

# MEDIA SUMMIT 2022

Including Digital and TV Assemblies

## AGENDA: SHAPING THE FUTURE OF PSM

### Sunday 22 May

#### 19:30 WELCOME DRINK

CRYSTAL BALLROOM FOYER - M1 FLOOR - ISTANBUL HILTON HOTEL BOMONTI

### Monday 23 May

09:30 - 17:30

## MEDIA SUMMIT PART I

MORNING JOINT SESSION - CRYSTAL BALLROOM - M1 FLOOR

#### 09:30 WELCOME AND INTRODUCTIONS

Maria Ramos, TRT World News Anchor and Moderator of the Media Summit

#### 09:40 WELCOME MESSAGE FROM TRT

Mehmet Zahid Sobaci, Professor and Director General of TRT

#### 10:00 WELCOME MESSAGE FROM THE EBU

Noel Curran, Director General, EBU

#### 10:20 WE ARE IN THIS JOURNEY TOGETHER

By Jean Philip De Tender, EBU Deputy Director General & Media Director

Looking back on what we achieved together across the units at EBU Media & MIS, how we strengthened ourselves during the recent crises and how we are shaping our future.

#### 10:40 Comments and Q&A session

#### 10:50 THE FUTURE OF PSM CONTENT

##### KEYNOTE

Alejandro Lago, Professor and Head of the Production, Technology and Operations Management Department at IESE Business School.

How should public service media position themselves within the future media landscape? What responses are required to changing audience behaviours & needs, segmentation and globalization of the content market while serving a public-service mandate of universal access?

Professor Lago's keynote draws on economic analysis, comparisons with other industries and several years working with EBU members' senior management as a lecturer of the EBU Academy's Executive Programme and suggests some future strategic directions for public-service media content and distribution executives.

#### 11:20 Short Q&A session

**11:30 MORNING COFFEE BREAK - CRYSTAL BALLROOM FOYER - M1 FLOOR**

**11:50 IN CONVERSATION WITH THE EBU'S UKRAINIAN MEMBER**

Vanessa O'Connor, EBU Director Member Relations & Communications and  
Tetyana Siruk, UA:PBC Deputy Head of Foreign Cooperation Department

**12:05** Comments and Q&A session

**12:15 PSM CONTENT & DISTRIBUTION: HAND IN HAND  
PANEL SESSION connecting content and distribution strategies**

How does PSM give audiences the best experience across their different touchpoints? By bringing together content and distribution strategies to help audiences find the content they want to consume, but also discover content they didn't know they'd like. Balancing between their platforms and 3rd party platforms, as well as understanding when and where audiences want to consume content, are key in mastering the changing landscape.

Moderated by Grace Zakka, Senior Project Manager, EBU Media  
Andreas Böhmer, Team Lead and Social Media Partner Manager, ARD  
Aoife Byrne, Head of Online, RTÉ  
Petr Dvořák, DG of Czech Television and EBU Vice President

**12:50** Comments and Q&A session

**13:00 NETWORKING LUNCH  
THE GLOBE RESTAURANT OF HILTON HOTEL BOMONTI - M1 FLOOR**

**ASSEMBLY MEETINGS  
AFTERNOON PARALLEL SESSIONS**

**TV ASSEMBLY - CRYSTAL BALLROOM - M1 FLOOR**

**14:00 WELCOME**  
By Markus Sterky, SVT and Chair, EBU TV Assembly

**14:10 EBU TELEVISION ACTIVITY REPORT 2021-22**  
Highlights from the EBU TV Unit's work with the TV Committee and genre-expert groups; focusing on a new co-production strategy and toolkit for EBU members, the new Proud to Present member showcase format and the Eurovision Documentary Development Scheme. This year the activity report is presented as a series of illustrated conversations with the chairpersons of the different expert groups.

