

EUR(O)VISION

OPERATED BY EBU

SOCIAL MEDIA TRENDS SUMMIT 2016

9-10 MARCH, OSLO

AGENDA

In partnership with

NIK

#EBUSocial

DAY 1 - 9 MARCH

13:00

REGISTRATION

13:55

OPENING

Madiana Asseraf, Senior Online Development Manager, EBU

14:10

WELCOME BY NRK

Øyvind Lund, Media Director, NRK

NRK Media Director Øyvind Lund will share his views on how broadcasters are meant to be for everybody, and how platforms and channels are tools to bring content to the audience. Social media gives us a new tool, and is in many ways a public broadcaster's best friend, although it also involves editorial and political challenges.

14:30

WHAT CONSTITUTES PUBLIC SERVICE IN THE AGE OF SOCIAL MEDIA?

Part I: People Service Media, RTÉ on Social

In three short years, RTÉ has become the third biggest media Twitter account in Ireland, and the biggest on LinkedIn. How did it do it? Joseph Hoban provides an overview and a case-study on achieving that elusive virality on Facebook.

Part II: Group discussion: a pan-European social media campaign on public service media. How would you use social media to communicate the value of PSM as part of a broader pan-European communications campaign?

Speakers:

Joseph Hoban, Head of Communications & Brand Development, RTÉ
Michelle Roverelli, Head of Communications, EBU

Chair: Madiana Asseraf, EBU

15:30*Coffee break***15:45****360° SOCIAL MEDIA STRATEGY FOR A PROGRAMME**

Newsnight is the BBC's flagship daily news and current affairs programme. Cordelia will discuss what Newsnight aims to achieve with its digital and social media strategy. She'll explain some of the challenges of working on a well-established TV programme, discuss some of the experiments the team has worked on over the past months, and what they are hoping to achieve going forward.

Clas will present the Heute+ mission (social first, conversation with the audiences, from articles to particles), what has worked so far (explainers, positive stories, follow-ups driven by user comments) and what tools they are using.

Speakers:

Cordelia Hebblethwaite, Digital & Social Media, BBC Newsnight
Clas Damann, Team Leader, ZDF Heute+

Chair: Aline de Volder, Social Editor, RTBF

16:20**BIG SOCIAL BRANDS, FRIENDS OR ENEMIES?**

Big social brands offer broadcasters new ways to distribute their content to reach and engage with new and wider audiences. Following the visits to Facebook and Twitter organized by Eurovision Academy in 2015 and early 2016, we will discuss opportunities and threats in a bid to optimize our interaction with these brands.

Speakers:

Krista Taubert, Executive Producer, Yle
Lorenzo Ottolenghi, Deputy Director, Rainews 24

Chair: Michael Mullane, Head of Media Online, EBU

17:05**MOBILE JOURNALISM GADGETS**

Gregor Mayer, Head of Digital Media, ZDF/Phoenix

18:00**SOCIAL EVENT**

At the Medal Plaza, located at the University Square in the middle of Karl Johan, during the concerts and entertainment activities organised under the frame of the IBU World Championship (#Oslo2016). Organised in partnership with Eurovision Sports.

20:00**END OF DAY 1****DAY 2 - 10 MARCH****08:45****WELCOME****09:00****KEYNOTE**

Dan Biddle, Director of Broadcast Partnerships, Twitter

The power of live engagement.

09:40**SOCIAL MEDIA AND SPORT: ENGAGING LIVE TO BUILD LONG-TERM RELATIONSHIPS WITH YOUR AUDIENCE**

Millions of people attend sports events every year. Some of the biggest opportunities to reach and engage directly with the audiences of these events now lie with digital and social media. Sports clubs, businesses and sports rightsholders have clearly begun to appreciate the potential that social and digital media offer.

How can we optimize social media tools and strategies to cover the international sports events coming in 2016?

