AGENDA – 6 OCTOBER 2022

08:30: Badge pick-up open

09:00: Welcome Coffee, Foyer

09:30: Start of Digital Media Day

Welcome from DMD hosts: Wouter Quartier & Grace Zakka (EBU)

09:45 – 11:00 / SESSION 1: THE FUTURE IS…DIGITAL

09:45 – 10:10 If it doesn't exist online, it doesn't exist

Akwasi Ansah, Creative Director, NPO ZWART, Netherlands

A new way how to talk about PSM. What if you were able to build a PSM right now in 2022? What would be your story? What would be your mission? Who would you include on your mission? Where would you start? And most importantly, why would you do this?
How an ordinary yet personal story of Akwasi became an extraordinary Dutch story in the Netherlands.

10:10 – 10:35 How public service media (PSM) can reach and engage the next generation of digital audiences

Adam Woodgate, Senior Vice President, Media Insights, Dubit Trends, United Kingdom

The session will focus on where PSMs currently reach children and teens, how PSMs can leverage its own and third-party platforms to maximises young audiences. Identify distribution strategies for your own IP, optimising the marketing plan for brand promotion and messaging. Discover the opportunity for PSM and the Metaverse

10:35 – 11:00 Analysis: Why the %$*@ should we care?

Sarah Burbedge, Head of Change, BBC, United Kingdom

With Akwasi Ansah, Adam Woodgate, and Wouter Quartier

11:00 – 11:30 / COFFEE BREAK

11:35 – 12:35 / SESSION 2: THE FUTURE IS…OWN PLATFORMS

11:45 – 12:05 VRT goes radically digital: VRT MAX

Ruth Degraeve, Manager VRT Max, VRT, Belgium

Combining audio and video, a personalized and multiplatform offer to all its users (even the youngest ones) and telling the most beautiful stories from Flanders and abroad, VRT MAX made its entrance in the reshaped digital portfolio of VRT. Get ready for a deep dive in VRT's sharpened strategy and how VRT MAX is playing its roll nowadays. We are happy to share our successes and our challenges along the way in a complex (local) media landscape. Because the streaming party never stops.

12:05 – 12:25 Boosting own platforms: Future multi-app setup for kids apps

Maria Rosengren Kennet, DR, Denmark

Maria has turned DR's digital products for children upside down. Instead of offering big portal brand apps, DR now makes digital products that are purely based on the children's media use and user needs. A journey that requires constant focus and adaptation, as children are digital first movers.

12:35 – 14:00 / LUNCH BREAK

14:00 – 14:55 / SESSION 3: THE FUTURE IS…BIG TECH

14:05 – 14:25 "Consciously uncoupling": NRK's relationship with social media

Laurie MacGregor, Head of Social, NRK, Norway

To survive, NRK believes we need a strong proprietary platform that our audience uses and trusts. And to do that, we need to reduce our dependency on third parties. In "Consciously uncoupling" Laurie MacGregor explains how we're doing just that.

14:25 – 14:45 Real Talk: Reach, Revenue & Audience Experience — a balancing act

Riyaad Minty, Director of Business & Audiences, TRT, Turkey

10 billion views (and counting) on our hit show?

Putting our audience first means we need to acknowledge the role big tech plays in their daily routine. How do we as PSM create a virtuous cycle between how we use social platforms to create a compelling experience for our audience and funnel them into our own platforms.

15:00 – 15:50 / SESSION 4: THE FUTURE IS…METAVERSE

15:05 – 15:20 EuRoblox: VRT + Yle + DR + you?

Gregg Young, VRT Innovation, VRT, Belgium

Children are more and more active in online worlds on different social platforms. Most of these platforms are owned by big private companies outside of Europe. Roblox is one of these platforms but is much more open than other MMOs (massively multiplayer online game). It is one of the most popular platforms. What role can an EU public broadcaster play in a MMO game/proto-metaverse to reach out to European kids?

15:20 – 15:40 Munchen '72: Remembering tragic events using VR

Matthias Leitner, Eva Deinert, and Annick Buhr, BR, Germany

The 1972 Olympic Games in Munich. The games were supposed to be cheerful. But on the 11th day, Palestinian terrorists take members of the Israeli team hostage. The police attempt to free the prisoners fails and ends in disaster. This walk-through documentary traces what happened 50 years ago in virtual reality.

15:50 – 16:20 / COFFEE BREAK

16:25 – 16:55 / SESSION 5: THE FUTURE IS…COMMUNITIES

16:25 – 16:40 Gaming to give

Phil Rich, Distribution Manager, BBC, United Kingdom

An overview of 'Gaming to Give', a new and innovative project from the BBC's corporate charity Children in Need which seeks to use gaming to entertain, inform about charity initiatives and - most importantly - fundraise for disadvantaged kids in the UK

16:40 – 16:55 Activating communities through micro-distribution

Elan Iâl Jones, S4C Wales, United Kingdom

Activating communities through micro-distribution: Lessons learned from S4C's social media distribution strategy using partnerships, micro-targeting and paid social to reach small communities with highly relevant content.

17:00 – 17:35 / SESSION 6: THE FUTURE IS…BUILDING BRIDGES

17:00 – 17:35 Fireside chat with TikTok

Yannis Ioannidis, Head of Global IP Rights, TikTok/ByteDance

How can TikTok and public service media come closer together; From Eurovision to popular trends to leveraging the PSM's archives to reach new audiences.

17:35 – 18:00 / THE FUTURE IS...? CONCLUSIONS AND WRAP UP

18:00 / END OF DIGITAL MEDIA DAY 2022

GET TO KNOW THE DIGITAL MEDIA DAY SPEAKERS

Akwasi Ansah, Creative Director, NPO ZWART, Netherlands

Akwasi is a Dutch storyteller, creative visionary, poet, rapper, musician, and creative director of the newfound public broadcaster Omroep ZWART. He chooses words to inspire, fascinate and stimulate the hues of our contemporary thinking – to lead a new generation of thinkers, towards an understanding of how freedom of speech combined with creative talent, can move the masses.

Follow on LinkedIn

Adam Woodgate, Senior Vice President, Media Insights, Dubit, United Kingdom

Adam has 30 years' experience across radio, television, print and digital; creating and producing content, and managing teams. He currently heads up Dubit Trends - the global kids media and tech tracker, first launched in 2015

Follow on LinkedIn

Sarah Burbedge, Head of Change, BBC, United Kingdom

A BBC TV and radio reporter and newsreader, turned live events producer, turned Head of Change, Sarah's career has followed a Bridget Jones to W1A trajectory. Currently part of the team focused on Future of Work for the BBC, she is Co-Founder of A Life More Extraordinary, a Trustee for mental health charity Soulscape and a Champion for 2-3 days.com. Passionate about people, content and change, she is a creative leader with a 'can do' attitude and a track record for getting stuff done whilst having plenty of fun along the way! In her other- equally rewarding and exhausting role as Mummy, Head of Fun and Exec Assistant to Oliver (7) and Gracie (5) and Ginny the spaniel (1)– Sarah is busy questing for the ultimate cocktail of sense of humour, wellbeing, and work-life balance/collision!

Follow on LinkedIn

Ruth Degraeve, Manager VRT Max, VRT, Belgium

Starting her career at VRT Radio in 2008, Ruth has been working at the public broadcaster (VRT) for 14 years now. With a broad range of experience in radio, television and digital content production, Ruth is nowadays head of the digital portfolio strategy at VRT and head of VRT MAX, the streaming platform of VRT. Previously, Ruth worked as a product manager for VRT NWS (the newsroom of VRT), radio producer for MNM and brand and commissioning manager at Canvas, the second television channel of VRT.

Follow on LinkedIn

Maria Rosengren Kennet, Product Manager, DR, Denmark

Maria is product manager for DR's children's apps, and loves working at the intersection between children and digital media. Children today are first movers on new trends and have high expectations to digital media. Therefore, DR must constantly be ahead and ambitious.

Follow on LinkedIn

Laurie MacGregor, Head of Social, NRK, Norway

Norwegian Brit, currently transitioning from the role of Head of Social to Elections Coordinator at NRK. Background from the BBC in Berlin, TV production in Kathmandu, NGO comms, politics and all things social and digital. Strategy and planning are my two favourite things.

Follow on LinkedIn

Riyaad Minty, Digital Platform Coordinator, TRT, Turkey

Riyaad Minty is the Director of Business & Audience for TRT's new upcoming digital platform. Riyaad moved to Istanbul in 2016 to join TRT, the public broadcaster of Türkiye, where he was responsible for the digital launches of the networks international news channels and lead the overall digital transformation of the TRT Network as the Director of Digital. Previously, Riyaad spent a decade at Al Jazeera (Doha/San Francisco) where he was the founder of AJ+, one of the world's largest news outlets for the digital generation. Riyaad is the current chairperson of the ABU Digital Working Group Committee.

Annick Buhr, 3D Artist, Animator and Art Director, BR, Germany

Annick Buhr is an award-winning 3D Artist, animator and art director, based in Munich, Germany.
She loves telling stories through the combination of characters, animation and colors.
Her work can be found on her website and her Instagram.

Follow on LinkedIn

Eva Deinert, Journalist and Project Manager, BR, Germany

Eva Deinert is a digital journalist and innovation manager at Bayerischer Rundfunk (BR), Bavaria's public broadcasting service. She is responsible for digital projects and develops format ideas on new platforms. She's specialized in digital story telling.

Follow on LinkedIn

Matthias Leitner, Digital Storyteller - Author – Director, BR, Germany

I am a digital storyteller, UX designer and scrum master. I develop content and impact strategies. For BR I realize programme innovations such as the messenger project #icheisner or the Social VR-Experience "Munich 72". His website. **Follow on LinkedIn**

Gregg Young, VRT Innovation, VRT, Belgium

Experienced Project Manager and Creative Producer with a demonstrated history of working in the motion pictures and television industry. Skilled researcher and product owner in immersive media projects. Startup collaborator boosting media technology at VRT Innovation.