Moderated by Matthew Trustram, EBU Head of TV  
Nicolas Auboyneau, France Televisions and Chair, EBU Music Experts  
Natalija Gorscak, RTVSLO and Vice-Chair, EBU TV Committee  
Barbara Truyen, Bureau Member, EBU Documentaries Experts  
Elly Vervloet, VRT and EBU Fiction Experts

**14:50 MULTIPLATFORM CONTENT STRATEGIES**  
The Evolving Role of the Programmes Director  
Holding ultimate responsibility for creating a balanced content slate across digital and linear platforms, how do Programmes Directors balance the need for high-impact and strong viewer engagement with the public-service mandate of pan-societal reach?

Moderated by Madiana Asseraf, Head of Media Dev. & Young Audiences, EBU  
Ana Maria Bordas, Director of Original Content, RTVE  
Llinos Griffin-Williams, S4C Chief Content Officer  
Markus Sterky, SVT, Chair of TV Assembly  
Muhammed Ziyad Varol, Deputy Director General of TRT, Head of Content and Multiplatform

## **15:25 AFTERNOON COFFEE BREAK JOINT FOR TV AND DIGITAL ASSEMBLIES**

### **16:00 BEST PRACTICE IN COMPLETED PROGRAMME DELIVERY**

What is the future of 'completed programme delivery' in a multiplatform world? Currently, no standard set of requirements for broadcast assets and programme metadata exists in our globalized industry. Global platforms largely determine the modalities of programme delivery, but do these emerging standards fit the needs of public-service broadcasters?

Moderated by Markus Sterky, SVT and Chair, EBU TV Assembly  
Aoife Byrne, Head of Online, RTÉ  
Toomas Luhats, Head of Acquisitions & VOD, ERR

### **16:30 EUROVISION SONG CONTEST: BUILDING A GLOBAL BRAND**

Fresh from the 2022 Eurovision Song Contest, which took place two weeks ago, the panel will explore the contest's transition from an internationally renowned and loved public service coproduction into a global brand.

Moderated by Liz Corbin, EBU Deputy Media Director & Head of News  
Frank-Dieter Freiling, ZDF and Chair, ESC Reference Group  
Simona Martorelli, RAI, and Executive Producer of ESC 2022  
Martin Österdahl, EBU Head of Live Events  
Marta Piekarska, Chair of TVP and JESC Reference Group

## **DIGITAL ASSEMBLY - ROOM M25 - M2 FLOOR**

### **14:00 WELCOME**

By Joao Galveias, RTP and Chair, Digital Assembly

### **14:05 KEYNOTE: TRANSFORMING WHILE PERFORMING**

Olivier Van Duüren is an international public speaker, trend sensemaker, executive whisperer, startup builder, transformer, innovator, active investor, and author. He is the founder of The Duality, a business and a book. He supports startups and corporations to find the balance between performing and transforming as a person and as a business. Before starting The Duality, he worked for more than 20 years in Microsoft's senior international executive ranks.

### **14:35 Short Q&A session**

### **14:45 HOW WE PERFORMED: EBU DIGITAL UNIT ACTIVITY REPORT**

Looking back on the first year of the 2021-2023 Digital Committee and the year in review of the EBU Digital Unit. We look at what we have accomplished and our vision for the coming years. We would like to explore and engage your thoughts on our digital universe and open up questions to the room.

Moderated by Joao Galveias, RTP and Chair of Digital Assembly & Wouter Quartier, EBU Head of Digital, Transformation and Platforms

**15:25 AFTERNOON COFFEE BREAK  
JOINT FOR TV AND DIGITAL ASSEMBLIES**

**16:00 HOW WE TRANSFORM: DRIVING CHANGE WHILST TAKING CARE OF BUSINESS**

COVID has caused us all to transform in one way or another. For those people tasked with driving change and improving how they deliver their core commitments to the public, where is the balance between keeping the wheels turning and growing? We discuss this issue with 'The Transformers' – EBU peers who are doing just that and who are responsible for business functions from digital products to new buildings and everything in between.

