

The EBU logo consists of the letters 'EBU' in a bold, white, sans-serif font. The background of the entire slide is a complex, low-poly geometric pattern in shades of purple, magenta, and blue.

OPERATING EUROVISION AND EURORADIO

DIGITAL MEDIA DAY

PROGRAMME OVERVIEW

9 DECEMBER 2021

AGENDA – TIMINGS IN CET

10:00 WELCOME
Jean Philip De Tender (EBU)

10:10 WHY ARE WE HERE?
Wouter Quartier (EBU)

10:15 SESSION 1: THE BIG TRENDS PICTURE
Co-Hosts: Mika Rahkonen (Yle) & Wouter Quartier (EBU)

WHAT IS HAPPENING HERE?
Annika Ruoronen (Yle)

THE ASIAN DIGITAL TRENDS SNAPSHOT
Hamdhoun Rashad (Asia-Pacific Broadcasting Union - ABU)

INTO THE METAVERSE
Emma Chiu (Wunderman Thompson Intelligence)

Coffee break

11:30 SESSION 2: A PLATFORM FOR PLATFORMS
Co-Hosts: Johan Wahlberg (SVT) & Grace Zakka (EBU)

ICH BIN SOPHIE SCHOLL
Anke Mueller (Instagram), Lydia Lieperts (BR), Katja Siegel (Vice)

PLAY SUISSE: 1 YEAR ON
Pierre-Adrien Irlé (SRG SSR)

VIDEO IN THE CAR
Johan Wahlberg (SVT) & Anya Ernest (Polestar)

Lunch break

13:30 SESSION 3: SHARP SHORTS

ARCHIVE OF THE FUTURE
Bregtje van der Haak (VPRO)

GENPLAYZ
Irene Mahía Garcia (RTVE)

SUCCEEDING ON TIKTOK
Dan Kelsall (BBC)

Coffee break

14:10 DATA IS BEAUTIFUL
Co-Hosts: Yasmina Al-Gannabi (DW) & Wouter Quartier (EBU)

HOW I LEARNED TO STOP WORRYING AND LOVE THE DATA
Rob Smith (The Pudding)

DATA, IF ONLY ALL OF US SPOKE THE SAME LANGUAGE
Jeroen Verspeek (BBC) & Kristian Tolonen (NRK)

INSTAGRAM REELS VS TIKTOK?
Yasmina Al-Gannabi & Johanna Rüdiger (DW)

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EBU

OPERATING EUROVISION AND EURORADIO

NEW RADIO DAY

10 DECEMBER 2021

EBU MEMBERS ONLY

AGENDA – TIMINGS IN CET

Version 2 | Digital Media x New Radio Days | Online edition

10:00 WELCOME

Michael Reichert (EBU New Radio Group)
Edita Kudlacova (EBU)

10:05 IN CONVERSATION WITH

Eric Nuzum (Magnificent Noise)

10:15 SESSION 1: WHAT ARE THE STRATEGIES FOR AUDIO PLATFORMS?

Co-Hosts: Tomas Granryd (Swedish Radio) & Elsa Comby (Radio France)

THE EBU AUDIO-ON-DEMAND REPORT

Léa Besson (EBU)

NEW DIRECTIONS FOR PSM PLATFORMS

Barbara Vid (HRT)
Ignacio Gómez (RTVE)
Amar Amratia (BBC Sounds)

UPDATES WITH THIRD-PARTY AUDIO PLATFORMS

Alastair Ferrans (Spotify)
Carsta Maria Mueller (Meta)

Coffee break

11:30 SESSION 2: EVOLUTION OF RADIO IN CARS

Host: Elisha Sessions (EBU Connected Cars and Devices)

PROJECT SHOWCASE

Aleksandra Gojkovic (BBC)
Matthieu Beauval & Justine Gheeraert (Radio France)
Christian Hufnagel (SWR)
Chloe Brice (ABC)

Lunch break

13:00 SESSION 3: HOW IS AUDIO INNOVATING?

Co-Hosts: Ute Hoelzl (ORF) & Grace Zakka (EBU)

NRK AUDIENCE INTERACTION IN DIGITAL SPACE

Marit Rosnes (NRK)

BBC ADAPTIVE PODCASTING

Ian Forrester (BBC)

ORF MUSIKPROTOKOLL DYNAMIC STREAMING

Frank Zimmer (ORF)

BR DRIVE BY BAYERN

Martin Zöller & Florian Thoma (BR)