LINEAR TO DIGITAL

Whilst the fragmentation of viewing and consumption habits is a challenge, it also presents incredible opportunities for targeting and engaging sections of the audience that were otherwise neglected or missing. This session presents three examples in which existing products and formats have been tactically re-imagined in this way.

StreetStarDance: Show with a twist

StreetStarDance is a multiplatform digital-only campaign, created to engage a very young audience very traditional TV product, StarDance (a Czech version of Strictly Come Dancing). Understanding that maintaining relevance with the next generation is a central challenge for public broadcasters, Czech Television explain their creative response, including using world-class street dancers to build bridges between various dances. With an organic Facebook reach of nearly 6 million, they prove what can be done with a simple twist on an established format.

Denisa Kollárová, Director of Marketing & New Media, Czech TV
Lucie Macháčková, Head of On-Air Promotion, Czech TV

YleX – From FM to an extended brand

Young people are changing the way media is used more than any other demographic. Public service media need to face the challenge and change the behaviour of their brands as well if they want to reach the next generation. YleX is a popular Finnish Broadcasting Company radio station, focusing on younger audiences, which has become much more than just a radio offering. We hear what YLEX have they done with social media platforms, and their impressive results.

Hanne Kautto, Head of Programmes, YLE / YleX

Die Frage – How a TV show turns into a successful multiplatform programme

How do you make a linear programme accessible on various platforms so that it grows an even wider audience? Is it a simply a matter of finding the right distribution channels, or do you also need to produce new or additional content that tailored to these platforms? Die Frage has managed to develop a strong following on YouTube and Facebook, and bring some detailed insights to these questions.

Thomas Müller, Head of Young Formats, BR / ARD

How much do you know about digital trends?

Test your knowledge in our quiz with **Alexandra Brenkman**, Senior Media Analyst, EBU Media Intelligence Service

11:30 NETWORKING BREAK

12:00 PLATFORM EFFECTS

New media platforms have become an increasingly important gateway to capture audiences, but these new environments come also with important challenges, from the spread to misinformation, to the unequal relation between media companies and platforms. This session explores strategies to operate on and alongside these new players.

Are publishers still welcome on Facebook?

Beginning of 2018, Facebook announced it would begin prioritizing “meaningful” conversations between friends and family over stories from publishers, brands, and businesses. With these changes, Facebook hoped to make their news feed more valuable for their users. But what does it mean for editorial teams? Is there still a place for publishers in the news feed, and should PSM still invest in making Facebook content? And if so, what works?

Nick Wrenn, Head of News Partnerships, Facebook EMEA

Panel Discussion about Fake News

Kreetta-Maria Kivioja, Journalist, YLE News Class, YLE

Justyna Kurczabinska, Head of News Exchange & News Strategy, EBU

Julien Pain, Editor in Chief, FranceInfo

Nick Wrenn, Head of News Partnerships, Facebook EMEA

Ezra Eeman, Head of Digital, EBU

How much do you know about digital trends?

Test your knowledge in our quiz with **Alexandra Brenkman**, Senior Media Analyst, EBU Media Intelligence Service

Use Facebook Live like a pro

In a short introduction to the afternoon, Mobile Journalism Trainer Mark Egan will highlight what we can expect in the Facebook Live session.

Mark Egan, Mobile Journalism Trainer & Consultant, Purple Bridge Media

13:00 LUNCH BREAK

14:15 WORKING AND CREATING 2.0 (PART 1)

Digital technologies are much more than simply tools; they impact the way we work and the types of projects that are even possible. In this session, learn how imaginative approaches can result in new ways of working and creating content.

Count to 10 – How DW regularly creates prototypes

Showcasing a series of successful projects from the German broadcaster Deutsche Welle, this presentation provides insights and food for thought highlighting pitches, methodologies and impact behind fresh new formats, prototypes and experiments. Examples range from constructive journalism to chat-bots and human language technologies.

Wilfried Runde, Head of Innovation, Deutsche Welle

TARMAC – The New Playground

RTBF has a new digital playground, a new radio – video – social media brand that sits inside a completely transformed studio. Tarmac brings hip hop and urban culture to life in new and unexpected ways, illustrating how you can connect successfully with 15 to 25 year olds when you start thinking and working outside the box.

Tuyet Nguyen, Senior Manager Innovation, Cross Media Products & Services, RTBF

OpenVRT – Co-creating with young creatives

OpenVRT is a community for young (18–34), digital creatives supported by Belgian broadcaster VRT. OpenVRT creates value by giving community members the opportunity to co-create with VRT brands and programmes. Together with Ledereen Beroemd, a daily show on the main TV channel reaching over 1 million people, community members had the chance to fill 3 minutes of airtime. Discover how OpenVRT and Ledereen Beroemd worked together, provided coaching, and giving the community a stepping stone to new opportunities.

