

MEDIA SUMMIT 2023

TV & DIGITAL ASSEMBLIES

AGENDA – A THRIVING PSM UNIVERSE

WEDNESDAY 3 MAY

SHERATON GRAND WARSAW
BOLESŁAWA PRUSA 2, 00-493 WARSAW, POLAND

09:00 *Registration*

12:00 *Lunch for all participants, Foyer*

MEDIA SUMMIT PART I

AFTERNOON JOINT SESSION
GRAND BALLROOM

14:00 **WELCOME**

Anna Jabłońska, Media Summit Host, Journalist and TV Producer, TVP World
Ida Nowakowska, Media Summit Host, TV Presenter, TVP

Mateusz Matyszkowicz, President of TVP Board
Jean Philip De Tender, EBU Deputy Director General & Director Media

14:30 **UPDATE FROM EBU**

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

The EBU Deputy Director-General and Media Director will present highlights from the EBU, focusing on key achievements from 2022 and future directions for collaboration.

Q&A

15:00 **THE CHANGING GRAVITY OF THE MEDIA UNIVERSE**

Evan Shapiro, Media Universe Cartographer

Disruption is now the operating system of the media ecosystem. The entertainment universe is shifting its gravitational pull, reforming itself around new business models defined by our audience's demand for flexibility and utility.

Media Cartographer and Expert **Evan Shapiro** maps the rate of change in media with a bird's eye view of the landscape and data from inside the minds of the modern media consumer.

Over his career, Evan Shapiro has been an outspoken thought-leader in the entertainment industry. For many years via his work with Ghetto Film School and One Day Immersion, he has strived to make the media business a more diverse and inclusive community. His essays on media have become must-reads for industry professionals, and his ensuing updates to the Media Map, and two subsequent maps – the Gaming Omniverse and the CT Verse – have made him one of the most influential thinkers in the business.

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Additionally, through his company ESHAP, Shapiro and a nimble team offer their media insights as a service to clients as diverse as PBS and Samsung, across projects as varied as Connected TV distribution, podcast producing and the wild, wild west of web3.

Q&A

15:45

Coffee break

16:15

THE FUTURE OF PSM: WHERE DO WE GO FROM HERE?

Panel session

Panellists:

Monika Garbačiauskaitė-Budrienė (Director General, LRT)

Eleanor van Heyningen (Head of Digital Partnerships, BBC)

Evan Shapiro (Media Universe Cartographer)

Moderated by Grace Zakka (Platform Strategy Lead, EBU)

Following from Evan Shapiro's keynote, and bringing insights from the EBU membership community, how do we bring these worlds together?

This panel will focus on how the media ecosystem will be affecting public-service broadcasters. What is their contribution to the sector, and how can they find that balance? Most importantly, how can EBU Members come together to better secure the future of PSM.

Q&A

16:55

SUSTAINABILITY & TRANSFORMATION IN MEDIA: HAND IN HAND

Panel session

Panellists:

Liz Corbin (Deputy Media Director, Head of News, EBU)

Marinella Soldi (President, Rai)

Moderated by Wouter Quartier (Senior Manager Digital, Transformation & Platforms, EBU)

Almost every organisation has accelerated its (digital) transformation initiatives. But how do leaders manage to incorporate sustainability in transformation? In this session, we will hear from leaders in transformation on how to incorporate sustainability goals and values in their transformation strategies.

Q&A

17:25

MEDIA SUMMIT PART 1 – WRAP UP

Joao Pedro Galveias (Digital Committee Chair, RTP)

Markus Sterky (TV Committee Chair, SVT)

Moderated by Madiana Asseraf-Jacob (Head of Business Development, EBU)

Chairs of the TV and Digital Committees will share their thoughts and learnings from the first day of the conference, highlighting their vision on how content,

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distribution and platform experts in the EBU community can continue to collaborate to make PSM thrive.

17:45 **END OF THE CONFERENCE**

18:15 *Optional historical walking tour in Łazienki Park*

19:30 *Dinner, Belvedere Restaurant, Łazienki Park*

END OF DAY 1

THURSDAY 4 MAY

SHERATON GRAND WARSAW
BOLESŁAWA PRUSA 2, 00-493 WARSAW, POLAND

MEDIA SUMMIT PART II

MORNING PARALLEL SESSIONS

09:00 **WORKSHOP DIGITAL - TRANSFORMATION**
“Shape-Shifting Organizations”
Room Salon A

A hands-on exploration of the big issues surfacing as we enter second-and-third-waves of transformation. What can we learn from one another about changing structures, leadership, and culture? What are the organizational shifts that will allow us to ride the next waves of disruption? Come to share and debate. Moderators: Dr. Sasha Scott (Head of Transformation services, EBU) & Prof. Lucy Kueng

PANEL TV - CONTENT & AUDIENCES
CEE Audience Focus
Room Salon B

From 09:00 to 09:45

This session will introduce audiences within CEE group countries to the wider EBU membership. What are the particular needs and interests of CEE audiences, and what trends can we observe. Illustrated with examples of successful commissioning, the session will explore the diverse audiences of Central & Eastern Europe and delegates will learn how EBU member broadcasters in the region are serving them.

