

AGENDA

Moderators:**Ezra Eeman, Head of Digital EBU****Ruurd Bierman, EBU Consultant, Media Future**

Digital 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 – 17:45

WELCOME TO THE DIGITAL ASSEMBLY

11:00 Welcome and introduction

Stijn Lehaen, Chief Technology Officer, VRT

Tuyet Nguyen, Senior Digital Product Manager, RTBF

11:10 The Digital Steering Committee within the EBU

Jean Philip De Tender, Media Director, EBU

Jean-Paul Philippot, Director General, RTBF and EBU President

11:20 A year in review by EBU Digital & Digital Steering Committee

Ezra Eeman, Head of Digital, EBU

Joao Pedro Galveias, Director Multimedia, RTP and Chair of the Digital Steering Committee.

11:30 A short panel discussion on activities of the Digital Steering Committee (topics: partnership talks and new expert group on voice devices)

Neil McIntosh, Head of BBC Online, BBC and Vice Chair of the Digital Steering Committee

Tomas Granryd, Head of Product, SR and Chair of VOX-group

PROUD TO PRESENT - STATE OF DIGITAL EBU MEMBERS

11:45 State of Digital: Inspiring cases from EBU Members

Antonella Di Lazzaro, Deputy Director of Digital, RAI

Building a Digital Portfolio at RAI

Tuyet Nguyen, Senior Digital Product Manager RTBF

Tarmac, reaching young audiences with a crossplatform hiphop platform.

Alejandro Vega, Director RTVE Digital, RTVE

Playz, the first 9 months of a digital only platform

12:30 *Lunch*

DIGITAL TRANSFORMATION

14:00 Rethinking distribution

Diederik Hoekstra, Head of Marketing Communications, VPRO

Amelie Leenhardt, Head of ARTE Europe, ARTE

14:25 How Digital Are You: Towards a Multi-Screen Company
 Jeroen Doucet, Managing Director Strategy & Concepts, Coming Next TV

14:55 State of Digital: Quiz
 Alexandra Brenkman, Senior Media Analyst, EBU

15:05 DTI – Public Service Media In Transformation.
 Sasha Scott, Project Manager Digital Transformation Initiative - EBU

15:30 *Coffee*

ELECTIONS

16:00 Elections procedure and candidates
 Joao Pedro Galveias, Director Multimedia, RTP

16:30 Voting

LOOKING FORWARD: INNOVATION IN MEDIA

16:50 Innovation as driver: Inspiring cases from EBU Members

 Simon Gooch, Chief Innovation Officer, SR

Finding your innovation strategy.

 Lesley Demuynck, Head of Creative Lab, VRT

How a creative lab can boost your brands and improve your connection with young audiences.

 Mika Rahkonen, Head of Strategy, YLE

Robots in the newsroom.



EBU

OPERATING EUROVISION AND EURORADIO

MEDIA SUMMIT
DIGITAL ASSEMBLY

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



17:30 Elections – Results

17:45 Closure