



ENCOUNTER OF (BIG) DATA JOURNALISTS
UNDER THE FRAME OF PRIX ITALIA 2017

30 SEPTEMBER 2017
MILAN

AGENDA FOR THE 1ST ENCOUNTER

SATURDAY 30 SEPTEMBER (9.30 – 16.30)

Venue: Prix Italia Festival (via Mercanti, 2), Meeting room C

9.30 – 9.45 WELCOME & INTRODUCTIONS

9.45 – 13.00 SESSION I: (BIG) DATA & JOURNALISM: WHERE ARE WE TODAY

- Many European Public Media are bringing data at the heart of their journalism strategies. What can we learn from each other? What projects, services and tools are being used or explored?

- Existing EBU projects to support Public Broadcasters in the field:
 - EBU Big Data Initiative
 - EBU Quality Journalism Initiative
 - EVN Social Newswire
 - EBU task force of (big) data journalists

- Examples of data-driven newsrooms outside public broadcasters (e.g. The Economist, The NYT): what can we learn from them?

- Data and the EU:
 - EU Open Data Policy: what should be the role of public broadcasters?
 - EU funding for (big) data journalism R&D projects: a collaborative proposal from PSM?
 - Other existing consortiums

13.00 – 14.00 LUNCH BREAK

14.00 – 15.30 SESSION II: (BIG) DATA & JOURNALISM: WHERE WOULD WE LIKE TO BE

- Do data matter? How?
 - Fighting fake news
 - Telling complex stories in simple ways
 - Turning data into stories
 - Understanding our audience

- How can we inform our audience in a better, more reliable and more personalized way?

- What are our common challenges to bring data at the heart of our journalism strategies?

15.30 – 15.45 COFFEE BREAK

15.45 – 16.30 SESSION III: WHAT CAN WE DO TO GET THERE?

- What skills do we need to develop in order to make the best out of AI and automated technologies?
- Group exercise to discuss collaborative projects and solutions
- Definition of next steps and plans for 2018

16.30 END OF THE MEETING

EBU CONTACT

If you have any questions, or if you would like to suggest topics to discuss or projects to present at the meeting, please contact:

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ABOUT THE ENCOUNTER

Several European public broadcasters are bringing data at the heart of their journalism strategies. Some others have not started working on the topic yet, but they show a clear interest in starting exploring it.

Data can help us to fight fake news; to tell complex stories in simple ways; to turn figures into stories; to understand our audience better and to produce content that is more relevant and easy-to-understand for them. Emerging technologies like AI and automated tools are also changing the way we use data to design, produce and distribute our news and journalism content.

The potential of (big) data and AI tools for public broadcasters to produce quality journalism and to be more relevant to our audiences is clear. How can we learn from each other's experience? What projects, services and tools are being used or explored? Do data matter? What are our common challenges in the field? What skills do we need to develop in order to make the best out of AI and automated journalism? What should be the role of public broadcasters concerning the EU Open Data Policy? What could we do together to become stronger?

These are some of the questions that we aim at discussing at the first encounter of EBU (big) data journalists.

The encounter will be a working meeting, private for representatives from public broadcasters only. The detailed agenda included below will be flexible, as priority will be given to open discussions. The main objective of the day will be to identify synergies and to propose collaborative solutions to work on together in 2018.

ABOUT PRIX ITALIA

The 1st EBU encounter of (big) data journalists will take place under the frame of Prix Italia Festival 2017.

Prix Italia, the world's oldest and most prestigious Radio, TV and Web Competition, first launched by the Italian State Broadcaster Rai in Capri in 1948, is this year taking place in Milan between 29 September and 1 October.

Prix Italia, promoted by Rai, is under the High Patronage of the President of the Italian Republic and is attended by major international broadcasters. This year's theme is "Back to Facts".

The updated programme of the festival can be consulted through the following link:

http://www.rai.it/dl/doc/2017/09/14/1505390201211_programma_prix%20milanositoeng140917.pdf

ABOUT THE EBU BIG DATA INITIATIVE

Big Data is a central theme for public service media (PSM) today, especially when it comes to strengthening and personalizing our relationship with citizens.

Understanding cross-platform audiences, creating powerful data journalism stories, enhancing the audience experience, boosting content creation via data-driven editorial production and programming, streamlining business processes and identifying new products and services to offer well adapted big data strategies can help public service media organizations in many different ways.

This is why the EBU has launched a strategic 'Big Data Initiative'.

For more information about the initiative, please visit the EBU following link:

www.ebu.ch/member-services/big-data

THE EBU QUALITY JOURNALISM INITIATIVE

Big Data News and current affairs are core to public service media (PSM). Informing all audiences with independent news and helping them to better understand the world is crucial for a democratic society.

However, today's newsrooms are facing a myriad of challenges and how they tackle them will be key to the survival of PSM and, arguably, the very future of democracy itself.

For many decades, the EBU has played a critical role in supporting Members to deliver high-quality news. The aim of the EBU Quality Journalism Initiative is to build on the strength of the Eurovision newsroom, to develop new services and to act as the voice of high quality news provision.

For more information about the initiative, please download the EBU report "The Perfect Storm":

<https://www.ebu.ch/publications/perfect-storm>

PRACTICAL INFORMATION

MEETING VENUE

Prix Italia Headquarters are located in Milan's main square, Piazza del Duomo, near the Cathedral, in Palazzo Giureconsulti. The exact address is Via Mercanti, 2.

The 1st EBU Encounter of Big Data Journalists will take place on 30 September (09.30 to 16.30) in Meeting Room C.

REGISTRATION

Registration to the 1st EBU Encounter of Big Data Journalists (on invitation only) can be done directly via e-mail to Madiana Asseraf (asseraf@ebu.ch).

However, accreditations for Prix Italia need to be requested in advance in order to avoid long queues at the desk. We therefore encourage you to register using the following link (please follow the option "OTHER MEETINGS PARTICIPANT"): <http://www.rai.it/dl/siti/html/Accreditation-2017-a2a4becd-2c62-4f43-9c5b-4c747c3d3f0e.html>.

RECOMMENDED HOTELS

Prix Italia has kindly negotiated special rates at several hotels of Milan for all Festival participants.

Reservations must be made directly with the hotels, mentioning that they are made in the name of Rai, in order to benefit from the special rates.

Please find the list of hotels with special rates on the following link:

http://www.rai.it/dl/doc/2017/06/08/1496933742979_Milan%Hotels%20with%20Special%20Rai%20Prices.pdf