

DAY 1 – WEDNESDAY 3 MAY

Media Summit Part I

Venue: Sheraton Grand Warsaw, Bolesława Prusa 2, 00-493 Warsaw

10:00-14:00 REGISTRATION

12:00 Lunch (for all participants)

14:00 - 17:45 MEDIA SUMMIT PART I

14:00 WELCOME

Anna Jabłońska, Journalist, Host and TV Producer, TVP World
Mateusz Matyszkowicz, President of TVP Board

14:30 EBU MEDIA UPDATE

Jean Philip De Tender, Deputy Director-General / Director Media, EBU

15:00 KEYNOTE

Evan Shapiro, CEO, Eshap
Emmy and Peabody Award-winning producer, Professor of Television at New York University

15:45 Coffee break

16:15 THE FUTURE OF PSM with keynote and EBU Members

16:55 SESSION TBC

17:25 MEDIA SUMMIT PART I Recap

17:45 END OF DAY 1

18:15 HISTORICAL WALKING TOUR (optional)

19:30 DINNER AT BELVEDERE RESTAURANT

DAY 2 – THURSDAY 4 MAY

Media Summit Part II & Digital / TV Assemblies

Venue: Sheraton Grand Warsaw, Bolesława Prusa 2, 00-493 Warsaw

09:00-10:30 MEDIA SUMMIT PART II (PARALLEL SESSIONS)

WORKSHOP DIGITAL - TRANSFORMATION

“Shape shifting”: How media organisations’ structures are changing in step with digital transformation.

Co-facilitator: Professor Lucy Kueng, Strategic Advisor, Board Member, Author, Speaker

PANEL TV - CONTENT & AUDIENCES

CEE Audience Focus: What are the particular needs and interests of CEE audiences, and what trends can we observe.

10:30 Coffee break

11:00-12:30 MEDIA SUMMIT PART II (PARALLEL SESSIONS)

PANEL DIGITAL - PLATFORMS

Own-platforms in the center: why, how, when, and with who?

WORKSHOP TV - CONTENT & AUDIENCES

Live Entertainment in a Non-linear World: Discussion of TV strategic priorities 2023-4
Follow-up in small groups

12:30 Lunch

14:00-18:00 TV AND DIGITAL ASSEMBLIES (PARALLEL SESSIONS)

14:00-15:00 ACTIVITY REPORT

15:00-18:00 ELECTIONS

15:00-16:30 Digital Committee Elections

16:30-18:00 TV Committee Elections

18:00 END OF MEDIA SUMMIT

19:00 CLOSING COCKTAIL AT SHERATON HOTEL