



CHILDREN AND YOUTH EXPERTS MEETING

1 DECEMBER 2014

BBC MEDIACITYUK/SALFORD,

BBC QUAY HOUSE, QUAY 5 EVENT SPACE (5TH FLOOR)

AGENDA

9:00 - 9:30	ACCREDITATION OF PARTICIPANTS
9:30 - 9:45	WELCOME AND INTRODUCTION Nadja Burkhardt, Senior Project Manager EBU
9:45 - 10:15	KEYNOTE SPEECH : Joe Godwin, Director Children's, BBC
10:15 - 11:15	FOCUS ON AUDIENCE: OFFER / STRUCTURES / CROSSMEDIA AND CROSS-PLATFORM – A EUROPEAN OVERVIEW Moderators: Metka Dedakovic & Sheila de Courcy
10:15 – 10:45	1. OUTCOME OF THE SURVEY: EUROPEAN OVERVIEW: What are European PSMs offering their young audiences on all platforms?
10:45 – 11:15	2. CROSS-PLATFORM INTERACTION WITH THE AUDIENCE: a case-study / CBBC/CBeebies Ryan Lewis, Children's Audiences Team
11:15 - 11:30	Coffee Break
11:30 – 12:30	INNOVATIVE & CROSSPLATFORM CHILDREN'S FORMATS - DR / Kirstine Vinderskov , Head of Children - TVE / Yago Fandiño , Children Content Manager - YLE / Teija Rantala , Head of Children and Youth & Wesa Aapro , web designer - BBC / Alison Stewart , Head of Cbeebies Production, Animation and Acquisitions and Lucy Beckett , Producer, CBeebies Interactive
12:30 – 13:00	LOOKING INTO CHILDREN'S HEART & SOUL Children's emotions from watching TV: best practice and clangers Maya Götz , Head of IZI and of the Prix Jeunesse Foundation
13:00 - 14:30	Lunch Break

14:30 – 15:30	<p>CASE STUDIES: TV MEETS RADIO MEETS ONLINE</p> <ul style="list-style-type: none"> - Ireland / RTE / Sheila de Courcy, Head of Children & Youth - Norway / NRK Super: Cathrine Simonsen, Head of Children Dept - CBBC The Secret Life of Boys, Beryl Richards
15:30 - 16:15	<p>EUROVISION EXCHANGES, PROJECTS, AND NEW COPRODUCTION PROPOSALS</p> <ul style="list-style-type: none"> - Erfurt : Sheila de Courcy, Head of Children & Youth, RTE - Children Drama Series : Beryl Richards, EBU Executive Producer - Children Documentary Series : Phillis Fermer, EBU Executive Producer - YNE (Youth News Exchange): Markus Mörchen (ZDF) - New Coproduction Proposals (YLE): Rescuing Santa, Ilkka Rahkonen (Aito Media Ltd) and Tim Crescenti (Small World)
16:15 – 16:30	ELECTION OF THE CHILDREN & YOUTH CHAIRPERSON
16:30 - 16:45	Coffee Break
16:45 - 17:15	<p>DEDICATED CHILDREN'S CHANNELS</p> <ul style="list-style-type: none"> - Norway / NRK Super / Hildri Gulliksen, Head of NRK Super - DR / Kirstine Vinderskov, Head of Children
17:15 – 17:30	<p>OTHER MATTERS</p> <p>Bullying Campaign / NHK proposal Shigehisa Ohko, Senior Producer Miki Mori, Senior Producer, Global Content Development Division</p>
17:30 - 18:30	BBC TOUR
20:00 - 23:00	<p>JOINT DINNER PARTY: Children & Youth Experts + YNE Experts</p> <p>ON THE 7th 7th floor, The Landing, Blue Tower, MediaCityUk, Salford M50 2ST Phone :+44 161 686 5500</p>

IN PARTNERSHIP WITH:

