

TURIN

3 & 4 October 2024

AGENDA

Day 1 - Thursday 3 October

BIG MEET-UP ROOM (Lo Spazio, La Centrale Nuvola Lavazza)

09:00 WELCOME TO THE BIG DIGITAL MEET-UP 2024

Join us as we kick off The Big Digital Meetup '24 with a warm welcome and introduction by our host.

Wouter Quartier, Head of Digital, EBU & Host

09:10 THE FUTURE OF PSM & EBU

The EBU has been central in the development of PSM in Europe and abroad. How can we remain valid and what value can the EBU deliver for the next 20 years of public service media?

Noel Curran, Director General, EBU

09:30 GENERATION WHAT?

Forget what you think you know about Generation Z. This diverse audience is growing up fast. And what about the next generation? Generation Alpha is ending in 2024 and what's next? PSM are working hard on grasping the new generation and serving them. In this session, we dive into the psychographic report of the future generations, uncovering their real lives and how we can connect with them as PSM.

Keynote

Speaker TBC

The Generation Alpha panel

Speakers:

Katrine Granholm Mortensen, Digital Commissioning Editor Kids, DR

Ana Leticia Sigvartsen, Project Manager Supernytt, NRK

Alberto Fernandez, Digital Content & Transmedia Director, RTVE

10:40 COFFEE BREAK (The Foyer)

11:20 **NAVIGATING THE BRAVE NEW WORLD OF MEDIA**

In this session, we explore how BBC and HBO Max are navigating the evolving landscape of consumer behavior amidst what some describe as a perfect storm. Learn about their strategies and successes in reaching audiences and how they continuously innovate and adapt to stay relevant in a rapidly changing environment.

Keynote:

Veronica Lykke Benson, Social Media Director Brand & Content, HBO Max

Keynote:

Mariel Capisciolto, Head of Digital Development, BBC

James Reevell, Executive Editor of Young Audiences, BBC

12:30 LUNCH (The Foyer)

BIG MEET-UP ROOM (Lo Spazio, La Centrale Nuvola Lavazza)

14:00 **AI ADVENTURES ELEVATING AUDIENCE CONNECTIONS**

EBU Members are leading the way in exploring the limitless potential of using AI and Data to innovate audience engagement. This session will showcase inspiring examples from select Members who are pushing the boundaries in redefining creativity. One remarkable case involves bringing a prominent Danish historical figure to life as a lifelike digital rendition through AI, providing audiences with a unique and interactive way to engage with him.

Speakers:

Kåre Vedding Poulsen, Producer, DR

Lars Bastholm, CEO, Bastholm Creative Consulting

BOILER ROOM (Sale Congiunte, La Centrale Nuvola Lavazza)

14:00 **INTERNAL DISRUPTION ENGINE: WHY RULES ARE MADE TO BE BROKEN**

In the fast-evolving digital landscape, innovation often requires challenging the norm. This session explores how 'tactical disruption' is sometimes needed to drive change, challenge culture, and open minds. Join our unique 'fishbowl' conversation, where everyone can step into the centre, share experiences, and reveal their disruptor tactics. Be prepared for a candid discussion that aims to inspire and empower everyone to become internal disruptors themselves.

Session Host: **Dr. Sasha Scott**, Head of Transformation Services, EBU

Speakers:

Diana Kostova, Editor-in-Chief, BNR

Jonathan Patterson, Managing Director, The News Movement

15:30 COFFEE BREAK (The Foyer)

BIG MEET-UP ROOM (Lo Spazio, La Centrale Nuvola Lavazza)

16:00 **PSM PLATFORMS IN A POST-APP ERA**

Explore the challenges and opportunities of making PSM platforms discoverable and prominent in a world moving beyond traditional apps. With the rise of connected devices like Apple Vision Pro and Oculus Rift, discover what broadcasting means in a platform-dominated world. Gain insights from case studies presented by members and participate in a lively Q&A session to address key questions and concerns.

Keynote: Bringing PSM on the Apple Vision Pro

Speaker TBC

Only four European media outlets are available on Vision Pro. Why does this matter? Arte believes the Vision Pro is much more than just a spatial device—it's a glimpse into the future for Apple. Could it be their next "iPhone moment"? For Arte, being part of Vision Pro revealed its true value and potential.

