

## RADIO ASSEMBLY 2024

## MEDIA SUMMIT

## AGENDA

## WEDNESDAY 24 APRIL

CROWNE PLAZA GENEVA

AVENUE LOUIS-CASAÏ 75-77, 1216 GENEVA, SWITZERLAND

## RADIO ASSEMBLY – PART I

ROOM: NEW YORK

## Part I moderated by:

**Maria Kozakou**, Head of Radio 2, ERT  
**Giedrius Masalskis**, Head of Radio, LRT

**14:15**      **OPENING: LOOKING BACK AND LOOKING FORWARD**

An update on the work of the Radio Committee and the main topics for our community in the year ahead.

**Sibyle Veil**, Chair, EBU Radio Committee; CEO, Radio France

**14:30**      **KEYNOTE: LIVE RADIO IN A CONNECTED WORLD**

An interactive keynote to explore how live radio should evolve in the face of budget cuts, market changes and competition in the online environment, not least for younger audiences. What strategies will prove most efficient for radio directors and how can we turn problems into opportunities?

**Eric Nuzum**, Co-founder, Magnificent Noise

**15:15**      **RADIO AND PODCASTING – MATCH MADE IN HEAVEN?**

Both Dylan Haskins and Ingrid Thurnher, in different ways and in different markets, have led inspiring journeys in the digital transformation of radio broadcasting. Dylan is the driving force behind several major hits in the BBC audio portfolio, while Ingrid is re-shaping ORF Radio into a modern broadcaster in the face of challenging constraints on what can be done in the online landscape.

**Dylan Haskins**, Commissioning Editor for Podcasts, BBC  
**Ingrid Thurnher**, Director of Radio, ORF

**15:45 NETWORKING COFFEE BREAK**

**16:15 RADIO UNIT UPDATE**

An overview of what the EBU Radio Unit delivered in 2023 and what is planned for 2024, reflecting the priorities of the Radio Committee and serving the needs of the EBU radio community.

**Edita Kudláčová**, Head of Radio, EBU

**16:30 YOUNGSTERS: WILL THEY EVER LISTEN?**

A look at HRT's effort to make politics interesting to the younger generations and Radio France's commitment to serve the youngest, both truly inspiring stories for all public radio outlets.

**Erwann Gaucher**, Editorial Director of the Radio France platform, Radio France

**Eliana Čandrlić Glibota**, Editor-In-Chief of Croatian Radio, HRT

**17:00 MUSIC UNIT UPDATE**

New music strategy and sustainability initiatives, meaningful joint events, distinctive content, audiences and digital transformation.

**Pascale Labrie**, Head of Music, EBU

**Laurent Marceau** Editor, Live Music & Projects, Popular Music, EBU

**17:45 END OF RADIO ASSEMBLY PART I**

**19:00** Tour of Red Cross Museum and Dinner

## THURSDAY 25 APRIL

CROWNE PLAZA GENEVA  
AVENUE LOUIS-CASAI 75-77, GENEVA, SWITZERLAND

## RADIO ASSEMBLY – PART II

ROOM: NEW YORK

### 09:30 **DISRUPTIVE INNOVATION: LEVERAGING AI FOR RADIO PRODUCTION**

The presentation of two groundbreaking AI-related case studies followed by a discussion on their practical implications. Learn how Bayerischer Rundfunk (ARD) experimented with radio drama, exploring the impacts on workflow as well as legal aspects, while RTS Couleur 3 delivered a full day of live broadcasting with AI and synthetic voices.

**Matthias Leitner**, Author, Director & Digital Storyteller, Bayerischer Rundfunk, ARD

**Antoine Multone**, Director of Couleur 3, SRG-SSR

**Moderated by:** Ana Blažević, Head of International Relations, HRT

### 10:15 **RADIO & EMERGENCY**

A new EBU report on radio in crisis situations, from extreme weather conditions to conflict scenarios, sets out the main arguments for protecting radio on all platforms and strengthening the importance of live broadcast as well as terrestrial distribution.

**Matthieu Rawolle**, Senior Media Analyst, Media Intelligence Service, EBU

### 10:45 **NETWORKING COFFEE BREAK**

### 11:15 **KEEPING RADIO STRONG**

Radio has traditionally been easy to access, providing news, entertainment and serving as a lifeline in crisis. Without appropriate regulatory support, radio audiences will decline as people struggle to find our services, and the case for public funding will become more difficult to argue. How do we secure stable funding, an adequate legal framework, and protection for future-proof radio? And how will radio priorities be reflected in the EBU's overall priorities for the upcoming EU mandate?

**Sofia Taavitsainen**, Public Policy Advisor, SR

**René Zavoral**, Director General, CR

**Yevhenii Chyzh**, Chief Producer, UA PBC  
**Wouter Gekiere**, Head of Brussels Office, EBU

**Moderated by:** Graham Ellis, Vice-Chair, EBU Radio Committee

**12:15**      **CLOSING REMARKS**

**Sibyle Veil**, Chair, EBU Radio Committee; CEO, Radio France

**12:30**      **LUNCH**

**END OF RADIO ASSEMBLY & MEDIA SUMMIT 2024**