

EBU CONNECT 2022

THE PSM MARKETING JOURNEY

Friday 7 October
9:00-16:40
Room Léman (-1 Floor)

09:00 *Chat over coffee*

09:30 WELCOME TO EBU CONNECT 2022

Sinclair Godon, On air/Video Content Art Director and 2022 conference host,
France Télévisions
Vitold Grand'henry, Positioning, Research & Image manager, Chairman of the EBU
Connect Steering group, RTBF

AM

LOOKING AHEAD

09:35 OPENING KEYNOTE

Europe in 2022 – An insight into key political, media and audience trends from across Europe

These will provide a context for the rest of the day and bring to life the evolving audience beliefs and behaviours that will create opportunities and challenges for Public Service Media in the future.

Kelly Beaver, Chief Executive, Ipsos UK and Ireland

10:05 WHO IS GENERATION ALPHA?

How to understand changing audience behaviour

Who is Generation Alpha? How can we imagine Alphas in their future everyday lives? Get to know the future personas WDR have developed - Alice, Baram and Leonie - and experience a day in their lives in the year 2035.

Discuss with us what can already be deduced from this for media companies and their marketing departments.

Alexander Nieschwietz, Innovation Manager, WDR

Vanessa Beule, Innovation manager, Researcher and Format Developer, WDR

Short Q&A moderated by James Holden, Director of Marketing & Audiences, BBC Nations

ADAPTATION (1/2)

10:40 ARD-ZUKUNFTSDIALOG

How PSM are evolving according to people's concerns

How do people in Germany perceive ARD? What are their expectations? What do they want from ARD in the future? In order to get answers to these questions, ARD started the Future Dialogue in spring 2021. Citizens in Germany had the opportunity to get involved in the discussion about the future of ARD.

Michael Worringer, Project Manager, ARD-Zukunftsdialog, WDR

11:00 PSM DIGITAL MARKETING STRATEGY

How to transform a marketing department to be fit for the future

What challenges does a marketing department in a public service media company face in its digital transformation and how to deal with these challenges?

Hannu Haapasalo, Head of Marketing, Yle

Short Q&A moderated by Vitold Grand'henry, Positioning, Research & Image manager, RTBF and Daragh Hennessy, Senior Brand Strategy Manager, RTE

11:25 *Coffee break*

ADAPTATION (2/2)

11:45 VOD PLAYER: PAN-EUROPEAN OVERVIEW

How to see where your VOD player is compared to others

Based on previously released reports, the MIS unit will present an overview of public service media (PSM) video on-demand (VOD) platforms from a Marketing perspective by looking at:

- Members' VOD strategies and organizational structures
- The offer and features of PSM VOD platforms
- Performances of PSM platforms compared with the global VOD platforms

Léa Besson, Senior Media Analyst, EBU MIS

11:55 BOOSTING YLE AREENA

How does Yle boost the No. 1 streaming service and digital brand in Finland

Juhana will highlight the tools and strategy used in promoting growth of Yle Areena and will share some key learnings and plans on how to tackle their international competition in the future.

Juhana Säilynoja, Growth Strategist & Marketing Business Partner, Yle

12:15 MENTAL AVAILABILITY – THE WAY FORWARD

Audience acquisition challenges and how to overcome them

Christer's presentation will tackle nature laws in an ever-changing world, as well as trying to find out why they (the audience) don't act the way we want them to.

Christer Mellstrand, Marketing Director, SVT

Short Q&A moderated by Wim Möllmann, Brand Manager & Head of Media Planning, SRF and Lene Klev, Head of Media planning and Content, NRK

12:45 *Lunch (EBU Cafeteria)*

13:45 WELCOME BACK

Sinclair Godon, Video Content Ad and 2022 conference host, France Télévisions

2022 EBU CONNECT AWARDS

Presented by the 2022 Connect Awards Group

Kristel Maran, Head of Training and HR Development/Advisor to the Board, ERR

Michael Worringen, Project Manager ARD-Zukunftsdialo, WDR

Wim Möllmann, Brand Manager and Head of Media Planning, SRF

IMPACT, TEAMS & CREATIVITY**14:00 RETOOLING THE BBC – DESIGNING FOR A DIGITAL FUTURE****How to rebrand your organization for a digital future**

How the UK's PSB created unity in a world of fragmentation by embracing a new digital-first design system.