Panellists:

Marie Evers Pedersen, Social Media Manager, DR Sports
JJ Rowland, Head of Communications, European Handball Federation
Irma-Liisa Pyiökkimies, Digital Development Editor, SR

Chair: Christophe Pasquier, Senior Sports Producer, EBU

10:45

Coffee break

11:00

KEYNOTE

Adam Rendle, Senior Associate, Taylor Wessing

Legal aspects of social media: how to avoid legal difficulties when designing our strategies and producing content on social media.

11:30

ENGAGING WITH NEW AND YOUNGER AUDIENCES THROUGH SOCIAL MEDIA

Social Chain, founded in 2014, has reached such success, by combining the ownership and management of hundreds of digital assets - reaching over a billion millennials a month - with their in-house team of 44 strategists, creative content producers, account managers, etc. to a large roster of influencers. Examples of channels managed by Social Chain include, @love_food with a 6 million Instagram following, BBC Sport with 920,000 followers on Twitter and Hogwarts Logic has close to 500,000 followers on Twitter.

Keynote: Steve Bartlett, CEO, Social Chain

Case studies: Lilla Aktuellt (SVT) is the only news TV programme for kids (8-12) in Sweden. It is broadcast every weekday and it has around 200,000 viewers daily.

Malin L. and Malin A. will present the programme's strategy on digital: a website, an app (Lilla Aktuellt Kollen) and a major presence on social media platforms, such as Instagram, Snapchat and YouTube.

Anne Linn will present how NRK used Snapchat to recruit the TV presenter of their new documentary series. They asked people to send in snaps to attract the attention of younger audiences.

Speakers:

Malin Lundgren (Editor) and Malin Andersson (Reporter), SVT
Anne Linn Kumano-Ensby, Digital & Social Media Editor, NRK

Chair: Cordelia Hebblethwaite, Digital & Social Media, BBC Newsnight

12:30

GETTING THE RIGHT TONE TO INCREASE YOUR TRAFFIC REFERRALS

Rowan Collinson will present how BBC Music responded to David Bowie's death on social media: a huge event and a real rollercoaster 12 hours to which getting the tone right was key.

Speaker: Rowan Collinson, Senior Producer, BBC Music

12:50

Lunch break

13:30

DARE TO EXPERIMENT

Today's news organizations and media entrepreneurs are inventing new ways to discover, create and distribute news content. Google News Lab's aim is to provide tools, data and programmes designed to help. News Lab Lead Matt Cooke will present the emerging tech Google is helping journalists experiment with: VR, 360 and data journalism.

Keynote: Matt Cooke, Manager, Google News Labs

NRK's Digital Spearheads project uses lean methodology to bring new digital insights to the organization. The Spearheads (primarily

20-25 journalists) is a network of people testing, learning and sharing as quickly as possible as their main goal. The first major task for NRK's Digital Spearheads was turning around the bad multimedia storytelling. The content that the audience doesn't use provides the team with insights to go in the "right" direction and adopt the right way of doing things.

VRT's Creative Lab is a team of 12 people that helps VRT and its brands make the shift towards digital maturity. The team consists of highly skilled senior creatives (with experience in social media, online video production, visual identity, creative coding and copywriting) and talented junior content creators. Creative Lab is a part of VRT Digital and is a combination of a digital agency and a production company.

Speakers:

Lesley Demuynck, Head of Creative Lab, VRT
Klara Vatn, Digital Concept Developer, NRK

Chair: Madiana Asseraf, Senior Online Development Manager, EBU

14:45

Coffee break

15:00

(BIG) SOCIAL DATA AND WHAT YOU CAN DO WITH IT

Part I: Ed Albis will present STORY, Never.no's platform designed for news, entertainment and sports producers as well as advertising agencies, all tasked with creating social elements for live or 'as live' on-air events. STORY's easy-to-use user interface allows content producers and ad agencies to intuitively gather and manage social content and to insert the result into linear TV or digital.

Part II: benchmarking on how public broadcasters monitor their audiences on social media. This year, the EBU's Media Intelligence Service extended the social media section of its annual Member survey to draw a comprehensive picture of the social media presence and analytics of EBU Members. What can you expect? How can you contribute?

