

DIGITAL MEDIA DAY

ONLINE EDITION - AGENDA

Thursday 9 December 2021

Time: 10.00 – 15.30 (CET)

10.00 WELCOME

Jean Philip De Tender, Director Media & EBU Deputy Director General

10:10 WHY ARE WE HERE?

Wouter Quartier, EBU Head of Digital, Transformation, and Platforms

10:15 SESSION 1: THE BIG TRENDS PICTURE

Co-Hosts: Mika Rahkonen, Head of Strategy, Yle (Finland)
& Wouter Quartier, EBU

These past few years have been pivotal with new trends coming almost every day. How do we make sense of these emerging trends? And why should we, as public broadcasters, care? In this session three presentations from different corners of the world (and beyond) will help make the future more digestible.

What is happening here?

Annika Ruoranen, Strategist, Corporate Strategy, Yle (Finland)

A quick overview of events in the media business and operating environment that are in focus in Yle right now

The Asian digital trends snapshot

Hamdhoon Rashad, Project Manager Digital Media, Asia-Pacific Broadcasting Union (ABU)

The digital future of Asia is bright, but it is still a long way off. Long story short, Asian broadcasters are all on the same digital journey but in very different boats. What does this mean to ABU's role in leading digital change across the region?

Into the Metaverse

Emma Chiu, Global Director, Wunderman Thompson Intelligence (UK)

From digital possessions and NFTs to gamevertising and new digital societies—a metaverse is in the making and it is changing our reality as we know it.

11:30 SESSION 2: THE BIG TRENDS PICTURE

Co-Hosts: Johan Wahlberg, Head of Digital Partnerships, SVT (Sweden)
& Grace Zakka, Senior Project Manager, EBU

What is the ideal multi-platform strategy? Or is there even an ideal one? We encounter so many different platforms daily, but our behaviour on these platforms is constantly changing and evolving. What do public broadcasters need to know to succeed and what do they need to do to stand out? We'll look at 3 different platforms and their approaches: a social platform, a streaming platform, and the in-car experience.

Ich bin Sophie Scholl

Anke Mueller, Strategic Partner Manager Entertainment at Facebook & Instagram

Lydia Leipert, Teamlead "Film digital", Bayerischer Rundfunk

Katja Siegel, Head of Production / Executive Producer VICE Media GmbH

On the 100th birthday of Sophie Scholl, the Instagram project by SWR and BR together with VICE brings the resistance fighter out of the history books and into the present on her Instagram account @ichbinsophiescholl

Play Suisse: 1 Year On

Pierre-Adrien Irlé, SRG SSR (Switzerland)

One year on after launching Play Suisse, Switzerland's regional player. What have we learned and what will we take with us for the coming years?

Your favorite video streams...from the comfort of your car

Anya Ernest, Exploration Lead, Polestar (Sweden)

& Johan Wahlberg, Head of Digital Partnerships, SVT (Sweden)

The collaboration between electric performance brand Polestar and public broadcaster Sveriges Television enables drivers to watch their favorite streams from the comfort of their car. Anya and Johan will discuss the project's expectations, learnings, and the importance of user data in creating added customer value.

13:30 SESSION 3: SHARP SHORTS

A sharp, focused, and insightful best practice session on different ways to innovate with digital content. Be it through social media, archives of days past, and even reviving an old format for a new audience.

Archive of the Future

Bregtje van der Haak, Documentary filmmaker, VPRO (The Netherlands)

A new audiovisual database of 555 episodes of the VPRO Backlight documentary series on future affairs, from 2002 - 2022. The AI-driven database is equipped with speech- text- and image recognition software and allows search for excerpts and even shots inside each episode.

GenPlayz

Irene Mahía Garcia, PLAYZ news editor, RTVE (Spain)

Connecting with Generation Z: How a new approach to an old format brought healthy debate to young audiences. A talk about the success of 'Gen Playz', a format that has become a reference for their generation.

How the BBC succeeds on TikTok

Dan Kelsall, Head of Social, BBC (UK)

An introduction to the BBC account on TikTok – our strategy and creative approach and some of the key learnings from our first 12 months on the platform.

14:10 SESSION 4: DATA IS BEAUTIFUL

Co-Hosts: Yasmina Al-Gannabi, Audience Development Manager and Social Media Security Officer, DW (Germany) & Wouter Quartier (EBU)

Data is everywhere these days. Even though it's at our fingertips, data remains elusive and hard to decipher. How do we find the beauty in data? How do we understand the story it's trying to tell us and discover the insights needed to improve our approach? In this session, we'll learn how to look at the big data picture, compare data coming from 3rd party platforms, and finally uncover the fun in the data.

How I Learned to Stop Worrying and Love the Data

Rob Smith, Managing Director, The Pudding (USA)

Data has a bad reputation. Many of us fear its arrival, worried it'll wreak havoc on our work. But what happens if we start treating it like the life of the party? Rob Smith, Managing Director of The Pudding, will offer his take on how to make data less frightening and more fun.

Data, if only all of us spoke the same language

Jeroen Verspeek, Head of Audience Measurement, BBC (UK)

& Kristian Tolonen, Head of Audience Research, NRK (Norway)

Data. There's a lot of it and not enough of it at the same time. We work in complex organisations, with complicated content and distribution strategies. We need to have a data strategy that is fit for purpose. Not too complicated, but not too simple either. And unique, as the mission of a public service company is. What should it all include?

TikTok vs. Instagram Reels: What's the Difference?

Yasmina Al-Gannabi, Audience Development Manager and Social Media Security Officer, DW (Germany)

& Johanna Rüdiger, Head of Social Media Strategy, Culture & Lifestyle, DW (Germany)

Why it's easier to go viral on TikTok than on Instagram, but harder to maintain reach. And how looking at data can help you do both. Yasmina Al-Gannabi and Johanna Rüdiger, Deutsche Welle, will share their recipe to go viral it with you.