Jane Callingham, Director, BBC Brand and Brand Marketing

Laurence Honderick, Head of Design, BBC Creative

14:20 AI SUPER POWERS**Hype or Opportunity? How AI will reshape media and media companies - and how to ride it, not fight it!**

Drawing on their experience of delivering audio and video-based AI solutions across both commercial brands and public service media, MediaCatch will awaken your inner futurist and offer thought-provoking perspectives on what AI will do to the media industry – and how you might exploit the creative business potential offered by this pivotal 4th industrial revolution technology. Mixing own cases with best practice examples, Cæcilie and Carsten will offer actionable insights into:

- Why you should embrace AI and start experimenting today
- What experiments might look like, with examples from the media industry
- How to spot areas/processes ripe for AI innovation in your organization

Carsten Lakner, Chief Commercial Officer & Partner, Media Catch

Cæcilie Bach Kjærulf, Chief Data Officer & Co-founder, Media Catch

14:40 NRK VS SPOTIFY**How NRK won listeners back from third-party distributors**

Changing people's hard-wired listening habits does not happen by itself. That's why NRK tested last year a new way to collaborate and join forces across department silos. The goal of the campaign was to bring two new podcasts to the top of the podcast lists in Norway, with distribution and marketing entirely on their own media platforms. NRK will present this collaborative project that aimed to attract audiences NRK Radio podcasts.

Christine Viland, Head of Marketing and Communications, NRK

Short Q&A moderated by Michael Worringen, Project Manager ARD-Zukunftsdialo, WDR and Teija Korkeamaa, Executive Producer, Advertising media & Operations, Yle Marketing

15:15 *Coffee break*

BITESIZE

15:45 RTBF IXPE: A GAMING MEDIA FOR A GAMING AUDIENCE WHO DOESN'T LIKE THE CONCEPT OF MEDIA

Financial reports show that consumers worldwide already spend more on gaming than media and movies, which is why RTBF launched a gamers-dedicated digital media. This experience has provided some disruptive learnings: a disruptive way to imagine a media, a disruptive way to practice marketing, and, above all, a disruptive way of thinking, which has had a positive impact on the whole company.

Greg Carette, Video Game and eSport Expert, RTBF

15:55 ARD'S AND ZDF'S «FUNK» PLATFORM

Finding and growing talent on social media for a public radio station. With social media, the personal brands of a media company become even more important. In this session, Stefan will show how they find talent on social media, what they do to enhance the talent brand and how they make inroads into ARD and ZDF to create long-lasting relationships between creators and the public broadcasting in Germany.

Stefan Spiegel, Head of Content, "funk", ARD/ZDF

16:05 18M = 2X, HOW TO DOUBLE YOUR DIGITAL AUDIENCE IN 18 MONTHS

France Televisions' executive committee urged the creative teams to boost its streaming service brand recognition, content and traffic. France TV being both the corporate brand's name as well as the streaming platforms name, the latter had to get its own logo design. Then, a new linear promo system had to be designed so as to integrate the new logo and push digital content at the same level as classic linear content.

Sinclair Godon, On air/Video Content Art Director, France Télévisions

16:15 #LITHUANIAGOESYELLOW

How the Eurovision Song Contest 2021 helped LRT to demonstrate unity in times of tension and polarization during the pandemic. Hundreds of people and organizations from various walks of life joined the Yellow Wave initiative to support Lithuania's representatives.

