

MEDIA DAYS 2022

PROGRAMME

Geneva, Switzerland

WED 5 OCT

DAY 1

CREATIVE FORUM

*EBU Room Léman -
Montreux*

09:00 – 09:30
Chat over coffee

09:30 – 17:30
Conference

NEW RADIO DAY
*EBU – Room Léman -
Genève*

09:00 – 09:30
Welcome coffee

09:30 – 17:00
Conference

NETWORKING DRINKS
*Including Creative Forum Best
Formats Announcement
EBU Park*

17:45 – 20.30
For day 1 participants

THU 6 OCT

DAY 2

DIGITAL MEDIA DAY

EBU – Room Léman

09:00 – 09:30
Chat over coffee

09:30 – 18:00
Conference

NETWORKING DRINKS
*Including Connect Awards
EBU Park*

18:15 – 20.30
For day 2 and day 3 participants

FRI 7 OCT

DAY 3

CONNECT

EBU – Room Léman

09:00 – 09:30
Chat over coffee

09:30 – 16:35
Conference

EBU CREATIVE FORUM

Wednesday 5 October

EBU Room Léman (Montreux)
Geneva, Switzerland

Chat over Coffee: 9:00

Start time: 9:30

End time: 17:25

*Timings may be subject to change
Last update: 02 October 2022*

9.30 – 9.45 Welcome message

9.45 – 10.50 *Session 1*

- The Football Haters (DR – Denmark)
- Homo Universalis Ketnet (VRT - Belgium)
- Fight for the Futureking Throne (NHK – Japan)
- Are you Sure? (SVT – Sweden)

10.50 – 11.05 Coffee break in Léman Foyer

11.05 – 12.10 *Session 2*

- The Cycle Club (VPRO – Netherlands)
- Andaz (WDR – Germany)
- The Naked Truth about Sex (VPRO – Netherlands)
- #CallRiadh (VRT – Belgium)

12.10 – 12.30 *Special Session with UA:PBC (Ukraine)*

12.30 – 14.00 Lunch break in EBU Cafeteria

14.00 – 15.20 *Session 3*

- Don't do this to the climate (NRK – Norway)
- Buris (LTV – Latvia)
- The Filter Bubble (SVT – Sweden)
- The Inheritance (NRK Norway)
- Art on the Brain (ABC – Australia)

15.20 – 15.50 Coffee break in Léman Foyer

15.50 – 17.25 *Session 4*

- The Connection (BNNVARA – Netherlands)
- The Ultimate Christmas Star (NRK Norway)
- Freeze the Fear (BBC – UK)
- Marika Carlsson is a Curious Deaf (SVT – Sweden)
- Sexy Hands (SVT – Sweden)

17.15 Voting and Closing remarks

17.25 End of the conference

17.45 – 20.30 Social event in the EBU park



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 with social media

Laurie MacGregor, NRK, Norway

Partnerships and transformation: TRT's distribution strategy

Riyad 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 & Wrapup

18:00 | END OF DIGITAL MEDIA DAY

EBU CONNECT

FRIDAY 7 OCTOBER

Room Léman
EBU offices, Geneva

Thursday 6 October from 18:15

Networking drinks & EBU
ConnectAwards 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 30.09.2022
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-Zukunftsdialo

How PSM are evolving according to people's concerns

Michael Worringen, Project Manager, ARD-Zukunftsdialo

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
Steffan Cummins, Multidisciplinary designer and Creative Director, Wolff Olins

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
Cæcilie 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 Carette, 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