Moderated by Sasha Scott, Head of Transformation Services, EBU Media  
Tinatin Berdzenishvili, Director General, GPB  
Sarah Burbidge, Head of Change, Technology and Product, BBC  
Riyaad Minty, Director of Digital, TRT  
Judith Whelan, ABC Director of Regional & Local

**16:35 HOW OUR REALITY IS TRANSFORMING: THE PUBLIC SERVICE METAVERSE**

As we start talking about the Metaverse, find out more about what the EBU is doing about this. Including updates from our recent workshop on the topic, key messages and scenarios, and most importantly, listen to the room's thoughts on our approach as PSM, where do we fit in this big and hard-to-understand "new" world?

Moderated by Grace Zakka, Senior Project Manager, EBU Media  
Wesa Aapro, Creative Technologist, Yle  
Kati Bremme, Executive Product Manager Innovation, France Televisions  
Katrine Granholm Mortensen, Digital Editor, DR  
Gregg Young, Project Lead, VRT

**17:15 END OF DAY 1**

**19:30 DINNER  
THE GLOBE RESTAURANT OF HILTON HOTEL BOMONTI - M1 FLOOR**

## Tuesday 24 May

### **MEDIA SUMMIT PART II - CRYSTAL BALLROOM - M1 FLOOR**

#### **09:00 OPENING OF DAY II**

Maria Ramos, TRT World News Anchor and Moderator of the Media Summit

#### **09:15 TALKING WITH THE GIANTS**

##### **GOOGLE TV KEYNOTE**

Google TV was created to reduce the friction between viewers looking to find content and content platforms looking to find their users. In today's world, we see users spend a third of their time looking for something to watch instead of enjoying their watching experience. Join us to learn how Google evolved its Android TV operating system to a new content-forward experience that brings the best of Google to both users and partners.

Presented by Teodora Ivanova-Limon, Business Development Manager, Google TV

**09:50**

Q&A moderated by Wouter Quartier, EBU Head of Digital, Transformation and Platforms

#### **10:00 SHAPING OUR PSM FUTURE - PANEL WITH EBU MEMBERS**

Wrapping up the summit and looking forward.

At the end of the summit, we look back at the big takeaways from the TV and Digital assemblies and create a path forward for the EBU. How can we strengthen the union and remain relevant and prominent as public service media?

Moderated by Jean Philip De Tender, EBU Deputy Director General & Director Media

Liz Corbin, EBU, Deputy Director Media and Head of News

Joao Pedro Galveias, RTP and Chair, Digital Committee

Thomas Granryd, SR and Vice-Chair, Digital Committee

Markus Sterky, SVT and Chair, TV Committee

#### **10:40 MORNING COFFEE BREAK - CRYSTAL BALLROOM FOYER - M1 FLOOR**

#### **11:10 YOUNG AUDIENCES PANEL SESSION**

##### **AMBITION, WHEN ACCOMPANIED BY ACTION, CAN GO A LONG WAY**

It is known that PSM organizations are struggling to remain relevant to young audiences, yet a significant number of brands and programmes launched by EBU Members are connecting successfully with this age group. This shows that the problem is not that young people are not interested in our brands or remit. On the contrary, during this session, we will look at how some PSM organizations show a genuine interest in understanding their young audiences by adopting the right mindset and allocating the necessary resources. They will succeed in connecting with them, even if it means stepping out of their comfort zones and taking risks sometimes.

Moderated by Madiana Asseraf, Head of Media Dev. & Young Audiences, EBU

Tuğba Çınarlı, Digital Youth Channel Acting Coordinator, TRT

Bissane Khaïrat, Marketing and TV program Director, SNRT

Rahela Štefanović, Editor-in-Chief of HTV programs, HRT

#### **11:45 CLOSING REMARKS**

#### **12:00 NETWORKING LUNCH**

**THE GLOBE RESTAURANT - M1 FLOOR**

#### **14:00 SOCIAL PROGRAMME**

##### **BOSPHORUS CRUISE TOUR**

Bus meeting point at the reception of the hotel, outside

##### **RETURN TO THE HILTON BOMONTI HOTEL**

With a stop nearby Taksim Square for those wishing to stay in the city

#### **18:00 END OF DAY 2 AND EBU MEDIA SUMMIT 2022**