Justina Vaitkevičiūtė, Head of Marketing and Public Relations, LRT

Short Q&A moderated by Kristel Maran, Head of Training & HR Development/Advisor to the Board, ERR and Lene Klev, Head of Media planning and Content, NRK

16:35 WRAP UP AND CLOSING

Sinclair Godon, On air/Video Content Art Director and 2022 conference host, France Télévisions

Vitold Grand'henry, Positioning, research & image manager, Chairman of the EBU Connect Steering group, RTBF

2022 SPEAKERS



Kelly Beaver, Chief Executive, Ipsos UK and Ireland

Kelly has been with Ipsos for over a decade and was previously Managing Director of Ipsos's UK Public Affairs division which supports government clients to monitor and understand public opinion, behaviours and societal trends, design public services and policies, and to determine what works in achieving social and economic policy objectives.

Prior to joining Ipsos, Kelly held roles across various consultancies including PwC and KPMG and specialised in public policy evaluation.

Kelly holds several honorary positions external to Ipsos in academia and charities. She is passionate about the use of evidence in decision-making and her roles outside of Ipsos enable her to make a wider contribution to the social sciences discipline in promoting its use. She currently sits on the Advisory Panel for the Resolution Foundation's 'Economy 2030 Inquiry'.



Sinclair Godon, On air/Video Content Art Director and 2022 conference host, France Télévisions

After applied arts studies at Ecole Boule in Paris, Sinclair spent several years in music production as junior A&R for indie label Record Makers (Sebastien Tellier, Kavinsky, Air ...). He then joined France Télévisions as assistant art director for France 5 where I went through many on air branding and communication projects. Since 2016 Sinclair joined group France Televisions' marketing and communication team with whom he has conducted several major rebrands (news brands, group's brand architecture, sports and digital).



Alexander Nieschwietz, Innovation Manager, WDR

Alexander works as innovation manager and is responsible for WDR's Trend Res programme. There he is researching the future of radio, news and social media 1 WDR's management. After years as an editor at 1LIVE, Germany's most listened radio-station with young listener, Alexander focused on project and innovation management. Leading projects regarding tomorrow's Generation Alpha-ready workplace design and their content- and media-usage.



Vanessa Beule, Innovation manager, Researcher and Format developer, WDR

Vanessa is an innovation manager, researcher and format developer. In her research she has been investigating broadcasting innovations since 2016, including for example the user acceptance of personalization algorithms in public radio. Since 2018, she has been working for digital formats at Westdeutscher Rundfunk. In fall 2020, she started as Innovation Manager at the WDR Innovation Hub, where she is responsible for the innovation projects Generation Alpha and the WDR In-Game Concert.



Michael Worrigen, Project Manager ARD-Zukunftsdialog, WDR

Michael Worrigen is working for WDR Audience's Service as Head of Dialogue and Visitor's Service.

From 2009 to 2019, Michael was Head of On Air Promotion and Programme Design for WDR Fernsehen.

From 2019/21, he acted as Head of Campaigning and Events for ARD Communications.

Since 2021, Michael is Project Manager for ARD-Zukunftsdialog.



Hannu Haapasalo, Head of Marketing, Yle

Hannu's whole professional career has revolved around digital content production, digital distribution and digital marketing. In 2020 he was handed the opportunity to lead Yle's marketing department to a new, more digital age.



Léa Besson, Senior Media Analyst, EBU MIS

Léa Besson has been a Senior Media Analyst in the EBU's Media Intelligence Service since 2019. Her work focuses on research in the digital area such as media consumption trends and EBU Members' online services. Léa holds a Master degree in Marketing and 10 years of experience in media research including roles in research companies, ad sales house and FMCG company.



Juhana Säilynoja, Growth Strategist & Marketing Business Partner, Yle

Juhana Säilynoja has been working with Yle's digital brands for almost a decade with focus on customer's journey through the platforms. Right now he works as a Growth Strategist for the two main services of Yle.



