

SCHEDULE OVERVIEW

DIGITAL MEDIA DAYS 2018

V.5 / 29.02.2018

EBU

OPERATING EUROVISION AND EURORADIO

WEDNESDAY 7 MARCH

WELCOME EVENING

Venue: P.M. Club cocktail & music bar

18:00-22:00 NETWORKING EVENT

P.M. Club, Trojická 1907/10, 128 00 Nové Město

A stimulating evening before the main conference!

Meet, connect and share fresh ideas with your colleagues and experts working for other EBU Members. There will be music, food and plenty of conversation starters.

THURSDAY 8 MARCH

CONFERENCE DAY

Venue: Czech Television

DAY 1

08:30 ARRIVAL AND ACCREDITATION

Czech Television (Česká televize), Na Hřebenech II 1132/4, 147 00, Prague 4-Podolí

09:30 MAINSTREAM CONFERENCE Room D: Studio

Keynotes about how digital transformation can change media and connect the audience in a new way; e.g. PORTALS from shared studios and BBC 3. What opportunities include a radical change from linear TV to a digital only service?

Case studies from EBU Members, e.g. RTVE, YLE, BR/ARD, Czech TV. How to transform formats, develop new content and change programme strategy to connect with the audience.

Presentations on how to build an audience in a connected world with examples from Facebook and TRT World.

13:00 LUNCH BREAK CT cafeteria

14:15 PARALLEL SESSIONS

Room D: Studio

CONFERENCE Working and Creating 2.0

- Reaching out for the future and designing a sustainable way of life exploring digital empowerment with insight from the IKEA Future Living Lab
- New ways of teamworking and how to maximize skills with examples from France Info, RTBF, SRF, Czech Radio, and others
- The importance of accessibility and the chance to reach all audiences with access services
- Best practices from EBU Members, e.g. innovative management and format development from DW or the success story of the BBC iPlayer

Room C: Cinema

INTERACTIVE SESSION Inspiration for a new PSM Horizon

- How to work with social formats, e.g. Facebook Live? Tips and tricks
- Media literacy: ambitious approaches by EBU Members to enlighten the public with critical thinking skills around social media content and misinformation

18:15 WRAP-UP AND CONCLUSIONS Room D: Studio

19:00 DINNER

Restaurant V rohlíku, Na Hřebenech II 1130/6, 147 00 Praha 4

FRIDAY 9 MARCH

WORKSHOP DAY

Venue: Czech Television

DAY 2

08:30 ARRIVAL

Czech Television (Česká televize), Na Hřebenech II 1132/4, 147 00, Prague 4-Podolí

09:00 PARALLEL WORKSHOPS

Room D: Studio

FORMATS FOR YOUNG ADULTS

Experts will share ideas and discuss the challenges of working with young-adult audiences on various platforms.

- How to connect with audiences by harnessing the potential of innovative content and new strategies?
- How to deal with serious and /or heavy topics?
- How to manage hate speech on social media?
- How to extend your reach by building fruitful collaborations?

Room B (2nd Floor)

VOICE-USER INTERFACES

First workshop for a new experts group for radio, technology and digital that zooms in on new voice devices.

- Explore the various technologies and platforms; presentations from Amazon and Google
- Discuss strategies for prominence and discovery in voice devices
- Share knowledge, cases and best practices, e.g. from Swedish Radio, Radio France, RTE, BBC, DW, SRF or VRT

13:30 LUNCH BREAK

14:15-16:00 WRAP-UP SESSION FOR SCIENCE & KNOWLEDGE EXPERTS GROUP Room A

The EBU Science & Knowledge Experts Group will discuss the digital impact and experience of the event in their field.

Room C: Cinema

NEWS CONTENT FOR DIGITAL PLATFORMS

This workshop is an opportunity to compare and evaluate digital news strategies used by top PSM and commercial players and gain inspiration for how to successfully reach diverse audiences.

- Learn how to target your content and stay relevant in an increasingly competitive media marketplace.
- Discover the best way to use Instagram for news in a hands-on session.

Room A

DIGITAL STORYTELLING WITH AR/VR

A workshop on augmented and virtual reality produced jointly with EBU's Digital Media Storytelling Labs and EBU Technology & Innovation.

- Demystifying AR & VR
- Status of VR/AR initiatives among Members and around the world.
- What are the potential and limitations of current technologies?
- Sharing productions and latest VR/AR experiments and hands-on recommendations
- Practise how to design a better user experience
- Outlook on future trends

CONNECTING WITH INSPIRATION

CO-HOSTED BY

 Česká televize