

# EBU CONNECT

## FRIDAY 7 OCTOBER

Room Léman  
EBU offices, Geneva

### Thursday 6 October from 18:15

Networking drinks & EBU  
Connect Awards Ceremony  
*Announcement of the 2022 Awards winners*

Chat Over Coffee / 09:00  
Start time / 09:30

AM coffee break / 11:25

Lunch / 12:45

PM coffee break / 15:15

End time / 16:40

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*Update 05.10.2022  
Timings may be subject to change*

09:30 WELCOME

### 09:35 LOOKING AHEAD

Opening Keynote

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

Kelly Beaver, Chief Executive, Ipsos UK and Ireland

Who is the Generation Alpha?

How to understand changing audience behaviour

Alexander Nieschwietz, Innovation manager, WDR

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

### 10:40 ADAPTATION

ARD-Zukunftsdialog

How PSM are evolving according to people's concerns

Michael Worringen, Project Manager, ARD-Zukunftsdialog

PSM Digital Marketing Strategy

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

Hannu Haapasalo, Head of Marketing, Yle

VOD Player: Pan european overview

How to see where your VOD player is compared to others

Léa Besson, Media Analyst, EBU MIS

Boosting Yle Areena

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

Juhana Säilynoja, Growth Strategist & Marketing Business Partner, Yle

Mental availability – the way forward

Audience acquisition challenges and how to overcome them

Christer Mellstrand, Marketing Director, SVT

13:45 WELCOME BACK

### 14:00 IMPACT, TEAMS & CREATIVITY

Retooling the BBC – designing 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

AI Super Powers

Hype or Opportunity? How AI will reshape media and media companies - and how to ride it, not fight it!

Carsten Lakner, Chief Commercial Officer & Partner, Media Catch  
Cécilie Bach Kjærulf, Chief Data Officer & co-founder, Media Catch

NRK vs Spotify

How NRK won listeners back from third-party distributors

Christine Viland, Head of Marketing and Communications, NRK

### 15:45 BITESIZE SESSIONS

RTBF Ixpe: a gaming media for a gaming audience who doesn't like the concept of media

Greg Carrette, Video Game and eSport Expert, RTBF

ARD's and ZDF's «funk» platform

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

18M = 2X, how to double your digital audience in 18 months

Sinclair Godon, Video Content Ad, France Télévisions

#LithuaniaGoesYellow

Justina Vaitkevičiūtė, Head of Marketing and Public Relations, LRT

16:40 END OF THE CONFERENCE