

# DIGITAL MEDIA DAYS 2019

**DATE**

21 March 2019

**SOCIAL EVENT** 20<sup>th</sup> March 19:00: Digital Media days Welcome cocktail

**Scandic Anglais Hotel**, "Bar Anglais", ground floor, Humlegårdsgatan 23, 102 44 Stockholm

## KIDS CONTENT WORKSHOP

ROOM: CONFERENCE ROOM, GROUND FLOOR

**Sveriges Radio Ab**, Oxenstiernsgatan 20, 105 10 Stockholm ([Map](#))

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## AGENDA

Thursday 21 March morning

### 09:00 WELCOME

**Anne GROSSER KORNMANN**, Project Manager Young Audiences, EBU

### 09:05 EBU Kids: a revamped strategy

**Madiana Asseraf**, Head of Business Development & Young Audiences, EBU Media

Helping our Members to reach and engage with younger audiences is one of the 32 EBU strategic actions included in the new EBU TOGETHER strategy. We have therefore carried out some work to identify the updated needs from the PSM Kids community. We are now in the process of rolling out new services to meet these needs and to make sure that, together, we position EBU Kids at the core of PSM. We would like to share the highlights of this new strategy with you and to gather your feedback and ideas.

### 09:30-10:35 NON-LINEAR STORYTELLING & WORKING WITH THIRD PARTY PLATFORMS

#### 09:30 Lik meg (Like me)

**Cathrine Simonsen**, Head of Children dept. NRK Super

NRK Super has developed web dramas during the last 11 years, with dramas like *Skam* and *Young girls*. *Like me* is a new web drama series that combines elements of social media, facetime, messages and live action drama to tell a believable story about young girls quest for popularity and the constant struggle to be liked. This is a girls' drama. Unfiltered and raw. It depicts exclusion, bullying and the act of actively choosing someone over the others.

Our intention is to make 12-year-old girls reflect on their actions, and help them realize that they are not alone. By challenging the confines of "normality", we wish to be a booster of self-esteem and self-worth.

We want girls to realize the consequences of their own behavior, as well as showing them the benefits of resisting pressure and confronting their fears.

**09:40 Base Z**

**Cathrine Simonsen**, Head of Children dept. NRK Super

In a real-time streamed Zombie event, we explored the possibilities of co-creation with the audience. Inspired by gaming and the escape room genre, we arranged an event where the audience helped and co-created the story by their engagement and comments. We merged the digital and the real world with big success. Through engagement and collaboration, the fans and audience helped their hero and our host, so he could save the world from dangerous zombies.

**09:50 Interactivity in storytelling: what's to love, what's to fear?**

**Maarten Janssen**, Channel Manager, VRT Ketnet

Ketnet created an interactive drama special from its series 'De regel van 3S' (the rule of 3S), in which children could actively intervene in the story. Does any kind of interaction work? Is the interactivity scalable to an entire series? Is it expensive? And do children appreciate it? In this session, Ketnet shares some insights and learnings from their interactive experiment.

**10:00 Ragnarok Liga**

**Speaker: Lasse Jørgensen**, Graphic Design, DR Ultra

Minecraft e-sport tournament with digital co-creation from our viewers and participants.

**10:15 Q&A and Discussion**

**10:35 COFFEE BREAK (SERVED IN THE ROOM)**

**10:45-12:30 MAKING KIDS FEEL SECURE, SAFE AND IN CONTROL IN THE DIGITAL WORLD**

**10:45 Making babies and their young parents feel safe in the digital world**

**Kalle Brunelius**, Producer of Swedish kids show Bolibompa at Barnkanalen, SVT  
**Linda Belanner**, executive producer of Barnradion, Kids radio, SR

The online world is flooded with content aimed at babies, and young parents today

often use this content as a tool in everyday life. Bolibompa Baby and Bebispodden are two examples of how public service can provide video and podradio, custom-made for babies and their parents.

**11:00 Move against bullies: how to make your idea go viral**

**Maarten Janssen**, Channel Manager, VRT Ketnet

There is no secret receipt that guarantees viral success, but you can sure help destiny a bit. Ketnet shares tips and tricks on how to use all digital assets to go viral for a good cause, even in real life. With proven success: their awareness campaign 'Move against bullies' reached 90% of all children in Belgium, and 70% of all adults.

**11:10 Coding with the Mouse – From Consumer to Prosumer**

**Matthias Körnich**, Commissioning Editor Children and Family Programmes, ARD WDR

We focus often on problems, criticisms and dangers with regard to new media and children. We may prohibit or restrict the use of digital media, but at the end of the day, it still exists. Moreover, the danger is that children (and we) remain a blind consumer of digital technologies. If we want to empower children for the digital world we must help them to look what is behind the curtain of these techniques. How do they function? What can I do with them?

This is the mission statement of *The Show With The Mouse* in every topic: We empower children by starting from a childish question and setting it off to discover the core of things.

And at the core of the digital world - whether social media or robotics – it consists of algorithms and how to programme them. What is more, to learn coding is simultaneously to learn critical thinking and problem solving in a broader sense. Therefore, besides literacy and numeracy, coding is a key skill to master the future. The “Scratch” based offer *Programming With The Mouse* invites children from the age of 8 to learn coding in a joyful way.

**11:25 BBC Own It app: using technology to boost kids' digital wellbeing**

**Catherine McAllister**, Head of Child Protection and Safeguarding, BBC

Hear how the BBC have developed their Own It app, which uses a cutting-edge combination of machine learning technology and self-reporting to help support kids' digital wellbeing when they receive their first smart phones.

**11:40 Q&A and Discussion**

**12:00 SANDWICH LUNCH (SERVED IN THE ROOM)**

12:00-12:20 on-going discussion...

**12:20** Wrap up and Goodbye

**12:30** END OF WORKSHOP

**13:00** OPENING OF THE DIGITAL MEDIA DAYS CONFERENCE,  
Studio 2