Speakers:

Ed Albis, VP EMEA, Never.no

Alexandra Brenkman, Senior Media Analyst, EBU

Chair: Michael Mullane, Head of Media Online, EBU

15:40

DISCUSSION: SOCIAL MEDIA GUIDELINES: “TWEET WHAT YOU WISH VS FREEDOM OF EXPRESSION”

Speaker: Aline de Volder, Social Editor, RTBF

Chair: Lorenzo Ottolenghi, Deputy Director, Rainews 24

16:00

CONCLUSIONS: WHAT DID YOU LEARN TODAY?

In groups, participants will work on two slides that they can use to present in a concrete way their learnings of the day when they are back in their organisations.

16:30

END OF SOCIAL MEDIA TRENDS SUMMIT

SPEAKERS

ØYVIND LUND

Media Director, NRK



Øyvind Lund has been working as NRK Media Director since 2013. He and his team are responsible for NRK's content and publishing strategy on all platforms.

MADIANA ASSERAF

Senior Online Development Manager, EBU



Madiana is Senior Online Development Manager in the EBU Media Department. She manages and coordinates strategic projects and services in the engagement, transmedia and digital storytelling sectors. Madiana also coordinates the Eurovision Digital Labs network

and the Eurovision Social Media Trends network and works closely with Members to exchange knowledge and trends in the online media industry and the international media landscape. She previously worked as Social Media Strategist for the Eurovision TV and Euroradio brands.

JOSEPH HOBAN

Head of Communications & Brand, RTÉ



Joseph Hoban is Head of Communications & Brand at RTÉ (Ireland) and Chair of the EBU Communications Directors Experts Group. Joseph led the re-brand of RTÉ and works to re-position RTÉ with audiences, through traditional communications and advertising/

marketing techniques and, increasingly, harnessing the power of social.

MICHELLE ROVERELLI

Head of Communications, EBU



As Head of Communications for the European Broadcasting Union (EBU), Michelle Roverelli leads the organization's corporate communications efforts - including internal communications - on all platforms. Before joining the media industry in 2007, she worked for two

leading PR agencies in Belgium and Switzerland.

ALINE DE VOLDER

Social Editor, RTBF



Aline is Social Editor for the News Department at RTBF. Her day-to-day work includes community management and editing for RTBF Info and for the investigative TV programme Questions à la Une, together with supervising various accounts. Aline works on increasing

the social presence of the RTBF News Department by advising journalists and departments and by integrating social media into global media operations.

CORDELIA HEBBLETHWAITE

Digital & Social Media, BBC Newsnight



Cordelia Hebblethwaite is currently in charge of Digital & Social Media for the BBC's flagship TV news and current affairs programme, Newsnight. Prior to this she was a fellow on the John S. Knight Journalism Fellowship at Stanford University, where she explored

how journalists can make better use of social media in their reporting. She helped launch BBC Trending, and has been a feature writer, planning editor and producer at the BBC since 2006.

CLAS DAMANN

Team Leader, ZDF-heute+



Clas has been working for ZDF since 2000, starting as news editor, then as executive assistant to the editor-in-chief before becoming managing editor and planning editor for ZDF's newscast heute. He currently leads the working group that developed and implemented the concept for heute+.

MIKE MULLANE

Head of Media Online, EBU



Mike leads the Eurovision Media Online team. An experienced broadcast journalist, he has spent most of his career in public service media, including spells at the BBC and Swiss Radio International. As Head of News, Sport & New Media in the EBU's Radio Department, he negotiated ground-breaking radio sport rights deals, provided news services at major world events and produced successful conferences.

KRISTA TAUBERT

Executive Producer, Yle



Krista works as an executive producer for anchors at Yle's TV and radio news and TV current affairs programs. She is also the executive producer for meteorologists. Krista attended the visits to Facebook and Twitter organized by Eurovision Academy in 2015 and early 2016 and

will share her learnings with participants of the Summit.

