

MEDIA SUMMIT

Including TV, Radio and Digital Assemblies

AGENDA

Hosts

Annelies Beck, VRT

Hadja Lahbib, RTBF

Thursday 19 April

09:00 – 10:30

MEDIA IN A CHANGING EUROPE

The two DGs of the co-host broadcasters and the EBU Media Director will welcome the participants and set the framework for the two days, followed by our opening keynote and an interactive session with the audience.

09.00 Welcome

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

Paul Lembrechts, Director General, VRT

Jean Philip De Tender, EBU Media Director, EBU

09:20 Opening keynote

Björn Ulvaeus

09:50 Debate and Interactive Session

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

10:30 Participants go to their corresponding Assemblies

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Friday 20 April

09:00 – 16:30

09.00 Welcome

PSM TODAY (I): SETTING THE FRAMEWORK

We'll discuss the status of PSM today: what are our main weaknesses and threats? And how can we build on our strengths to succeed with opportunities?

09:10 Opening keynote by Noel Curran, Director General, EBU

09:40 Debrief on key findings from this year's Assemblies.

Chaired by Jean Philip De Tender, EBU Media Director, EBU

Graham Ellis, Chair of the EBU Radio Committee, BBC

Joao Pedro Galveias, Chair of the EBU Digital Steering Committee, RTP

Markus Sterky, Chair of the EBU TV Committee, SVT

PSM TODAY (II): HOW DID RTS HANDLE THE NO BILLAG VOTE IN SWITZERLAND?

On 4 March, Switzerland voted on whether or not to abolish Public Radio and TV fees. Most cantons rejected the initiative. We will hear about how RTS-SRG handled the situation

10:15 Case study: No Billag

Manon Romerio, Director of Communications, RTS

10:45 *Coffee*

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PSM TODAY (III): HOW IS RTBF REPOSITIONING ITS ROLE FOR THE DIGITAL ERA?

Digital has disrupted the way we design, produce and distribute our services. Public broadcasters are shifting their role, structure and services in order to stay relevant for today's societies. Jean-Paul Philippot, Director General of RTBF and EBU President will explain how RTBF is managing its transformation process.

11:15 Case study: RTBF Transformation process

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

WHAT ARE EBU MEMBERS DOING TO CONNECT WITH ALL AUDIENCES?

Our audience needs have changed, and our Members are adapting their content and product strategies to meet these new needs and to connect with all audiences everywhere and anytime. We will hear examples from some of our Members

11:45 Connecting with the audience: PSM case studies

RTE player, Aoife Byrne, Director of Content & Products, RTE

New online platform for concerts, Marc Voinchet, France Musique Director and
Stephanie Chazel, Head of Digital, Radio France

Connecting with younger audiences, Hanne Kautto, Channel Direct, YleX

UPDATE FROM YOUTUBE

What are the latest pieces of news from Youtube's strategy to connect with all audiences?

12:30 Connecting with the audience: the Youtube case

Ben Mc Owen Wilson, Senior Director EMEA, Youtube

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13:00 *Lunch*

OPPORTUNITIES (I): DIGITAL TRANSFORMATION

Where there are threats, there are also opportunities. Digital transformation can be seen as a opportunity to renew the position of PSM. The EBU launched a Digital Transformation Initiative in 2017 with the aim of providing Members with tools and insights that can help them understand and implement the process of restructuring and transforming PSM. We will hear about some of the projects that have been curated as part of the initiative.

14:30 Digital Transformation cases

RUV's digital transformation process, Steinunn Thorhallsdottir, Director of Production and Processes, RUV

Rai's digital transformation process, Antonella Di Lazzaro, Head of Digital, Rai

OPPORTUNITIES (II): NEW PARTNERSHIPS

Understanding the fast changing media landscape and new players that dominate the market, as well as figuring out in which ways and on what conditions we want to partner with them is crucial to keep the connection with a fragmented audience. PSM have to establish their own network of partners across media players, industry, academic institutions and professional media-makers to ensure a healthy media-ecosystem that prioritizes quality and values over economic gain.

15:00 New Partnerships

Speech and interactive interview with Patrick Walker, Director of Partnerships, Facebook

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OPPORTUNITIES (III): PSM DISTINCTIVE CONTENT AND STORIES

After all, Public Service Media's uniqueness is reflected by using our distinctive values to produce and tell stories that only PSM can tell. We will hear some of our proud-to-present examples.

15:30 PSM distinctive content and stories

Taboe, Steve De Coninck-De Boeck, VRT

From rating figures to contribution to society, Vitold Grand'Henry, RTBF

SR's Ten Million Project (winner of the Global Constructive Journalism Award 2017), Tove Svenonius, SR

News for children, Markus Moerchen, ZDF

16:30 Closure – networking session until departure for evening social event

ADDITIONAL CONTENT

During the networking sessions, each of our hosts will present one proud-to-present product:

- VRT Sandbox: VRT will show us how the company is boosting media innovation by matching startups to the public broadcaster for short-term collaborations. Selected projects receive the opportunity to scale and/or develop their products, with access to VRT's infrastructure and technological resources.
- RTBF's Beau Vélo de Ravel: RTBF will put the spotlight on their Beau Vélo de Ravel, which celebrates its 20th anniversary this year. On this special occasion, the so-called Echapée belge will take place in Wallonia. RTBF would like to invite journalists from other public service media organizations to take part in this unique initiative.