

# MEDIA SUMMIT 2024



## AGENDA – CREATING MEMORABLE STORIES

### TUESDAY 23 APRIL

CROWNE PLAZA GENÈVE  
AVENUE LOUIS CASAÏ 75-77, GENEVA, SWITZERLAND

- 18:30**      **REGISTRATION & WELCOME COCKTAIL** (Crowne Plaza, Foyer -2)  
**20:30**      **ABBA PARTY: 'ABBA: Against the Odds' Documentary Screening & Karaoke** (Room Lisbon & Copenhagen)

### WEDNESDAY 24 APRIL

CROWNE PLAZA GENÈVE  
AVENUE LOUIS CASAÏ 75-77, GENEVA, SWITZERLAND

- 08:30**      **REGISTRATION**

### MEDIA SUMMIT

MORNING JOINT SESSION  
ROOM: INTERNATIONAL

- 09:00**      **WELCOME TO THE MEDIA SUMMIT 2024**  
**Nathalie Ducommun**, Media Summit Host/Producer & Presenter, RTS

**Gilles Marchand**, General Director, SRG SSR  
**Noel Curran**, Director General, EBU

- 09:30**      **KEYNOTE SESSION: SETTING THE SCENE**

In her opening keynote, Sibyle Veil, CEO of Radio France, will share her insights on the power of listening as a solution to the various challenges facing our societies. In their keynotes, Stéphane Sitbon-Gomez will focus on measuring impact on audience engagement while Eric Nuzum will explore the strategy side of telling compelling and memorable stories.

**Sibyle Veil**, CEO, Radio France  
**Stéphane Sitbon-Gomez**, Director of Channels & Programmes, FTV  
**Eric Nuzum**, Co-founder, Magnificent Noise

Moderated by: **Edith Kimani**, Reporter, Correspondent & News Anchor, DW

**10:30 NETWORKING COFFEE BREAK**

**11:00 SHOWCASE PANEL: PSM STORYTELLING USING GENERATIVE AI**

In this panel session, practitioners involved in generative AI integration both within public-service broadcasting companies and in the wider production industry will discuss the creative opportunities AI brings, as well as considering some of the risks. The panel will also project into future scenarios where AI tools become more powerful and pervasive within the content ecosystem and consider how broadcasters might position themselves.

Moderator:

**Madiana Asseraf**, Head of Corporate Development & Strategic Initiatives, EBU

Panellists:

**Martina Poliaková**, Head of Strategic Development, Czech Radio

**Alexandre Iordachescu**, Managing Director, Elefant Films &

Vice President, Foundation for Digital Creation

**Rachel Jupp**, Editorial Executive, Gen AI, BBC

**Walter Woodman**, Musician & Filmmaker, shy kids

**11:45 CONNECTED CAR PLAYBOOK: ONE VOICE FOR REAL IMPACT**

It can sometimes seem like the media world is now ruled by the strongest global platforms and distribution players. But imagine the power we can have if we truly join forces and turn our words into action on an international scale. Through the EBU Connected Car Playbook, we aim to re-take the lead in the discussion on the role and place of PSM radio on the dashboard. Aside from considering the potential impact we can have if the EBU's radio community addresses the car manufacturers and platforms with a unified voice, this session will also explore the opportunities for TV members to similarly unite around the topic of distribution platforms.

Moderator: **Mirko Štular**, Director of Radio, RTVSLO

**Cilla Benkö**, Director General & CEO, Swedish Radio (**Keynote**)

**Tomas Granryd**, Head of Digital Partnerships, SR/EBU

**Tanja Hüther**, Head of ARD Distribution Board, ARD

**12:30**      **ACTIVITY UPDATES FROM EBU**

The EBU Deputy Director General and Media Director presents highlights from the EBU, focusing on key achievements from 2023 and future strategic directions for collaboration.

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

**12:45**      **WRAP UP & CONCLUSIONS**

**END OF MEDIA SUMMIT MORNING JOINT SESSION**

**13:00**      **NETWORKING LUNCH**

**ASSEMBLY MEETINGS**

AFTERNOON PARALLEL SESSIONS

**14:15**      **RADIO ASSEMBLY PART I**  
**Room: New York**

**14:30**      **TV ASSEMBLY PART I**  
**Room: Zurich**

**14:30**      **DIGITAL ASSEMBLY PART I**  
**Room: London**

**17:30**      **END OF DAY 1**

**19:00**      **TOUR OF RED CROSS AND RED CRESCENT MUSEUM & DINNER**  
Buses depart from Crowne Plaza Hotel main entrance at 18.30.

**THURSDAY 25 APRIL**

CROWNE PLAZA GENÈVE  
AVENUE LOUIS CASAÏ 75-77, GENEVA, SWITZERLAND

**ASSEMBLY MEETINGS**

MORNING PARALLEL SESSIONS

**09:30**      **RADIO ASSEMBLY PART II**  
**Room: New York**

**09:30** TV ASSEMBLY PART II  
Room: Zurich

**09:30** DIGITAL ASSEMBLY PART II  
Room: London

**12:30** NETWORKING LUNCH

**END OF MEDIA SUMMIT 2024**