

CONFIDENTIAL

DATE

14.04.2021

REFERENCE

SPG 011927/00 OJ

5TH MEETING OF THE EBU DIGITAL ASSEMBLY **VIRTUAL MEETING, 22 APRIL 2021** **TIMINGS IN CET**

AGENDA WITH INDICATIVE TIMINGS

- 1. Welcome** **10.00AM**
Joao Galveias (RTP, DSC Chair) & Ezra Eeman (EBU)
- 2. A Year in Digital** **10.10AM**
Ezra Eeman (EBU)
Overview of the Digital activities in 2020
- 3. Are PSM Innovating?** **10.40AM**
Grace Zakka (EBU)
A reflection on the innovation landscape around the Media Innovation Fund
- 4. Won't somebody please think about the children** **10.45AM**
Baldvin Thor Bergsson (Director of Digital Media and Radio 2, RÚV)
The role RÚV played in the education of children during COVID-19
- 5. External Keynote: Kantar - The Agile Streamer** **10.55AM**
Dominic Sunnebo (Senior Vice-President, Kantar)
With consumers showing increasing agility with their subscription behaviour, the impact is also felt across Pay TV and Linear - this presentation explores the impact of this new found agility and strategies for long-term success.

- 6. RTS: The Desire to Change** **11.15AM**
Anne-Paule Martin (Head of Digital, RTS Suisse)
A Member-led perspective on digital transformation and the need to change from within.
- 7. Panel Discussion: The Transformation of Digital** **11.30AM**
Chair: Sasha Scott (EBU)
Sarah Fahlander (COO SVT Interactive, SVT)
Anne-Paule Martin (Head of Digital, RTS Suisse)
Stéphane Sitbon Gomez (Directeur des antennes et des programmes, France Télévisions)
- 8. Wrap Up** **12.00PM**
Ezra Eeman (EBU) & Joao Galveias (RTP, DSC Chair)
- 9. Lunch Break** **12.10PM**
- 10. Digital Steering Committee 2021-2023 Elections** **1.00PM**
Ezra Eeman (EBU) & Joao Galveias (RTP, DSC Chair)
Opening the 2021-2023 DSC Elections. This session is mandatory for any candidates standing for election or voting on behalf of their organization. Other attendees are welcome to observe.
- 12. Instructions and Voting** **1:05PM**
Grace Zakka (EBU)
Elections for the Chair, Vice-Chairs, and remaining Steering Committee Members.
Candidates will also be given the opportunity to present themselves for 90 seconds each.
Please note that this session can take longer than provisioned in case of multiple rounds of voting
- 13. Election Results** **3:05PM**
Ezra Eeman (EBU) & 2021-2023 Chair
Announcement of new Digital Steering Committee 2021-2023