



ESPORTS WORKSHOP

11-12 JUNE 2018
#EBUESPORTS

WORKSHOP

VENUE: Iso Paja, 7th floor
Radiokatu 3
00240 Helsinki

DAY 1 (for EBU Members only)

Time: 12.30-16.30

12.30 – 12.50 Welcome, introduction and *tour de table*

12.50 – 13.30 Setting the context: EBU and esports

How is EBU supporting its Members in the area of esports?

Madiana Asseraf, Head of EBU Media Strategy and Development, EBU

Overview of how public broadcasters are exploring esports

Lucas Guillermin, EBU Project Coordinator, EBU

Steps to creating a collective acquisition model for esports

Jerome Bermont, Head of Administration, EBU Sport

13.30 – 15.45 Inspiration from EBU Members

Whether starting out or looking to expand their esports-related content, EBU Members are capitalizing on existing technical and format-based expertise from more traditional forms of entertainment and sports coverage. During this session, EBU Member colleagues will discuss the ways in which they are exploring the field.

Includes coffee break at 14.30

Two years of RTP Arena - The state of esports in Portugal

Daniel de Sousa Rodrigues, Product manager, RTP

Bernardo Teixeira, Digital Sales manager. RTP

Ragnarok: Why unprofessional esports is great!

Hans Otto Bordvik, Producer, NRK

Tarjei Mo Batalden, Community Manager, NRK

First steps into esports

Tuyet Nguyen, Senior Product Manager, RTBF

Gregory Carette, Producer, RTBF

Why should we broadcast esports? Looking at esports from a public service point of view

Ola Gerhardsson, Project Leader, SVT

Tailoring esports to TV audiences

Juha Lahti, Producer, Yle

15.45 – 16.15 Group discussion

EBU members will discuss the challenges and opportunities they face when it comes to esports and share their best practices, giving rise to new opportunities to collaborate.

16.15 – 16.30 Conclusions and wrap-up

16.30 End of Day 1

18.30 Social tour and dinner cruise

M/S Victoria, Strömman Finland

Kauppatori, The Market Square, Kolera-pier. NR 6.

Cruise ends at the Market Square at 21:45



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DAY 2

Morning session: 09.30 – 12.15 (for EBU Members and external experts)

09.30 – 09.45 Welcome and introduction

09.45 – 12.45 Inspiration from esports industry experts

During this session, big names from the esports industry, from publishers to consultancy agencies, will talk about the challenges they are facing and their strategies for navigating one of the fastest-growing media markets of the 21st century.

Team manager and star commentator: a dive into the daily life of one of the most experienced players still involved in the scene

Joona "Natu" Leppänen, Esports commentator and analyst

Riot Games: opening doors to broadcast strategies

Alban Dechelotte, Head of Sponsorship & Business Development, Riot Games

DreamHack: products offer and broadcast overview

Richard Jakab, Director Content & Format Sales, DreamHack

Twitch: overview of the platform and its strategy

Christopher Mead, Senior Director of Partnerships, EMEA, Twitch

Solary esports team build-up: Korean Tour in March 2018

Iris Elbazis, President, WAT Social Club

Sébastien "Drijoka" Chenaf, Director General, WAT Social Club

ESL: how esports works for TV channels

Torsten Haux, VP Global Media Rights and esports TV, ESL

Includes coffee break at 11.15

12.00 – 12.15 Group discussion and wrap-up

12.15 – 13.30 Lunch break

Afternoon session: 13.00 – 16.00 (for EBU Members only)

13.30 – 16.00 Group exercise: understanding the needs of PSM and sharing best practices

Co-facilitated by EBU and WAT Social Club

During this exercise, EBU members will brainstorm ways of initiating or improving collaboration around esports activities.

16.00 End of the workshop