LORENZO OTTOLENGHI

Deputy Director, Rainews24



Lorenzo Ottolenghi has been a journalist for 28 years and a professional journalist for 20. He started his professional experience in a science press agency and since then has moved on to various roles such as newspaper editor, head of press office and external relations,

foreign affairs editor, chief editor, political consultant and manager for institutional and press relations. He currently works with Rainews, the all-news channel at Rai, where he became Deputy Director in charge of the news portal (Rainews.it) and the teletext tv platform (Televideo). Now he's also working for the channel Rainews24 as Deputy Director.

GREGOR MAYER

Head of Digital Media, ZDF Phoenix



mobile journalism and social media.

Gregor Mayer has been working for ZDF/phoenix for more than 16 years. As head of Phoenix Digital Media, he is in charge of Phoenix's presence on all digital platforms. Additionally Gregor is an assistant lecturer at the universities of Mainz and Bonn. He teaches digital news production,

DAN BIDDLE

Director of Broadcast Partnerships, Twitter



they love. Previously he was Editorial Lead for Social Media for the BBC and other credits include the social media campaign for the BAFTA Award-winning BBC Two series Virtual Revolution. He is @danbiddle on Twitter.

Dan joined Twitter in 2012 and is in charge of the company's broadcast partnerships in the UK. He works closely with broadcasters and production companies to effectively use the platform and create engaging content and events that bring audiences closer to the shows

CHRISTOPHE PASQUIER

Senior Sports Producer, EBU



Christophe has spent most of his career working in the sports and media environment. Starting in Paris, where he worked for Eurosport and ASO as line producer, he then moved to Geneva in 2003 to become sports programme coordinator with Eurovision. Nowadays, as senior

sports producer within the Sport Rights Unit, he takes care of Euroradio Members' sports coverage needs. An analogue native, he's keen on surfing all kind of digital waves.

JJ ROWLAND

Head of Communications, European Handball Federation



JJ heads up the EHF's media and communications operations, a role he has held since 2010 having previously worked for the federation's marketing arm. He and his team, based at the EHF's headquarters in Vienna, Austria, have been responsible for transforming

the federation's 'corporate' communications style, focusing on developing the conversation with fans and reaching out to new audiences through the creation of engaging content across a broad range of social media channels.

IRMA-LIISA PYÖKKIMIES

Digital Development Editor, SR



Irma-Liisa Pyökkimies has been working as a social media editor, digital producer and news anchor for the Finnish-speaking channel Sisuradio since 2013. From March 2016 she will be working as digital development editor focusing on sport, traffic news and SR's

programmes broadcast in minority and foreign languages. She was also one of the participants in the first EBU SkillsXchange programme for young multimedia experts that was held alongside Prix Italia 2015 in Turin, Italy.

MARIE EVERS PEDERSEN

Social Media Manager, DR Sports



Marie is social media manager in the Danish Broadcasting Corporation's Sports Department. With an academy professions degree in fashion design and a bachelor's degree in communication and media strategy, she combines her creativity and quirky ideas with

a structured and strategic approach to the social media management in her work. Celebrating one year at DR Sporten, Marie is in charge of social media coverage and focuses on creating a warm and welcoming community centring around the love of sport on Facebook, Snapchat, Twitter and Instagram.

ADAM RENDLE

Senior Associate, Taylor Wessing



Adam is a senior associate in the London office of Taylor Wessing, an international law firm with offices across Europe. His practice focuses on advising clients on exploitation, use and enforcement of their and others' intellectual property rights, particularly copyright and related rights. He specializes in advising on content issues in media industries such as social, publishing, news, broadcasting, music and advertising. He regularly advises social media and UGC aggregators, users and platforms and has spoken at conferences around Europe on these issues. Adam holds first class degrees in law from Oxford (BA) and Cambridge (LL.M.) Universities.