Follow on LinkedIn

Phil Rich, Distribution Manager, BBC

I build strategic partnerships with companies across the technology and gaming industry with the objective of getting BBC content out there to our audience and innovating with new ways of telling stories.

Follow on LinkedIn

Elan lâl Jones, Social Media Executive, S4C Wales, United Kingdom

On a mission to make ads feel less like ads. Working on delivering bold, relevant and memorable social media ads for our brand and programmes.

Follow on LinkedIn

Yannis Ioannidis, Head of Global IP Rights, TikTok/ByteDance

I lead a team working with major audiovisual rights holders with scaled rights management needs (film studios, TV broadcasters, sports orgs, etc.) to help them identify and manage their IP on TikTok through our copyright enterprise products. **Follow on LinkedIn**

Wouter Quartier, Head of Digital, Transformation, and Platforms, EBU, Switzerland. Email & LinkedIn

& **Grace Zakka,** Senior Project Manager, Media Digital Unit, EBU, Switzerland. Email and LinkedIn

LEARN MORE ABOUT OUR TRANSFORMATION SERVICES

Transformation is not just about digitizing how content is made and delivered to audiences; it means rethinking how work gets done, how data drives decisions, and how people are organized to create a culture of continuous learning, growth and improvement. In short, it means aligning your organization with the future of work.

Digital is simply the world we live in.

Our services involve bringing EBU experts and PSM peers to work directly on your transformation strategy.

The model incorporates a review of the operational, technological, organizational and cultural status of the organization based on the DTI Enablers Framework developed by the EBU.

Our services are delivered under the banner of the Digital Transformation Initiative, but involve experts from right across the EBU.

Both the Peer-to-Peer and the Agile Review provide Members with expert analysis of their transformational status. The process considers both the strategy and the levers for change.

There is an additional fee to access the services, which are delivered on a cost-sharing, user-pay basis on a sliding scale according to Member tiers.

Read some of the most recent Peer reviews:

- **Digital Transformation Peer Review: Ellinikí Radiofonía Tileórasi (ERT)**
- **Digital Transformation Agile Review: Defining Digital Transformation For Radio 100,7**
- **Digital Transformation Agile Review: Scaling Digital at Georgian Public Broadcaster**

Contacts:

Sasha Scott, Head of Transformation Services, email & LinkedIn

Enrica Damini, Project Specialist, Digital Transformation, email & LinkedIn

DISCOVER THE MOST RECENT MIS REPORTS

Our Media Intelligence team identifies issues that impact public service media (PSM) and provide our Members with reliable data, trustworthy analysis and relevant arguments to build their case.

[Learn more about the team.](#)

We've handpicked some recent publications that we think you'll find relevant:

- **Audio in Cars** (2022) Discover in-car listening habits and trends for radio and other audio sources
- **Introducing the Metaverse** (2022) A short report introducing the concept of Metaverse; see who the main players are and peek at the public's view on this innovative platform.
- **Company Profiles: Tech and Media Giants** (2022) Key benchmark data and company profiles of on ten global conglomerates active in the fields of traditional and online media, including Apple, Netflix, Spotify and more...
- **Digital Media Consumption Trends** (2022) Discover media-related behaviour above and beyond traditional TV viewing and radio listening, with a strong focus on online consumption.
- **How Public Service Media Use Social Media** (2022) Explore how EBU Members make use of social media.
- **Public Service Media Audio-on-Demand Landscape** (2021) Learn all about public service media's audio on-demand offers, organizational structures, strategies and prospects. The report also comes with 16 detailed profiles of PSM AOD platforms.
- **The Power of Sign-In** (2021) An analysis of general sign-in trends, highlighting user behaviour and needs and focusing on PSM use of the sign-in feature.
- **Public Service Media VOD Landscape** (2020) An overview of public service media (PSM) VOD platforms featuring Members' content strategy, product and innovation, organizational structure, as well as their growth and evolution

UPCOMING EBU EVENTS

Demystifying Web3.0, Metaverse, XR and NFTs There are many confusing terms for the Metaverse, WEB3.0, XR, and NFTs. This workshop will clarify the topics from a Public Service Media point of view, with the goal to develop a common understanding and potential concrete activities between EBU Members. **From EBU Technology & Innovation; 13 October 2022**

TikTok and Sport This e-Master Class explores new forms of storytelling by clarifying the language of TikTok and how to apply it to sports to create compelling content. **From EBU Academy; 11-13 October 2022**

How to Create Impactful News Formats to Engage Gen Z Audiences In this e-Master Class, Mark Egan and Justin Kings will deconstruct and review the various elements that make a news format successful - for example is it picture-based or emotion-led – and how this affects the relevance and engagement. Following this, you will be challenged to create a news format flexible enough to work across multiple platforms and which appeals to a Gen Z audience. **From EBU Academy; 7-10 November 2022**

TikTok and News The EBU Academy's e-Master Class on TikTok and News is now in its seventh edition and it shares a full framework of tips and drawn lessons from the community of journalists working to tell stories in creative new ways using the platform. Their learnings feed into our class and in this edition, we welcome guest speakers from ORF who are working on the platform. **From EBU Academy; 15-17 November 2022**