

# DIGITAL MEDIA DAYS 2019

**STOCKHOLM,**  
20 - 22 March 2019

## MAIN CONFERENCE

### AGENDA

Thursday 21 March

**Moderation: Tina Mehrafzoon**, Swedish Radio's P3 Host

**13:00 WELCOME TO THE DIGITAL MEDIA DAYS 2019**  
**Jean Philip De Tender**, Media Director General, EBU

**13:15 SESSION 1: SHAPING A FUTURE FOR ALL**  
In a changing digital world, PSM have an opportunity to think about a future for media that works for all. This also means looking at things differently and exploring how PSM can deliver strong digital projects that are unique and inspiring, while setting the standards for a future as leaders and not simply as followers.

#### Keynote

The media market and the tech business are converging and changing rapidly, and this has a high impact on all public service media. Jan Helin will give us the broad picture on the changes that affect us all as public service broadcasters, and set the stage for the rest of the conference.

**Jan Helin**, Program Director, SVT

#### Project 1968: Radio Across Platforms

For the 50th commemoration of the August 1968 events, the team of Czech Radio created the Project 1968. Multiple layers of content and events were offered to the public, including a 13-hour long live-broadcast open for the public, the site-specific VR installation and AR immersive player, and the grand audio-visual performance at the Wenceslas square in Prague. The Project 1968 attracted general public both in the Czech Republic and abroad

**Edita Kudláčová**, Chief Creative Producer, Czech Radio  
**Zuzana Matějovská**, Head of International Relations, Czech Radio

### **7 Lives: A Digital Tale.**

7 Lives is a fantastic tale. It is the odyssey of a soul, stuck between the world of the living and the dead. It's like a dream world. Users can explore an invisible universe, discovering several worlds through reality, memories or emotions. This experience combines live action, 3D and computer-generated images.

**Annick Jakobowicz**, Storytelling Researcher, Innovation & Prospective, France TV

### **SVT SpråkPlay - Creating Public Value While Building New Audiences**

SVT SpråkPlay is the world's first online catch-up service for immigrants: an app using tv-programmes from PSB helping immigrants to learn the Swedish language, culture and understanding our society. SpråkPlay was awarded "Best European Online Project" from the Jury of Prix Europa.

**Are Nundal**, Project Manager, SVT

**Niss Jonas Carlsson**, Chairman and Founder, Språkkraft

### **14:20 Data Driven Art.**

Let's take a look at digital media from a different angle. Dries Depoorter is a Belgian artist that handles themes like privacy, artificial intelligence, surveillance & social media, and he's going to use his art to make us think of things in a different way.

**Dries Depoorter**, Digital Artist

### **14:40 NETWORKING BREAK**

### **15:00 SESSION 2: THE UNLIMITED AUDIENCE**

*It all starts here: understanding our audience is the very first step to connect with them. What they do and want has changed tremendously – they have become more mobile and more fragmented than ever. So what role can we play in their lives? And how do we engage them in a meaningful way?*

### **'More Than Just a Number' – Lifestage As a Key Indicator of Audience Behaviour**

Why should we define audience by their lifestage rather than just demographic such as age? RTE's research illustrates that people's media habits are influenced by combinations of factors such as age of oldest dependent child or living alone or as a couple. In this session we'll find out how all of this is essential knowledge in determining content decisions and marketing.

**Paul Loughrey**, Head of Audience Insights, RTE

### **Web Fiction: Storytelling for New Digital Platforms – Panel Discussion**

What are the challenges for successful storytelling on the new digital platforms? How do we make sure that the audience finds our content and how do we interact with them?

Colleagues from Norway, Spain and France will showcase their latest web fiction and exchange their views on do's and don'ts.

**Moderator: Jeroen Depraetere**, Head of TV, EBU

**Alberto Fernández Torres**, Digital Content Director, RTVE

**Cathrine Simonsen**, Head of Children Department, NRK Super

**Sened Dhab**, Digital Fiction Director, France TV

### **How to Make Things Better? A Panel Discussion on Building Audience Engagement and Trust – Based on the 2018 EBU News Report**

In November 2018, the EBU launched the "EBU News Report 2018: 50 ways to make it better". It brings 25 solutions and 50 real examples on building engagement and trust in public service journalism. In this session, Maïke Olij will present the key outcomes of this report, and engage in a panel discussion with three project owners of case studies listed in the report.

**Moderator: Maïke Olij**, Journalism Consultant and Media Innovator, ./.bureaumaïke

**Peder Meisner**, Head of Districts, DR

**Baldvin Thor Bergsson**, Director of Digital Media and Radio 2, RUV

**Matej Praprotnik**, Assistant Director Radio Strategies, RTVSLO

**16:30** NETWORKING BREAK

### **17:00** SESSION 3: DIGITAL EXPERIENCES

Digital allows for unprecedented innovation: new storytelling formats, new products and new experiences. Three EBU Members reveal how they find new ways to create and innovate when working on product development for PSM.

#### **Starting an Innovation Lab: Five things You Need to Consider**

Deutsche Welle has been running the DW Lab for two years. The innovation lab develops digital journalistic products in short cycles. Since the launch of DW Lab, its concept has been optimized several times. Experience shows the keys to success and highlights the hidden pitfalls. Dr. Nadja Scholz, head of the DW Lab, shares her findings.