Camille Pollie, Head of OpenVRT, VRT

Kreuz & Queer – How a public broadcaster can work with the private sector to reach the young

In this session, Manuel Thalmann will talk about the format Kreuz & Queer and the unique partnership of the public broadcaster SRF and Vice Switzerland. We will see what the format offers, what the initial struggles were, how the partners dealt with distribution, and what the final result was in this original collaboration designed to reach a young audience.

Manuel Thalmann, Head of Format Development, Young Audience Department, SRF

Visual Art in Audio – Art literacy for a digital audience

It's a challenge to produce an educational programme on modern art history in audio and also make it funny! Robert Candra and Damian Machaj present their work-in-progress on a new Czech Radio programme that seeks to demystify modern and contemporary art for younger audiences.

Robert Candra, Creative Producer, Czech Radio Creative Hub

Damian Machaj, Multimedia Content Producer, Czech Radio Creative Hub

BBC iPlayer visual identity: keys to success

Gwenaëlle Boissel and Steve Gibbson explain how the BBC brought together the best of the iPlayer team from across disciplines to develop a clear, inspiring and unique expression of what the BBC iPlayer brand stands for.

Gwenaëlle Boissel, Head of Marketing, BBC

Steve Gibbson, Head of User Experience & Design, BBC

How to be rich, famous and successful with access services

Digital media offer media professionals great opportunities for new fascinating products. But very often, some audiences are left out and these are often the most disadvantaged. People with disabilities are often forgotten when new services are developed. But by engaging all audiences, digital products are not only accessible to a wider audience, but also easier for everyone to use.

Frauke Langguth, Head of ARD-Text, ARD and Member of the EBU Access Services Experts Bureau

16:00 NETWORKING BREAK

16:30 WORKING AND CREATING 2.0 (PART 2)

We continue with our series of practical case studies, focusing on projects that foster innovation and build them into successful products.

How much do you know about digital trends?

Test your knowledge in our quiz with **Alexandra Brenkman**, Senior Media Analyst, EBU Media Intelligence Service

A new way of telling stories with fiction (web)series

The question of how to create an experimental laboratory, explore new storytelling techniques, and promote creativity and innovation are ones we are all concerned with. In two different web-fiction projects, #CasaDoCais and Subsolo (Underground), RTP has created a space where young creative people could tell the stories they really identify with, but television normally doesn't show.

Élia Rodrigues, Multimedia Content Manager, RTP

VPRO: A 90-year-old reaching out to new audiences

Founded in 1926, VPRO is a Dutch broadcaster widely recognized as a media pioneer, both in terms of storytelling and new ways of distributing media. It is currently in the midst of a major transformation towards tailor-made broadcasting that will reach out to audiences wherever they are. VPRO has developed ambitious multi-channel strategies around many of its titles, with distribution and marketing experts working closely with content creators. This presentation features two case studies: the Dutch news satire show Zondag met Lubach, and their international Youtube channels.

Stan van Engelen, Editor in Chief, VPRO

Learning to be (digital) native: Playz and RTVE

Like many broadcasters in Europe, RTVE has an audience problem: how to reach young adults who don't watch linear TV. After an intense internal debate, RTVE launched Playz last year, its own digitally-native platform. Playz represents more than just a platform; it's also a new model of content distribution that helps RTVE adapt to a challenging and evolving digital market.

Alberto Fernández Torres, Digital Content and Transmedia Director, RTVE Digital

Creativity in the newsroom

Journalists are used to working on their own; they compete, or even fight, for information. When they are told to work together, brainstorm and be creative, it can seriously disrupt entrenched working habits. How can we turn individualistic behaviours into daily collaboration? Julien will explain how he used creative management to set up the team module at FranceInfo, a newsroom that produces new format videos for TV and social networks.

Julien Pain, Editor in Chief, FranceInfo

How to create an impact in an increasingly volatile online world

In recent years, Music For Life, an event organized by public radio station Studio Brussel, has become the biggest charity event in Belgium. Brecht Vaes explains how his team have successfully harnessed user-generated content and innovative technologies, causing a significant impact on a diverse audience.

Brecht Vaes, Head of Digital, Studio Brussel

18:05 SHORT BREAK
Participants from the Interactive Session join for the wrap up session

18:15 WRAP-UP AND CONCLUSIONS

Ezra Eeman, Head of Digital, EBU

Simon Gooch, Chief Innovation Officer, Swedish Radio

18:30 END OF CONFERENCE