Christer Mellstrand, Marketing Director, SVT

Christer is a Business-driven leader with more than 25 years of experience in Marketing, transformation work and Management.

He's marketing director at SVT since 2015 and a Marathon runner with a big passion for popular culture and football.



Jane Callingham, Director, BBC Brand and Brand Marketing

Jane started her career in advertising and brand consultancy before moving into broadcast media. She is currently Director - BBC Brand, responsible for; shaping and implementing the BBC's brand strategy, brand identity, brand guardianship and all pan-BBC marketing activity.



Laurence Honderick, Head of Design, BBC Creative

After studying fine art, Laurence began his career as a tech startup cofounder in Silicon Valley, graduating from YCombinator and moving to London as one of the early settlers of Silicon Roundabout before pivoting to his favourite corner of the marketing world: broadcast design. He has worked primarily within this field for the last fifteen years, most recently joining BBC Creative as Head of Design in 2017. Here he oversees the expression of BBC strategy through design, leading a team who produce world-class identity and promotions projects at every scale.



Carsten Lakner, Chief Commercial Officer & Partner, Media Catch

Carsten has spent 25 years as an innovator and marketing exec in big media companies like Disney, TimeWarner, MTG, Discovery and DR. As a CCO and partner in MediaCatch, he is in charge of taking all our tech tools to market and ensuring they help an increasing number of businesses drive change through actionable insights, as well as keeping our business at the forefront of developments within the media space such as the metaverse, Web3 and blockchain. He is also currently finishing up an MBA in innovation and digital transformation.



Cæcilie Bach Kjærulf, Chief Data Officer & Co-founder, Media Catch

Cæcilie loves numbers and coding. She has a master's degree from DTU in digital media technology specialized in data science. Over the last 7 years, she has worked with broadcasters and blue chip companies to help them become data driven, create prediction models and segment analysis and unearth insights using visualization and storytelling. As a CDO and co-founder of MediaCatch, Cæcilie's profound skillset works magic with numbers.



Christine Viland, Head of Marketing and Communications, NRK

Christine Viland started her career as a journalist and editor in local radio more than twenty years ago and has since worked as a communications consultant for various national and international businesses and organizations. She has served as Head of Communications at Nordic Choice Hotels and Microsoft Norway and is now Head of Marketing and Communications at Norway's public broadcaster, NRK.



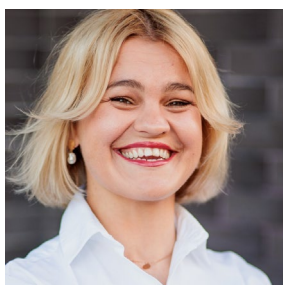
Greg Carette, Video games and eSports Expert, RTBF

Former RTBF radio operator and host, Greg Carette was involved in the launch of Tarmac, RTBF's first full digital media dedicated to urban cultures for young people. Deeply involved in video games culture and eSports, he has been developing contents for RTBF closely or indirectly linked to the "Geek" culture. In October 2021, as video games and esports expert of content department of RTBF, he proposed and launched the project RTBF iXPé, a bright new experience for the company. He's also busy evangelizing the culture of streaming, day after day.



Stefan Spiegel, Head of Content, funk, ARD/ZDF

As Head of Content, Stefan responsible for the ARD-content that is produced for funk – the content network of ARD and ZDF that targets 14-29-years old. Currently funk publishes over 60 formats on platforms such as YouTube, TikTok, Instagram and Spotify. Stefan started his career as a trainee at the NDR. He has previously worked as a format developer for funk and built up the content strategy team for the ARD Mediathek.



Justina Vaitkevičiūtė, Head of Marketing and Public Relations, LRT

Justina joined the LRT team in 2019 after ten years on the agency side. There she has managed accounts of the biggest clients from various sectors - from finances to telco and fashion. In LRT she is responsible for brand strategy and development, integrated communication campaigns, and various corporate communication projects.

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