**Nadja Scholz**, Head of Corporate Strategy, Deutsche Welle

#### **How an In-house Creative Lab Shapes Ideas Into Successful Formats**

Creative Lab is a team of creative minds tasked with challenging the digital status-quo at Belgian public broadcaster VRT. Learn more about their specific approach and methodology that's aimed at maximizing the impact of digital ideas.

**Nickias Pauwels**, Digital Strategist, VRT Creative Lab

### **BBC Sounds: Commissioning and Curating On-Demand Audio**

What is the BBC doing to reach listeners without a live radio habit? What's working? What's not? Elisha Sessions talks through the commissioning strategy for new podcasts at the BBC and the curation of on-demand audio in the BBC's new all-in-one audio app, BBC Sounds.

**Elisha Sessions**, Senior Producer, BBC

### **Panel Discussion**

**Moderator: Ezra Eeman**, Head of Digital, EBU

## **18:00 END OF CONFERENCE DAY 1**

Friday 22 March

### **09:30 SESSION 4: MASTERING DISTRIBUTION**

Big tech and new players in the media market have become an important gateway to capture and engage our audiences. This session explores strategies to operate on and alongside them without losing the relation with the public or diluting our brands.

#### **The Evolution of Google Search for Media and Entertainment Content**

Google Search started 20 years ago and continues to evolve every day. In this session, you will learn about the evolution of this journey and how Search enables users to connect and engage with Media and Entertainment content.

**Teodora Ivanova-limon**, Global Product Partnerships, Google

#### **Social Video: Co-watching, Interactivity and Community**

Facebook executive, Patrick Walker, will discuss Facebook's evolving video strategy following the global launch of the platform's flagship video destination, Facebook Watch. He will cover how Facebook is developing social video experiences that drive community in Watch, as well as the suite of products that encourage interaction between content owners and viewers.

**Patrick Walker**, Director of Media Partnerships EMEA, Facebook

#### **"America First, Netherlands Second" – What Defines Success on YouTube**

Dutch Broadcaster VPRO BROADCAST gained a lot of worldwide success recently with the video "America First, Netherlands Second" by VPRO Zondag met Lubach. Apart from the

video itself being very catchy, this success was not a one-off, but the result of a long term plan on YouTube. In this session you will learn what defines success on YouTube and what strategy does VPRO BROADCAST follow.

**Flo De Haan**, YouTube Specialist / Channel Manager, VPRO BROADCAST

### **From Black and White to Second Screening - How Is the Distribution of the Eurovision Song Contest Evolving**

The distribution of the biggest TV music competition in the world has evolved over the years to reflect the changes in how viewers consume entertainment content. In this panel discussion, we explore how things have changed for the Eurovision Song Contest and how some broadcasters have adapted their national selection shows to the new dynamics of the market.

**Moderator: Stefano Salucci**, Digital Community Manager, EBU

**Jon Ola Sand**, Executive Supervisor of the Eurovision Song Contest, EBU

**Ignacio Gomez Hernandez**, Director of RTVE Digital & Research, RTVE

**Helena Nilsson**, Online Editor, SVT/Scrn

**11:00** NETWORKING BREAK

**11:30** **SESSION 5: KEY TRENDS**

"Shaping a future" also means looking at the next big thing, to be ready whenever it will become a mainstream reality. We close our conference with an inspiring keynote and cases that can open our eyes up to the future.

#### **Keynote**

The Future of Media: from immersive experiences, to social platform innovation, to sound empires, our keynote speaker Lucie Greene will unpack the key trends impacting the media landscape – curated from Wunderman Thompson's annual must-read forecast, The Future 100.

**Lucie Greene**, Worldwide Director of Trends, The Innovation Group, J.W.T.

#### **The Potential of VTubers**

VTubers, 3D avatars on YouTube, are now playing a leading role in video content in Japan. The number of VTubers has increased from 30 to 6,000 in the past 3 years, giving them a huge popularity: their events "in the real world" are often sold out. In this session, we will find out about the first-ever song contest by VTubers produced by NHK, and the future prospects of their role in media.

**Ichiro Tagami**, Senior Manager – Digital Center, NHK

### **What's the Role of Robots Working in the Newsroom?**

In this session we find out how cute and friendly (not the I'm-gonna-take-your-job!) robots can add value to the work done in a newsroom. YLE's Jukka Nava will tell us more on how AI assistants can become a journalist's best friend, complementing their day-to-day work and giving them more time to focus on their writing.

**Jukka Niva**, Head of News Lab, YLE

### **VOX: Challenges and Opportunities of an Expanding Audio Market**

Smart speakers are just starting to gain a foothold in Europe, but in the US 50 million smart speakers have already shipped to consumers. Tamar Charney, in a conversation with Tomas Granryd (chairman of the EBU VOX Group) will talk about how NPR has met the challenges of creating audio content for multiple platforms.

**Tamar Charney**, Managing Director for Personalization and Curation, NPR  
**Tomas Granryd**, Product Manager, SR

**12:40 WRAP-UP AND CONCLUSIONS**

**13:00 END OF CONFERENCE**