STEVE BARTLETT

CEO, Social Chain



Steve Bartlett is the 23-year-old CEO of Social Chain, The Drum's Social Media Agency of the Year 2016. Steve brings experience to the Summit from setting up both Social Chain, student platform Wallpark, and consulting for companies such as Bebo and HelloU.

ANNE LINN KUMANO-ENSBY

Digital & Social Media Editor, NRK



Anne Linn writes and edits web features that are published in connection with NRK's investigative documentaries. She is responsible for generating buzz about our documentaries on social media, to spread journalism beyond the television audience, as well as attracting the younger generations to watch the films online.

MALIN ANDERSSON

Reporter, SVT



Malin has been working at Lilla Aktuellt for one year. She mainly works as a reporter but she is also the editor for Lilla Aktuellt's Snapchat account for which she produces daily stories while trying to develop strategies to use Snapchat to create content for our viewers.

MALIN LUNDGREN

Editor, SVT



Malin has been working for SVT for almost seven years. She has worked as a reporter, as an editor-in-chief and also as a host, which she still does part time for the adult news programme SVT Nyheter. Before working for SVT, Malin worked at a local newspaper in the south of Sweden.

ROWAN COLLINSON

Senior Producer, BBC Music



Rowan is senior digital producer at BBC Radio 2 and 6 Music specializing in fusing social media and broadcast. He won the Sony Radio Academy Gold Award for 'Best Use Of Multi-Platform' two years running in 2012 and 2013 for his work on Now Playing @6Music and Radio 1's Review Show

and since joining the BBC has been responsible for driving record social reach to 6 Music and developing Radio 2's flagship multiplatform music property Sounds Of The 80s.

MATT COOKE

Manager, Google News Labs



Matt Cooke is the UK, Ireland and Nordics lead for the Google News Lab, a team dedicated to working with publishers to provide training and discuss innovative partnerships and experiments. Matt has been at Google for 4 years, recently leading Google's UK election project and launching Europe's first News Lab Fellowship scheme. Before that he was a television reporter and producer at BBC News for 8 years. He started his career as a student journalist for The Guardian.

KLARA VATN

Digital Concept Developer, NRK



Klara Vatn is a Digital Concept Developer with NRK. She acquired knowledge and experience in lean-and-agile methodologies from her background in IT. She is one of the initiators of the Digital Spearhead Project, using agile thinking for content development at NRK.

LESLEY DEMUYNCK

Head of Creative Lab, VRT



Lesley Demuynck has been working at VRT since 2001. He started out as sports editor for Teletekst and gradually became one of the driving forces behind the strong online presence of VRT's popular sports brand Sporza. After more than ten years, he left Sporza for digital

media incubator VRT Start-Up. The summer of 2014 saw him moving on to establish a unit with the goal of bringing digital change to VRT. That led to the birth of Creative Lab. Lesley specializes in online strategy and concepts, editorial approach and social media.

ED ABIS

VP EMEA, Never.no



Ed Abis is VP EMEA for social TV platform STORY.

STORY is designed for news, entertainment and sports producers as well as advertising agencies, all tasked with creating social elements for live or 'as live' on-air events.

STORY's easy-to-use user interface allows content producers and ad agencies to intuitively gather and manage social content and to insert the result into linear TV or digital.

ALEXANDRA BRENKMAN

Senior Media Analyst, EBU



Alexandra Brenkman has been a senior media analyst in the EBU's Media Intelligence Service since 2014. Her work focuses on media consumption trends and audience measurement. She is in charge of collecting and processing data related to EBU

Member organizations' online services. Prior to her current role at the EBU, Alexandra worked as a research manager for Eurodata TV Worldwide, specializing in international TV ratings and programming trends.

EUROVISION Contacts

Madiana Asseraf
asseraf@ebu.ch
T +41 22 717 2230

Amélie Rossignol-Farjon
rossignol@ebu.ch
T +41 22 717 2422

EUROPEAN BROADCASTING UNION

L'Ancienne-Route 17A
1218 Le Grand-Saconnex
Geneva, Switzerland
T +41 22 717 2111