

# 21<sup>ST</sup> ASSEMBLY

## AGENDA

### Day 1 – Wednesday 20 May

**08:30**      **Registration / Coffee**

**09:00**      **Welcome**

- Andrzej Siezieniewski, President of the Board, Polish Radio
- The Mayor of Warsaw

**09:20**      **Chairman's Introduction to the conference**

- Approval of minutes of the 20th Assembly

**09:30**      **Keynote: The Battle for Public Service Media**

As the US digital giants advance on Europe, the Director General of the EBU, Ingrid Deltenre considers the risks facing both radio and television members and outlines the strategic changes that will be needed to maintain radio at the heart of Europe's public service proposition against a background of growing financial and regulatory pressure.

**10:00**      **Panel discussion and Q&A**

- Cilla Benkö (Director General, Swedish Radio)
- Ovidiu Miculescu (President Director General, Radio Romania)
- Els van de Sijpe (Mediamanager Radio, VRT, Belgium)
- Arthur Landwehr (Editor-in-Chief, SWR, Germany)
- Ingrid Deltenre (Director General, EBU)

**11:30**      **Coffee break**

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**11:45 Report of the Radio Unit and Expert Groups**

- Overview: Christian Vogg (Head of Radio, EBU)
- Music Exchange: Pierre-Yves Tribolet (Euroradio Manager, EBU)
- Sport: Marcus Tepper (Chairman of the Radio Sports Group)
- News: Arthur Landwehr (Chairman of the Radio News Group)

**12:45 Lunch****14:15 The Battle of the Bands Part I: Broadband versus Waveband**

- The Facts about Changing Media Consumption (David Fernandez, MIS)
- Keynote: Will Radio Outlive Television? (Tony Lavender, Plum consultants)
- Questions from the Floor

**15:00 Make Broadband part of your Success Story**

- Top2000 - a successful multimedia music format (Jan-Willem Roodbeen, NPO)
- The mobile strategy of Swedish Radio (Tomas Granryd, Swedish Radio)  
Success factors for young audiences (Marc Savary, SRG/SSR)
- Opportunity for questions to the speakers

**16:00 Tea break****16:30 EBU Theme Weeks**

- 2015: Sustainability (Annika Nyberg Frankenhaeuser)
- 2016: Generation Quoi (Ruurd Bierman)
- Opportunity for discussion

**17:30 End of day 1****20:30 Dinner**

- Restaurant "Kamanda Lwowska", ul. Foksal 10, 00-366 Warszawa

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## Day 2 – Thursday 21 May

**09:00            The Battle of the Bands Part II: DAB versus FM  
Panel discussion and Q&A**

- Marius Lillien, NRK, Norway
- René Zavoral, Czech Radio
- Jan Petersson, Swedish Radio
- Joachim Kraus, ARD, Germany

**09:45            Winning digital strategies**

- Going Digital in Poland (Krzysztof Luszczewski, Polish Radio)
- A Swiss Programmer's View of Digital (Robert Ruckstuhl, SRF)
- The Danish Multichannel Strategy (Tor Arnbjørn, Danish Radio)

**10:15            The Battle for Drivetime in the Connected Car**

- Keynote: The Future of In-Car Entertainment (Stephen Longden, SBD)
- Why digital radio matters in cars (Andrew Nash, Mediamobile)
- Radio in cars - the broadcasters view (Mark Friend, BBC)

**11:15            Coffee Break**

**11:45            Fit for the Future – Restructuring at Members**

- Cross media in Finland, ten years on (Anne Haaja, YLE)
- Merging Radio, TV and Online in Spain (Ana Maria Bordas, RTVE)
- Keeping German Public Service Radio visible in a Cross-Media Structure (Peter Fohrwikl, BR, Germany)

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**12:45**      **Lunch**

**14:15**      **Introduction of the new Media Director**

**14:40**      **Elections**

**15:30**      **Invitation to EURORADIO Assembly 2016**

**16:00**      **AOB and Close of the Assembly**

**17.30-19.30**      **Optional excursion on foot**

Meeting point: lobby of the Hotel Mercure

The excursion will begin and end at the Hotel Mercure.

A certified guide from Polskie Radio will lead the excursion, which will feature the following sights: St Alexander's Church, Marshal Edward Rydz-Śmigły Park, Polish Parliament.

The exact itinerary depends on the weather and the number of participants.

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