

DIGITAL MEDIA DAYS

15 OCTOBER 2020

Thursday, 15 October

AGENDA

10:00 WELCOME TO THE DIGITAL MEDIA DAYS 2020

Noel Curran, Director General, EBU

10:10 SESSION 1: THE NEXT GENERATION OF MAKERS

The making of content has changed. The audience is not just a passive receiver anymore and the storyteller is no longer simply a messenger: they both now play an active role in how a story is produced and delivered. To kick off the DMD 2020, we will look at inspiring stories on how the world of media is approaching the future of storytelling and adapting to ever-changing distribution channels.

Exploring Not Explaining - Reaching New Audiences the BBC Ideas Way

In this opening keynote, Bethan Jinkinson from BBC Ideas will explore how her team is reaching new and younger audiences by using creative, innovative techniques, telling stories in fresh, non-traditional ways, and by working with a diverse range of contributors and partners.

Bethan Jinkinson, Executive Editor, BBC

Representation Matters: The Inclusive Role of Media in a Diverse Society

What role do creators play in shaping a diverse media landscape? An essential one. In a society that is changing rapidly and where identities are becoming increasingly important, media have become the centre of attention. Everyone wants to be represented and acknowledged for who they are. How can creators be a part of the inclusive movement and serve a diverse audience? Hanan Challouki, Inclusive Communication Expert, shares her perspective on media and diversity.

Hanan Challouki, Inclusive Communication Expert

Instagram Reels: Storytelling for the Next Generation

A first look at Instagram's new video format 'Reels'; insight into the strategy behind it and inspiration for how to build your Reels strategy as a first mover.

Andrea Willford, Strategic Partnerships EMEA, Instagram

11:30 SESSION 2: INNOVATE OR DIE

EUROPEAN BROADCASTING UNION

L'Ancienne-Route 17A
1218 Le Grand-Saconnex
Geneva, Switzerland
www.ebu.ch

Constant innovation is vital for successful storytelling. Otherwise our messages will fail to reach the audience in today's extremely competitive marketplace. How can we react to the global pandemic? How can we catch and keep people's attention? How can we create something that is genuinely new? Speakers in this session will try to answer these questions with some concrete examples about innovation in storytelling.

Content is Product and Product is Content

Editorial and tech used to belong to different universes, before they slowly started to merge - via bridge functions - for the benefit of our audiences, better delivery and internal alignment. Synergy of these two disciplines drives a full funnel experience and engagement metrics of media publishers. In the future, with the fast advent of synthetic media, this collaboration becomes even more crucial.

Dmitry Shishkin, Digital Transformation and Content Strategy Expert

Fostering Innovation Through Collaboration – Future Media Hubs

During this session, Sarah Geeroms will introduce you to the Video SnackBar Hub, which is one of the Future Media Hubs, designed to exchange technology and stimulate international collaborations based on live streaming, innovative future broadcast, POC's, and other emerging formats. This international relationship between technology innovators and digital content creators will be further elaborated by means of two specific cases done by members of the hub.

Sarah Geeroms, Head of Future Media Hubs, VRT

Exploring New Arenas for Storytelling

Founded by Dutch public broadcaster VPRO in 2015, VPRO Medialab explores the narrative potential of new technologies and platforms such as AR, AI and smart speakers. Each day, people spend hours on their smartphone. And in these strange Corona times, half of our lives are lived out on video call platforms like Teams and Zoom. Could we use these ubiquitous platforms as arenas for innovative, compelling storytelling? And how do we use their defining characteristics as story mechanics?

Annelies Termeer, Creative Director, VPRO Medialab

Twitch: A New Form of Interactive Entertainment

During his presentation, Twitch's Strategic Partnerships Manager Farhan Ahmed will give an overview of the platform's presence in Europe and will present some opportunities for media companies to explore a new form of interactive entertainment.

Farhan Ahmed, Strategic Partnerships Manager, Twitch

12:45 LUNCH

13:45 **SESSION 3: THE MEDIUM IS THE MESSAGE**

"The medium is the message" was first said in 1964 but it's still topical, maybe more than ever. With the increasing diversification of platforms that audiences can use to access content, the defining process on how to reach the target has become extremely refined and the role of each distribution platform is now a key element of any organization's strategy. In this session we look at some examples of how EBU Members have approached this challenge and receive some valuable insights into what should be kept on the radar when defining a distribution strategy.

The Idea of Curation

Why did "curation" become such a buzzword, used everywhere from its old heartland of museums and galleries to websites and restaurants? What happened was that the context changed. We went from a world of scarcity to one of too much: more information and media than we could ever possibly appreciate. This is the context in which curation became a buzzword. But understood properly, it is more than that; it's a vital economic and cultural tool for the overloaded 21st century.

Michael Bhaskar, Writer, Researcher and Digital Publisher

Okoo, Driving Young Audiences to the On-demand World

In this session, France Television's Head of Young Audiences will talk about how the Organization has been building a successful brand for kids, switching from linear to digital first. We will also hear about some learnings after one year of activity and some new insights that have surfaced during lockdown.

Tiphaine De Ragueneil, Head of Young Audiences, France TV

The Success Behind RAI's OTT Service – Viva RaiPlay!

VivaRaiplay was the first live show hosted on RAI's multiplatform "Raiplay", designed to move TV viewers to the web. This first edition was a success: more than 15M views between live and on demand and a 30% enrichment in the use of Rai's platform by 55. The show revamped RAI's free OTT service, which includes the live stream of 14 TV channels, web-only exclusive products and exclusive sports products, in addition to exclusive contents from the Archives and Rai productions by genres.

Gianluca Visalli, Head of Marketing & Content Offer @RaiPlay, RAI

15:00 **SESSION 4: FUTURE MAKERS AND MAKERS OF THE FUTURE**

What are the topics, formats and products that will be the core of our stories in the future? In this session we look at some trailblazers that are shaping the future of

media, with a focus on the role of makers and the impact they're having in the way storytelling is evolving.

Reporting Excellence While Staying Sane

What happens when the story you're covering, covers you back? In this talk, we will delve in the complexities of reporting on mega stories like the Covid-19 pandemic and Black Lives Matter movement and the rebellion its sparked across the United States. We'll unpack the lessons learnt as AJ+ teams reported for its audiences, stories that could inspire and foster empathy, while themselves managing the lockdown, uncertainty, fear and anger.

Moeed Ahmad, Head of AJ+ English, AJ+

Gen Z: If You Don't Know What #FYP Means, You May Be Out of Touch

We're in the age of the maker, people can self-produce and reach audiences like never before. How do we, as public service media, adapt our focus to become enablers of the next generation of content creators?

Riyaad Minty, Director of Digital, TRT

A Public-Powered World

Imagine if you didn't need power or status to be at a decision-making table. Imagine if the great ideas that people have, all the time, all over the world, were able to make it to consideration instead of remaining stuck in a box of "if only." How might that dynamic change, and improve journalism? Jennifer Brandel of Hearken has been testing and proving out a model of "public-powered journalism" that helps democratize the very process of creating and shaping the news and our collective futures. In this talk, she'll ground concrete examples of a paradigm shift in treating "audiences" as partners instead of consumers, and what new possibilities are generated because of it.

Jennifer Brandel, SVP of Global Partnerships and Co-founder, Hearken

16:30 **END**