



AGENDA

Day 1 – Thursday 27 April

10.00-18.30

1. WELCOME

Graham Ellis, President, EBU Radio Committee

Fotis Apergis, Head of Radio, ERT

Jean Philip De Tender, Deputy Director General and Media Director, EBU

2. INTRODUCTION

Graham Ellis, President, EBU Radio Committee

- Agenda
- Approval of Minutes

3. THE ROLE OF RADIO IN EMERGENCY

Over the past year we have witnessed the tragedy of war right here in Europe. The Russian invasion of Ukraine has raised difficult questions in many areas, demonstrating clearly the need for unbiased information and stable public service media. It has also underlined the role of radio in informing society in emergency situations, often with vital information that saves lives. How have the role and services of public radio in Ukraine changed since the invasion? What can other public media do to support Ukraine and UA:PBC in their work and their situation?

Moderator: Serge Schick, Vice President, EBU Radio Committee

Kateryna Tryfonenko, Editor in Chief, Ukrainian Editorial Office, RFI

Iryna Korniienko, Executive Producer, UA:PBC

Giedrius Masalskis, Head of Radio, LRT

4. COFFEE BREAK

5. SERVING THE MEMBERS: UPDATES FROM THE EBU

An opportunity for the Assembly to learn how the permanent services of the EBU, and especially the Media Department and its Radio Unit and Music Unit, have served the membership throughout the past year.

Moderator: Graham Ellis, President, EBU Radio Committee

Jean Philip De Tender, Deputy Director General and Media Director, EBU

Edita Kudlacova, Head of Radio, EBU

Pascale Labrie, Head of Music, EBU

Media Innovation Fund : Radio open call

Virginie Carvalhosa Martins, Project Manager, EBU

Javier Sánchez, Head of Strategy, Rtve Innovation Center, RTVE

Andrea Borgnino, Head of RaiPlaySound, RAI

Marit Rossnes, Head of Product Development, NRK Radio

6. LUNCH

7. SCENARIOS FOR EUROPE'S AUDIO LANDSCAPE – FOCUS ON MOBILE APPS

The media landscape in Europe is changing faster than ever. The constant growth in streaming and downloading of audio content goes hand in hand with technological innovation. New devices and services target younger generations with content across every screen, while platforms transform from pure content distributors to content producers and marketers. What impact does this have on the possible future scenarios for the audio landscape? How can we best adapt to the trends? How are our apps doing in comparison to commercial platforms?

Moderator: Graham Ellis, President, EBU Radio Committee

Matthieu Rawolle, Senior Media Analyst, EBU

Oliver & Ohlbaum

8. WHAT DO WE – AND YOU – ACTUALLY NEED TO DO FOR DISTRIBUTION?

Distribution of audio content to connected devices has been widely discussed over the past years, and in particular the topic of visual radio. Are we now making the most of what visual radio offers? Can Radio and TV work together in this space? Are album covers enough for promoting visual radio across connected devices? The car becomes what is, in effect, a connected device on wheels: if we want to stay relevant on the dashboard, what should we do? Is this an area for the big EBU Members only or is there room for smaller Members or those less advanced in the digital space to be involved as well?

Moderator: Anna Vošalíková, Chief Producer, Czech Radio
Tomas Granryd, Head of Digital Partnerships, SR
JP Coakley, Head of Broadcast & Media Services, RTE

9. COFFEE BREAK

10. IN CONVERSATION WITH CILLA BENKÖ AND SIBYLE VEIL

There are many areas of concern for radio leaders as they consider the future of the medium. These include legislative developments, digital transformation, competition with the digital platforms, and the adaptation of production and internal structures in radio houses across Europe. However, these changes are taking place alongside the steadily increasing popularity of listening to audio content, for which the fastest growing demographic is 13-24 year olds (US). This trend is likely to come to Europe in the years ahead too. This will be an open conversation with two leading representatives of the EBU's radio membership on their views of the future.

Moderator: Graham Ellis, President, EBU Radio Committee
Cilla Benkö, Director General, SR
Sibyle Veil, CEO, Radio France

11. EUROPEAN MEDIA FREEDOM ACT / EMFA

In 2022, the European Commission adopted the European Media Freedom Act as a novel set of rules to protect media pluralism and independence in EU countries. How are individual broadcasters dealing with the new legislation and what does it mean for EBU radio members? An open conversation about the impact of the legislation on the public service radio organizations in EU countries.

Moderator: Mirko Štular, Member, EBU Radio Committee
Wouter Gekiere, Head of Brussels Office, EBU
Sofia Taavitsainen, Public Policy Advisor, SR

END OF DAY 1

Day 2 – Friday 28 April

09.30-14.00

1. REBUILDING A PUBLIC SERVICE BROADCASTER IN 21ST CENTURY:

THE STORY OF ERT

The Hellenic Broadcasting Corporation (ERT) has had a history like no other public service media organization in Europe. After the sudden closure of 2013, ERT stood on its feet, and had to make real leaps to cover the lost ground, in many areas, and especially in the technological one. Especially in the last 3 years, huge steps were taken that strengthened ERT and give the optimistic example of a story with a promising development.

Moderator: Graham Ellis, President, EBU Radio Committee

Mike Nugent, ERT Deputy General Director of Technology, EBU Technical Committee Chair

Maria Kozakou, Journalist, Head of Radio 2, ERT, Member of the Radio Committee and International Relations Group, EBU

2. CONTENT STRATEGIES FOR RADIO PLATFORMS: THE NEW MUST-HAVE FOR LISTENERS

Podcasting, online audio, catch-up services and on-demand content – all of these require a good quality, user-friendly app or platform. Are audio platforms becoming the new FM? What are the content strategies and choices that work well for those who have decided the public service broadcaster's app should be the number one go-to app for audio lovers in their country?

Moderators: Edita Kudlacova, Head of Radio, EBU ; Peter Niegel, Senior Advisor – Audio Content Strategy, DR – LYD

Sven Lardon, Head of Digital Transformation VRT Max, VRT

Marit Rossnes, Head of Product Development, NRK Radio

Jonathan Wall, Director, BBC Sounds

3. COFFEE BREAK

4. ELECTIONS

5. END OF THE RADIO ASSEMBLY