

# DIGITAL MEDIA DAY

Thursday 6 October

EBU Offices, Geneva, Switzerland  
Room Leman (-1)

Badge pick-up: as of 08.30

Chat over Coffee: 09:00

Start time: 09:30

End time: 18:00

*Timings in CET and subject to adjustments*

## 09:30 | WELCOME

### 09:45-11:00 | THE FUTURE IS...DIGITAL

#### If it doesn't exist online, it doesn't exist

*Akwasi Ansah, NPO/OMROEP ZWART, The Netherlands*

#### How public service media (PSM) can reach and engage the next generation of digital audiences

*Adam Woodgate, Dubit, United Kingdom*

#### Analysis: Why the %\$\*@ should we care?

*Sarah Burbedge, BBC, United Kingdom*

## 11:00 – 11:30 | COFFEE BREAK

### 11:35 – 12:35 | THE FUTURE IS...OWN PLATFORMS

#### VRT goes radically digital: VRT MAX

*Ruth Degraeve, VRT, Belgium*

#### Boosting own platforms: Future multi-app setup for kids apps

*Maria Rosengren Kennet, DR, Denmark*

## 12:35 – 14:00 | LUNCH BREAK

### 14:00 – 14:55 | THE FUTURE IS...BIG TECH

#### “Consciously uncoupling”: NRK’s relationship w ith social media

*Laurie MacGregor, NRK, Norway*

#### Real Talk: Reach, revenue & audience experience — a balancing act

*Riyaad Minty, TRT, Turkey*

### 15:00 – 15:50 | THE FUTURE IS...METAVERSE

#### EuRoblox: VRT + Yle + DR + you?

*Gregg Young, VRT, Belgium & Katrine GranholmMortensen, DR, Denmark*

#### Munich ‘72: Remembering tragic events using VR

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

## 15:50 – 16:20 | COFFEE BREAK

### 16:25 – 16:55 | THE FUTURE IS...COMMUNITIES

#### Gaming to give

*Phil Rich, BBC, United Kingdom*

#### Activating communities through micro-distribution

*Elan Iâl Jones, S4C Wales, United Kingdom*

## 17:00 – 17:35 | THE FUTURE IS...BUILDING BRIDGES

#### In conversation with TikTok

*Yannis Ioannidis, TikTok*

## 17:35 – 18:00 | THE FUTURE IS...?

#### Conclusions & Wrap up

## 18:00 | END OF DIGITAL MEDIA DAY