

# AGENDA

AM

**10:00 WELCOME TO THE DIGITAL MEDIA DAYS 2020**

Noel Curran, Director General, EBU

**10:15 SESSION 1 THE NEXT GENERATION OF MAKERS**

**EXPLORING NOT EXPLAINING – REACHING NEW AUDIENCES THE BBC IDEAS WAY**

Bethan Jinkinson, Executive Editor, BBC

**REPRESENTATION MATTERS – THE INCLUSIVE ROLE OF MEDIA IN A DIVERSE SOCIETY**

Hanan Challouki, Inclusive Communication Expert

**INSTAGRAM REELS: STORYTELLING FOR THE NEXT GENERATION**

Andrea Willford, Strategic Partnerships, EMEA, Instagram

*Short break*

**11:35 SESSION 2 INNOVATE OR DIE**

**CONTENT IS PRODUCT AND PRODUCT IS CONTENT**

Dmitry Shishkin, Digital Transformation and Content Strategy Expert

**FOSTERING INNOVATION THROUGH COLLABORATION – FUTURE MEDIA HUBS**

Sarah Geeroms, Head of Future Media Hubs, VRT

Jaanus Lillenberg, Information and Communication Technology Director, ERR

Rui Miguel da Luz Barros, Member of the Technology Committee, RTP

**EXPLORING NEW ARENAS FOR STORYTELLING**

Annelies Termeer, Creative Director, VPRO MEDIALAB

**TWITCH: A NEW FORM OF INTERACTIVE ENTERTAINMENT**

Farhan Ahmed, Strategic Partnerships Manager, Twitch

PM

**13:30 WELCOME BACK**

DMD Host: Sarah Christen, Producer and Editor, SRF

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

**THE IDEA OF CURATION**

Michael Bhaskar, Co-Founder, Canelo

**OKOO, DRIVING YOUNG AUDIENCES TO THE ON-DEMAND WORLD**

Amandine Roussel, Head of Operations, France TV

**RAIPLAY: THE QUEST FOR A DIGITAL IDENTITY**

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

*Short break*

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

**REPORTING EXCELLENCE WHILE STAYING SANE**

Moeed Ahmad, Head of AJ+ English, AJ+

**A PUBLIC-POWERED WORLD**

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

**GEN Z: IF YOU DON'T KNOW WHAT #FYP MEANS, YOU MAY BE OUT OF TOUCH**

Riyaad Minty, Director of Digital, TRT

**16:00 CONCLUSIONS / WRAP-UP**

Jean Philip De Tender, Media Director, EBU

Ezra Eeman, Senior Manager Digital, Transformation and Platforms, EBU