

# YOUNG AUDIENCES

## PSM YOUTH CONTENT – WHAT WORKS? KICK-OFF VIRTUAL DISCUSSION 25 SEPTEMBER 2020

### MEETING DESCRIPTION

We all know that reaching and connecting with young adults can be a challenge. But there have been some success stories within public service media.

As part of the **Young Audiences Initiative**, a new series of short virtual meetings has been designed to help our Members identify successful strategies and cases, and share their experiences on content targeted at the 15-25 age group.

These meetings are for channel and station managers programme makers, commissioners, editors and marketers working on youth content.

During these meetings we will:

- Initiate new connections among PSM colleagues making an impact with young adults from all over Europe
- Present some research on how the lockdown impacted young adults' media consumption habits
- Exchange information about cases and experiences that work well with young adults and which might inspire your daily activities
- Exchange information on what's in the pipeline for engaging with young adults, both for inspiration and so we can identify potential synergies and opportunities to collaborate

### KICK-OFF WORKSHOP: TOPICS OF DISCUSSION

10.00 Welcome & framework of the meeting. A brief introduction to EBU Young Audiences by Madiana Asseraf-Jacob, EBU

10.10 Tour de table: introductions. Colleagues from Belgium, Finland, France, Germany, Japan, Lithuania, Norway, Portugal, Spain & Switzerland, among other countries, will be online.

10.20 Setting the framework (I): GenZ: who are they? What drives them? Has the COVID crisis impacted their interests and media consumption habits?  
An overview by Carina Haupt, EBU

10.35 Setting the framework (II): overview of EBU Members' work for young adults and key strategic challenges identified

10.40 Tour de table: what works? Group members will share examples of their recent work that has worked well with young adults and what made it succeed

11.30 Re-thinking PSM & Young Adults: notes by Minna Horowitz - University of Helsinki and University of Westminster

11.45 Topics for the future and end of the meeting

## EBU CONTACTS

Madiana Asseraf-Jacob  
Head of Business Development & Young Audiences  
[asseraf@ebu.ch](mailto:asseraf@ebu.ch)

Carina Haupt  
Media Consultant  
[carina.haupt@gmail.com](mailto:carina.haupt@gmail.com)

Evelyn Sequeira  
Junior Project Coordinator  
[sequeira@ebu.ch](mailto:sequeira@ebu.ch)