The Connected Everything Panel: the next barrier?

Intro by Léa Besson, Senior Media Analyst, Digital Lead, EBU

Session Hosts:

Tania Hüther, Head of Distribution Board, ARD

Wouter Quartier, Head of Digital, EBU

Panellists:

Puja Kalaria, Senior Distribution Manager, BBC

More speakers TBC

BOILER ROOM (Sale Congiunte, La Centrale Nuvola Lavazza)

16:00 **SOCIAL MEDIA – BEYOND STOCKHOLM SYNDROME?**

Social media has been a major driver for connecting with our audiences for the past 20 years. However, balancing between our own platforms and third-party platforms can sometimes feel like we are experiencing Stockholm syndrome.

In this session, we will explore how to effectively use social media platforms to engage with an audience that is deeply immersed in social media. The room will

be divided into different groups, each focusing on a different topic. Each group will have a topic leader who will introduce the subject and lead the discussion.

We will conclude the session with a joint discussion to summarize our findings.

Session Host: **Yasmina El-Gannabi**, Audience Development Manager, DW

Topic Leads:

Patrick Weinhold, Head Social Media, ARD

Veronica Lykke Benson, Social Media Director Brand & Content, HBO Max

Vitold Grand'henry, Positioning, Research & Image Manager, RTBF

Other speakers TBC

17:30 **END OF DAY 1**

Day 2 - Friday 4 October

BIG MEET-UP ROOM (Lo Spazio, La Centrale Nuvola Lavazza)

09:00 **THE OTHER WAY IN**

In today's evolving media landscape, building meaningful audience relationships is crucial. How do we achieve this with new platforms and technologies? Digital platforms offer unprecedented opportunities for interaction and personalized connections. In this session, we will hear from an industry leader about building the future of digital culture and interactive content.

Session Host: **Kati Bremme**, Head of Innovation, FTV

Speakers TBC

10:30 **COFFEE BREAK** (The Foyer)

11:00 **PLAY AND ENGAGE**

How can Public Service Media (PSM) break new ground in audience engagement and find the other way in? In this session, we'll discuss strategies and tangible cases on how PSM leverages gaming and creators as tools for storytelling and community building, amplifying PSM's reach and impact.

United by Play – Eurovision Song Contest on Roblox

Gregg Young, VRT Innovation

Wesa Aapro, Metaverse Lead, Yle

Tarek Adamski, Creative, Show Host & Producer, ORF

12:30 LUNCH (The Foyer)

BIG MEET-UP ROOM (Lo Spazio, La Centrale Nuvola Lavazza)

13:30 **STRATEGIES IN A DIGITAL WORLD**

Join the Connect Community in this session on building relationships with the audience to discover best campaigns and best practices for promoting PSM content across multiple platforms and to learn how to stand out in a crowded digital landscape with effective marketing and branding strategies.

Speakers:

Charelle Akihary, Director of Public & Marketing, NPO

Vitold Grand'henry, Positioning, Research & Image Manager, RTBF

Wim Moellmann, Brand Manager & Head of Media Planning, SRF

Juhana Sailyoja, Marketing Strategist, YLE

BOILER ROOM (Sale Congiunte, La Centrale Nuvola Lavazza)

14:00 **FUNDAMENTALLY, WHAT DO WE NEED TO BE, AS THE FUTURE PEOPLE OF PSM?**

Our discussion will move from the philosophical to the practical as we explore the implications of the transformation of the media industry by technology, AI, and changes in audience behavior. This transformation is impacting the people, skills and culture needed to excel in the digital world. Traditional job roles are changing, requiring PSM staff to be adaptable, multi-skilled, and flexible. How can we best deal with this shift, and what skills will be vital in the future? What is the role of digital in leading the front line in legacy organizations?

Session Host:

Natalia Beregoi, Transformation Consultant, Strategy, People & Culture, and Communications, EBU

Speakers:

Zuzana Matějovská, Head of Recruiting & People Development, Czech Radio

Sarah Burbedge, Culture and Transformation Consultant

Jukka Niva, Head of News Lab, Yle

16:00 **END OF BIG DIGITAL MEET-UP 2024**

20:30 **PRIX ITALIA AWARDS CEREMONY**

Studio 8, Turin TV Production Centre