

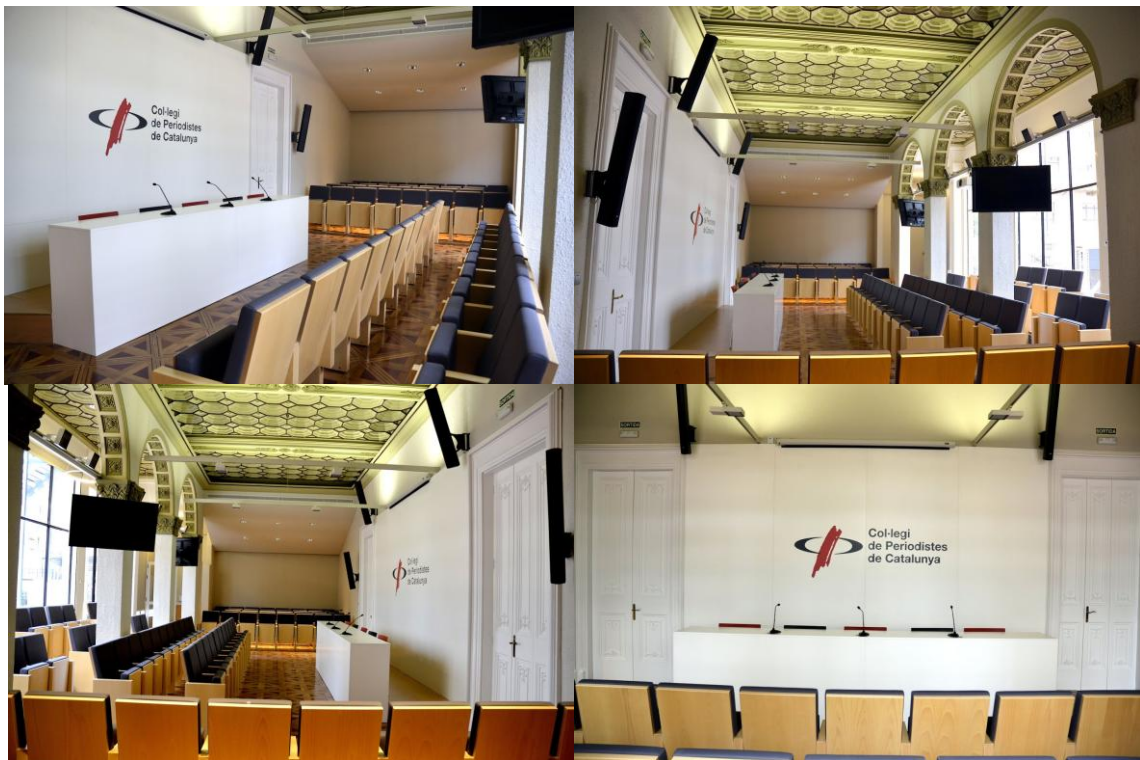
EUR(O)RADIO

OPERATED BY EBU

EURORADIO Eurosonic Conference BARCELONA, 27-28 May 2015

Conference Venue:

Col·legi de Periodistes de Catalunya
Rambla de Catalunya, 10, 08007 Barcelona



Wednesday, 27 May 2015

10.45 Arrival of Participants/Registration

11.00 Introduction and Overview of the Eurosonic Conference – **Jan Sneum (DR/Denmark)**, Chair of the EURORADIO Eurosonic Group

11.20 Welcome by Host, **Josep María Martí**, Deputy Director, Cadena SER (SER/Spain)

Moderator – **Ian Wilson** (RTÉ/Ireland)

11.45 The Eurosonic Mixtape – **Gianluca Allaria** (EBU/Euroradio)

A sound immersion in the live music offers of the past year...

12.00 A Festival of Festivals (and you are all invited!)

Great and unique partnerships with Festivals have been made possible over the years. And there are more opportunities to come...

- **Paléo Festival Nyon** – Getting 40... (Nyon, 20-26 July 2015) – **Julien Gross, David Franklin & Michèle Müller**
- **Haldern Pop Festival** (Haldern 13-15 August 2015) – **Stefan Reichmann**
- **Sónar Festival** (Barcelona, 18-20 June 2015) – **Georgia Taglietti**

Q & A

13.15 Lunch

14.15 “Anyway, Anyhow, Anywhere”

- The **3FM Experience** (Netherlands) – Music On All Platforms! – **Wilbert Mutsaers** (NPO 3M/Netherlands)
- The **BBC Music Playlister** – **Ben Chapman** (BBC/United Kingdom)

Q & A

Moderator – **Jan Sneum** (RTÉ/Ireland)

15.30 "Being creative: the VRT start-up" – **Ezra Eeman** (VRT/Belgium)

VRT Startup is a digital innovation lab that develops new digital formats and concepts in order to connect better with the Youtube Generation.

16.00 "Seeing is Believing" – Concerts on TV, online, where else?

- **Culturebox – Nicolas Auboyneau** (France Télévisions/tbc)

16.30 Break

16.45 **Special Panel Discussion - Let's talk about rights...**

... let's talk about all the good things and the bad things that may be..."

As music is available nearly everywhere these days, radio broadcasters need to be present on all platforms... for instance by making their studio sessions and live recordings available on platforms such as YouTube. The aim is, of course, to reach people where they increasingly are... this can sometimes lead to difficulties for rights holders but new opportunities for all involved as well!

Moderator:

Jan Sneum (DR/Denmark)

Participants:

- **Ruth Barlow** (Beggars Group/United Kingdom)
- **Benjamin Alexander** (Universal/United Kingdom)

and Conference participants

17.30 End of Day 1

Thursday, 28 May 2015

09.30 Start

Overview of the Day – **Laurent Marceau** (EBU/EURORADIO)

09.45 **Understanding Media and Music “Consumption” today...**

Special Address - **Ferre Vandervreken** (VRT/Belgium)

Q & A

Moderator – **Hervé Riesen** (Radio France)

10.15 Panel Presentation: **The radio playlist secrets uncovered...**

The weekly challenge, and sometimes “headaches” over the selection of the right playlists ... What makes the music format compatible with the public service remit? And what makes the music selections relevant to the target audience when half of the music that a 39-year-old and a 19-year-old listen to... is the same? How do you find the right music format then?

- **Hendryk Proske** (MDR/Germany)
- **Marie Komissar** (NRK/Norway)
- **Gerrit Kerremans** (VRT/Belgium)

11.15 Break

11.40 “Births & Rebirths” – Interesting cases you should know about...

- **Radio Puls** – **Thomas Mueller** (BR/Germany)
- **Mouv’** and Radio France projects – **Hervé Riesen** (Radio France)

Moderator – **Laurent Marceau** (EBU/Euroradio)

12.30 **BBC Music as a Brand** – **James Stirling** (BBC/UK)

The concept and strategy to transform the BBC's music output into a brand of its own.

13.00 Lunch

14.00 Meeting the **Primavera Festival** – tba

The EURORADIO Eurosonic Conference is taking place during this great Festival.

14.30 Planning for the next **Eurosonic Festival** - **Peter Smidt** and **Robert Meijerink**

Special focus in 2016 will be on Central/Eastern Europe.

15.15 Short Break

15.30 The EBU Media Department
Jean Philip De Tender, Media Director

Presentation, feedback and discussion

16.30 Short Break

16.45 Election of a new EURORADIO Eurosonic Group

End of Day 2