



DIGITAL NEWS WORKSHOP
FOR THE DIGITAL & NEWS COMMUNITIES IN PSM

24 AUGUST 2016
EBU HQ, GENEVA
Room: Jungfrau/Eiger

PROGRAMME

Hosts:

Justyna Kurczabinska, EBU Head of News Exchange

Madiana Asseraf, EBU Senior Media Development Manager

09:30 – 09:45 ARRIVAL, ACCREDITATIONS, COFFEE

09:45 START OF THE MEETING

09:50 – 10:15 WELCOME MESSAGE

By Jean Philip de Tender, EBU Media Director, and Jeff Dubin, EBU Head of News

10:15 – 10:40 KEYNOTE –IMPACT OF DIGITAL IN NEWS PRODUCTION AND CONSUMPTION TRENDS

By Atte Jääskelainen, Director of News, Current Affairs, Sport & Regional Programming, Yle

10:40 – 11:15 POST-KEYNOTE TALK: FROM ‘NEWS FOR TODAY’ TO ‘NEWS FOR TOMORROW’

Overview of digital news production and consumption habits from EBU Members. Identifying key themes, trends and shared challenges.

11:15 – 12:00 EMBRACING INNOVATION, EVOLVING WITH THE AUDIENCE

Case study: VRT Nieuwshub

By Ezra Eeman, Head of VRT Start-Up

VRT Nieuwshub is a digital news innovation hub that explores ways for VRT News to become a more agile digitally focused news service that evolves with the media needs and behavior of its audience.

Case study: Web Antenne of Francetv Info

By Martin Gouesse, Head of Web Antenne, France Télévisions

The impact of digital in the newsroom led to the creation of Web Antenne at France Télévisions. We will hear about the team’s workflows and formulas for success with digital news content, as well as how the team is now preparing for the future of journalism.

12:00 – 12:30 COLLABORATIVE DISCUSSION: DEFINING THE ELEMENTS FOR SUCCESSFUL DIGITAL NEWS PRODUCTION

Successes, failures, best practice examples.

12:30 – 13:15 NETWORKING LUNCH & VISIT TO EVN NEWSROOM AND MCR

13:15 – 13:30 PRESENTATION OF THE EVN EXCHANGE SERVICES, INCLUDING Q&A

By Justyna Kurczabinska, Head of EVN News Exchange, EBU

13:30 – 14:00 COLLABORATIVE DISCUSSION: HOW CAN THE EVN SERVICES MEET YOUR DIGITAL NEEDS?

“Together we are stronger”. Identifying opportunities to exchange digital news content and collaborative projects

14:00 – 15:00 GOING MOJO AND SOCIAL, USING ONLINE VIDEO

Case study: Lessons learned from this year’s RTÉ Mojocon

By Patricia O’Callaghan, Multimedia Journalist, RTÉ

Every year, RTÉ hosts Mojocon, a conference on mobile journalism and new digital storytelling technology. We will discover the highlights in mobile content creation, smartphone photography, visual storytelling and online video journalism presented at the 2016 conference.

Case study: NRK’s Supernytt

By Kristin Granbo, Multimedia Journalist, NRK

Supernytt is currently building its own studio in order to deliver news first online and through social media, and not to have to rely on studio time for TV. Its good track record for interaction with the audience has given the team inside information on what proves successful with their target audiences.

Introduction to the EBU UGC verification Network

By Anne-Marie Lupu, News Editor, EBU

An initiative for EBU Members to collaborate on authentication of eyewitness media found on social and messaging networks

15:00 – 15:15 COFFEE BREAK

15:15 – 16:00 COLLABORATIVE DISCUSSION AND EXERCISE: USING MOBILE AND SOCIAL TOOLS TO COVER BREAKING NEWS

Moderated by Ray Colgan, News Editor, EBU

Successes, failures, best practice examples, challenges.

16:00 – 16:30 IMPLEMENTING SOCIAL MEDIA STRATEGIES FOR NEWS PROGRAMMES & MAKING BETTER USE OF SOCIAL MEDIA FOR REPORTING

Case study: ZDF Heute+

By Clas Dammann, Team Leader, Heute+

Heute+ is ZDF's interactive news bulletin, aired live every Friday evening on prime-time. The programme's vision and mission is "social first, conversation with the audience and from articles to particles". We will hear about what has worked so far (explainers, positive stories, follow-ups driven by user comments) and the tools the team is using.

Case study: BBC Newsnight and the Social Media Reporter

By Cordelia Hebblethwaite, Digital & Social Media, BBC Newsnight

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

16:30 – 17:30 PROTOTYPING COLLABORATIVE SOLUTIONS FOR THE CHALLENGES IDENTIFIED DURING THE DAY AND NEXT STEPS

What do we need to do in order to produce relevant PSM digital news content? How can we work together to achieve our goals?

17:30 END OF THE MEETING