

DAY 1 – WEDNESDAY 3 MAY

Media Summit Part I

Venue: Sheraton Grand Warsaw, Bolesława Prusa 2, 00-493 Warsaw

09:00-14:00 REGISTRATION

12:00 Lunch (for all participants), Foyer

15:45 Coffee break

14:00 - 17:45 MEDIA SUMMIT PART I - GRAND BALLROOM

14:00 WELCOME

Anna Jabłońska, Journalist, Host and TV Producer, TVP World
 Ida Nowakowska, Media Summit Host, TV Presenter, TVP
 Mateusz Matyszkowicz, President of TVP Board
 Jean Philip De Tender, Deputy Director-General / Director Media, EBU

14:30 EBU MEDIA UPDATE

Jean Philip De Tender, Deputy Director-General / Director Media, EBU

15:00 KEYNOTE - THE CHANGING GRAVITY OF THE MEDIA UNIVERSE

Evan Shapiro, Media Universe Cartographer, CEO, Eshap
 Emmy and Peabody Award-winning producer, Professor of Television at New York University

16:15 THE FUTURE OF PSM
 Panel Session with Keynote and EBU Members

16:55 SUSTAINABILITY & TRANSFORMATION IN MEDIA: HAND IN HAND
 Panel Session with EBU Members

17:25 MEDIA SUMMIT PART I - WRAP UP
 With Chairs of the TV and Digital Committees

17:45 END OF DAY 1

18:15 OPTIONAL HISTORICAL WALKING TOUR IN ŁAZIENKI PARK

19:30 DINNER AT BELVEDERE RESTAURANT, ŁAZIENKI PARK

DAY 2 – THURSDAY 4 MAY

Media Summit Part II + Digital/TV Assemblies

Venue: Sheraton Grand Warsaw, Bolesława Prusa 2, 00-493 Warsaw

09:00-12:30 MEDIA SUMMIT PART II (PARALLEL SESSIONS)

09:00 Room Salon A WORKSHOP DIGITAL - TRANSFORMATION
 Shape shifting Organizations

Room Salon B PANEL TV - CONTENT & AUDIENCES
 CEE Audience Focus
 Live Entertainment in a Non-Linear World

10:30 Coffee break

11:00 Room Salon A PANEL - DIGITAL PLATFORMS
 Setting the Scene
 Prominence & Attribution
 Panel: How to acquire, retain and grow audiences on your own platform?

Room Salon B WORKSHOP TV - CONTENT & AUDIENCES
 Live Entertainment in a Non-linear World: Follow-up
 EBU Members & the Collaborative Environment

12:30 Lunch

14:00-18:00 TV AND DIGITAL ASSEMBLIES + ELECTIONS (PARALLEL SESSIONS)

14:00-15:00 ASSEMBLIES
Room Salon A DIGITAL ASSEMBLY
Room Salon B TV ASSEMBLY

15:00-18:00 ELECTIONS
 15:00-16:30 **Room Salon A**
 DIGITAL COMMITTEE ELECTIONS

16:30-18:00 **Room Salon B**
 TV COMMITTEE ELECTIONS

18:00 END OF MEDIA SUMMIT

19:00 CLOSING COCKTAIL AT SHERATON HOTEL

FRIDAY 5 MAY

TVP is offering a nice Warsaw guided pedestrian tour in the morning from 10:00 to 13:00