Moderator: Marek Solon Lipinski (Director of International Relations, TVP)

Panellists:

Petr Dvořák (Director General, Czech Television)

Yaroslav Lodygin (UA:PBC)

Toomas Luhat (Board Member, ERR)

Rahela Štefanović (Editor in Chief, HRT)

Marcin Skabara (TVP)

PANEL TV – CONTENT & AUDIENCES
Live Entertainment in a Non-Linear World

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Room Salon B

From 09:45 to 10:30

This panel will aim at sharing strategies & case studies, showing how EBU members are maintaining live and appointment viewing habits as audiences consume increasingly via non-linear platforms.

Moderator: Matthew Trustram (Head of TV, EBU)

Panellists:

Johan Aaltonen (Head of TV, YLE)

Natalija Gorščak (RTVSLO)

Jenny Peeters (Advisor Video Programming Strategy, NPO)

Claudio Fasulo (Vice-Director, Entertainment & Events, RAI)

10:30

Coffee break

11:00

PRESENTATIONS & PANEL ON DIGITAL PLATFORMS

Room Salon A

Setting the Scene: Presentation from EBU MIS

Léa Besson (Senior Media Analyst, EBU)

Prominence & Attribution: The good, the bad, and the good enough

Member examples / lightning round and discussion

Moderator: Grace Zakka (Platform Strategy Lead, EBU)

Anna Zander (Key Account Manager, Communications, SVT)

Patrick Weinhold (Head of Social Media Tagesschau, ARD)

Bernard Coen (Head of Distribution and Strategic Partnerships, RTÉ)

Panel: How to acquire, retain and grow audiences on your own platform?

Moderator: Wouter Quartier (Senior Manager Digital, Transformation & Platforms, EBU)

Panel: Robert Amlung (Head of Digital Strategy, ZDF)

Alberto Fernandes Torres (Head of RTVE Play, RTVE)

Annika Ruoranen (Head of Digital Services, YLE)

Patrycja Czajkowska (Director TVP+, TVP)

WORKSHOP TV - Live Entertainment in a Non-Linear World

Room Salon B

During this workshop, delegates will follow up the discussion in small groups during which they will brainstorm the topic, and briefly present conclusions.

Moderator: Matthew Trustram (Head of TV, EBU)

EBU Members & the Collaborative Environment

This discussion will focus on the collaborative environment of EBU Members.

What kinds of collaboration are taking place within our community, and are these optimal in the current landscape?

12:30

Lunch

ASSEMBLY MEETINGS

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AFTERNOON PARALLEL SESSIONS

14:00 **DIGITAL ASSEMBLY**

Room Salon A

Update for Members on the EBU work on digital, platforms and transformation and looking back at the priorities of the digital committee 2021-23

Conversation with the digital assembly on priorities for the new committee, what is keeping you awake?

14:00 Introduction & Welcome

Joao Pedro Galveias (Digital Committee Chair, RTP)

Wouter Quartier (Senior Manager Digital, Transformation & Platforms, EBU)

14:10 Priorities of the Digital Committee

14:20 TV Activity Report

Wouter Quartier (Senior Manager Digital, Transformation & Platforms, EBU)

Grace Zakka (Platform Strategy Lead, EBU)

Dr. Sasha Scott (Head of Transformation services, EBU)

14:45 Priorities for the future

Joao Pedro Galveias (Digital Committee Chair, RTP)

Wouter Quartier (Senior Manager Digital, Transformation & Platforms, EBU)

15:00 End of Assembly

TV ASSEMBLY

Room Salon B

The TV Assembly will provide an update for Members on the EBU's work across three service areas:

- Knowledge & Networking
- Showcasing Public-Service Content
- Co-Production & Content Collaboration

14:00 Introduction & Welcome

Markus Sterky (TV Committee Chair, SVT)

14:10 TV Activity Report

Matthew Trustram (Head of TV, EBU)

- Introduction & Approval of the Minutes
- EBU Team Update
- Highlights & Performance 2022
 - Communities & Networking
 - Content Collaboration
 - Special Projects
- Co-Production Showreel

14:50 Discussions

- Drama & The EBU Pre-Buy Network
Elly Vervloet (International Drama Expert VRT & EBU)
- Music & Cultural Broadcasting
Ieva Rozentale (Head of Culture, LTV)
Laetitia Huberti (Chief Editor, RTBF)
- Formats & Factual Entertainment
Jenny Peeters (Advisor Video Programming Strategy, NPO)

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15:20 Closing Words
15:30 End of Assembly

15:00 **DIGITAL COMMITTEE ELECTIONS**
Room Salon A

16:30 **TV COMMITTEE ELECTIONS**
Room Salon B

18:00 **End of Elections**

19:30 *Closing Cocktail at Sheraton Hotel & END of the MEDIA SUMMIT 2023*

FRIDAY 5 MAY

SHERATON GRAND WARSAW

TVP is offering a nice Warsaw guided pedestrian tour in the morning from 10:00 to 13:00