

AGENDA

24th TV Assembly - Thursday 19 April

9:00 – 10:30

START OF THE EBU MEDIA SUMMIT (JOINT SESSION)

09.00 Welcome, opening keynote, debate and Interactive Session

10:30 Participants go to their corresponding Assemblies

11:00 – 17:00

CONNECTING AUDIENCES WITH TELEVISION IN THE NEW DIGITAL AGE

11:00 Warm welcome words
Markus Sterky, EBU TV Committee President, SVT
Jeroen Depraetere, Head of Television, EBU

11:10 Keynote & Workshop: Rethinking Linear Broadcasting
Lisa Lindström, CEO, Doberman group

The consumption of television content is sliding year after year from linear to on demand. Broadcasters are losing younger audiences rapidly who watch television on their laptop or smartphone and no longer on a television screen. Technology allows viewers to watch what they want, where they want. Live TV remains significant but linear broadcasting has lost its privilege and is now only one of the many platforms to reach an audience.

Television is here to stay, but in what shape and on what platform? Our Linear broadcasting model needs to change if Public Service Media wants to stay relevant in future. Lisa Lindström is CEO of Doberman and will hold up a mirror to examine our programming and how effective we reach our audiences. Doberman is a design firm, that partners with bold organizations to deliver products and services that break through the noise.

Doberman helps clients to rethink their business through a customer experience mindset. They help navigate the ever changing business landscape and align organizations around what truly matters to customers. The result is a clear story for how the strategy should translate to customers, with tools that propel the organization in how to change.

12:30 *Lunch*

CONNECTING EBU MEMBERS: RIGHTS ACQUISITIONS

14:00 Global competitors in the national markets

Fredrik Luihn, Head of Acquisitions, NRK

Andreas Seierstad, NRK Programme Acquisitions, NRK

Our local markets are changing rapidly as global competitors try to settle their services. This affects buying international rights for content, drama series suddenly are only available on OTT platforms and cannot longer be bought by broadcasters. And occasionally when we can buy content, the rights for our streaming services are not included...

The Acquisition team of the Norwegian Broadcaster, NRK wants to engage with PSM-companies to find opportunities to handle rights acquisitions among peers, when building content for our channels and especially for our streaming services.

> Followed by a discussion

CONNECTING EBU MEMBERS: EBU CO-PRODUCTION FUND

14:45 Setting the Scene

Jean Philip De Tender, Media Director, EBU

Jeroen Depraetere, Head of Television, EBU

Jon Ola Sand, Head of Live Events & ESC executive supervisor, EBU

EBU is not always 'top of mind' as a partner for international coproduction. An overview of the exchanges and live events within EBU TV and the different Expert Groups as well as the activities of the Media Department

15:00 EBU Fund for Co-Production

Jeroen Depraetere, Head of Television, EBU

EBU TV Committee has established a new EBU TV Co-Production Fund to enhance collaboration among EBU members and more specifically within the EBU Expert Groups. With this fund, EBU wants to boost content creation for Public Service Media. The ultimate goal of the EBU Television Co-Production Fund (TCF) is to enhance the range and depth of EBU co-produced programme material. The TCF enables the EBU TV unit to support and guarantee co-productions among its Members.

15:15 Interactive Case : discussion with the Expert Group chairs

Markus Sterky, EBU TV Committee President, SVT

Jeroen Depraetere, Head of Television, EBU

EBU collaborates with its Members through Expert Groups in the field of fiction, documentary, Science & Knowledge, Children & Youth, Interculture and Diversity... These Expert Groups exchange best practices or co-produce. The Chairmen of these expert Groups will introduce their group for a round table discussion, open for suggestions to improve the output and impact of the Groups. What kind of Co-Productions can be envisaged?

Does the Assembly find all Expert Groups still relevant or do they find additional interest in genres that are currently not handled in the Expert Groups, what might be missing?

15:30 *Coffee*

CONNECTING LIVE AUDIENCES TO CHARITY EVENTS

16:00 Impact projects by Members

Jeroen Depraetere, Head of Television, EBU

Good live linear broadcasting drives audiences to the television screen, how to stand out of the crowd and produce content with big impact around upcoming major events? This session will focus on original charity events as each broadcaster has its humanitarian actions to support. Different Members will present their latest high impact shows to inspire and for discussion with the colleagues present.

> Followed by a debate

BBC: Sport Relief by Carl Doran, Executive Editor BBC Sport

RTE : People of the Year by Michael Kealy, Executive Producer

RTVE : Fundacion Inocente Inocente by Jose Velasco, President of Fundación Inocente



EBU

OPERATING EUROVISION AND EURORADIO

MEDIA SUMMIT

TV ASSEMBLY

Brussels, 19 & 20 April 2018
Hosted by RTBF & VRT



DR : Charity Programming by Anders Thomsen, Commissioning Editor

ZDF: Aktion Mensch by Dagmar Skopalik, Head of International Relations

16:50 Closure

Markus Sterky, EBU TV Committee President, SVT

Jeroen Depraetere, Head of Television, EBU