

**DATE**

18 September 2017

**REFERENCE**

DR/11277

**TO:**

Culture & International Heads



## ***THE BERLIN SUMMIT***

***Friday, 20 October 2017***

***Rundfunk Berlin-Brandenburg (Haus des Rundfunks)  
Masurenallee 8-14, Berlin (Helmut-Koch-Saal)***

### ***Cultural Radio in Turbulent Times: Innovation and Responsibility***

- 09.00 Presentation of the Day  
**Denis Nowlan** (BBC/United Kingdom) – Chair of the EBU Culture Group
- 09.10 The situation of Radio in Europe  
**David Fernandez-Quijada**, Senior Media Analyst, EBU (Switzerland)  
*Trends, listening habits, penetration, competitors...*
- 09.40 Q & A – Comments
- 10.00 The “NRK switch”  
**Ole Jan Larsen** (NRK/Norway)  
*Norway has become the first country in the world to start phasing out the FM radio signal in favour of DAB. Head of NRK P2 Ole Jan Larsen gives us insights on the significance of this very important strategic decision.*
- 10.30 Coffee Break

10.50 “France Culture: Refreshed and Reformatted”  
**Sandrine Treiner** and **Vincent Lemerre** (Radio France/France Culture)

*Radio France's cultural channel has gone through a phase of important changes. Sandrine Treiner, France Culture's Director, and Vincent Lemerre, in charge of Programming, will present this ambitious project.*

11.15

- “Riding the Three Horsemen of the Apocalypse” – **Mohit Bakaya** (BBC/UK)

*Mohit Bakaya, Commissioning Editor, BBC Radio 4, shares examples of how the network has attempted to make headway in the digital landscape, whilst simultaneously continuing to innovate on its linear platform.*

- Next Door: Exploring the European Neighbourhood – **Peter Klein** (ORF/Austria)

*Who are Austria's neighbours? Germany, Switzerland and Italy... but also Morocco, Armenia and Belarus. Head of Ö1 Peter Klein presents this project designed to better know these “new” communities.*

11.55 Short Break

12.05

- “Voices of the Dead” – **Doreen Kanter** and **Emelie Rosenqvist** (SR/Sweden)

*SR's Drama Unit has launched various initiatives to transform Radio Drama with the aim to reach new and younger audiences.*

- Czech Radio's Creative Hub – **Edita Kudláčová** (CR/Czech Republic)

*Chief Creative Producer Edita Kudláčová presents some of the cultural projects that have originated from the Creative Hub.*

- “WDR3nachten“ – **Karl Karst** (ARD-WDR/Germany)

*Head of WDR3 Karl Karst introduces this unique project: WDR3 invited their audience to become part of an amateur orchestra for a Christmas concert. The result was awe-inspiring: great musicianship, impressive ratings, all this done in audio and video.*

13.00 Lunch

- 14.00 "Journalism and Populism" – Keynote **Roger de Weck** – SRG Director-General (Switzerland)
- 14.30 **Cilla Benkö** – Director-General of Sveriges Radio (Sweden)
- Radio Manager 3.0 – How to tackle the fourth industrial revolution, the digitization!*
- General discussion
- 15.00 Short Break
- 15.20 "New Audio Frontiers" – **Robert Ketteridge** (BBC/UK)
- Podcasts, platforms and digital innovations at Prix Europa by Robert Ketteridge, Head of Arts, Documentaries and Drama for BBC Radio & Music.*
- 15.40 General discussion
- 16.00 Short Break
- 16.15 Election of a new EBU Culture Group
- 16.30 End