SUNDAY 21 MAY

18:30

WALKING IN THE CITY
Join this guided city tour, take a walk around the historical city centre, explore its major attractions and treat yourself to beautiful views of the city from the Ljubljana castle’s ramparts.
Meeting point in front of the Lev hotel at 18:30.
The walk will end around 19:45 at Preseren square (10 minutes walking from the LEV Hotel) with a lot of restaurants nearby.

DAY 1 - MONDAY 22 MAY

08:30
REGISTRATION OPEN

09:00
OPENING OF EUROVISION CONNECT 2017
By Vitold Grand’Henry, Business Advisor, RTBF - 2017 Eurovision Connect Steering Group Chairman and moderator

EVERYTHING HAS TO CHANGE...
WE ARE RE-INVENTING PUBLIC SERVICE MEDIA IN A VARIETY OF WAYS

09:10
PLATFORM WARS
The battle for broadcast channels in the evolving tech landscape

Keynote speaker: Nigel Walley, CEO, The Antenna Group

Looking at the impact on broadcast channels and their brands of new platform launches, interfaces and functionality in the 21C. Can broadcast channels flourish in a world of voice control, personal recommendations and cloud recording.
CHAPTER 1: ONCE UPON A TIME, THE QUEST FOR YOUNGER AUDIENCES

10:00

MILLENNIALS WILL NOT COME BACK TO TRADITIONAL TV
How to stay relevant to young audience and to keep TV executives awake at night

Speaker: Eric Scherer, Director of Future Media, France Télévisions

In an historic generational shift, younger generations will not copy their parents' media habits. In reverse, parents are now all following Gen Y behaviour and migrating en masse to Facebook and YouTube. The biggest challenge of traditional TV today is to reinvent itself to stay relevant and reach younger audiences where they now live in the digital space. This means first creating new formats and new forms of production and distribution.

10:20

YOUTH AUDIENCE NEEDS
Understanding the role of public service broadcasting for young audiences

Speaker: An Nguyen, Senior Planner Youth, BBC

Exploring how young audiences needs have evolved and what impact it has on the BBC’s role as a public service broadcaster.

10:40

PROJECT Z, SVT
How to connect with the Z generation in order to build a new trustworthy relationship

Speaker: Maria Karlsson Thörnqvist, Project Manager Youth, SVT

Where research and dialogue became the Product in itself and what we learned on the way.

11:00

Coffee break

CHAPTER 2: WHERE PUBLIC SERVICE MEDIA MEETS BRANDING

11:25

NEW CORPORATE STRATEGY AND BRAND PLATFORM SVT
How to structure your corporate branding and brand platform

Speaker: Sabina Rasiwala, Head of HR, Communications and Marketing, SVT

In November 2016 the new corporate strategy for SVT was launched. SVTs new visual identity, launched at the same time, is based on the brand platform and articulates the strategic guidelines.

11:55

FRANCEINFO:
How to build and launch a public service cross media news brand

Speakers:
Philippe Deloeuvre, Director of Brand, France Télévisions
Sinclair Godon, Assistant to France Télévisions Creative Director
Julien Pain, Editor in Chief, franceinfo:

Last September France Télévisions launched franceinfo: the first French public service 24/7 news channel along with a brand new 360 offer. Definitely thought from the start as an agile brand, the franceinfo: project proved a unique opportunity to rethink the news format and win back key audiences through an intense social media strategy. We will tell you in detail how that project was set up and how it has impacted the news media landscape in France.

12:15

DO YOU VALUE YOUR TAP WATER?
How to win over Swiss German hearts for public service broadcasting

Speaker: Wim Moellmann, Brand Manager, SRF

Public service broadcasting tends to be taken for granted and to be measured by its mere costs. To face this challenge, SRF developed a strategy to communicate the value public service media brings to audiences and the society in an emotional way. See how we developed that strategy, and the brand campaign we created as a result.

12:35

Lunch break
EVERYTHING STAYS THE SAME?

13:35
VOTING PART 1

CHAPTER 3: NEW FORM OF DIGITAL CREATIVITY

14:25
RUBBER BANDS, DUCT TAPE AND CODE
How to create new broadcast experiences

Speakers:
Ståle Grut, Acting Editor, NRKbeta
Eirik Solheim, Technology advisor, NRK

NRKbeta is the Norwegian Broadcastings R&D-lab, creating new technical solutions for broadcasting and media production. They share their secrets on how to combine high quality broadcasting equipment with cheap and accessible technology.

14:55
VR SESSION

INTRODUCTION
Trends, lessons learned, existing challenges and next steps for public broadcasters

Speaker: Madiana Asseraf, Senior Business Development Manager, EBU

Many EBU Members are experimenting with VR to reach new audiences, and in many cases, this new medium is being used for marketing and promotional purposes. The potential of VR is clear, but there are still many unanswered questions about it.

Case Study
VR: What’s the reality? An ethnographic study into in-home usage of VR

Speakers:
Tim Fiennes, Marketing & Audiences, BBC
Katherine Jameson Armstrong, Head of Qualitative, Ipsos Connect

Virtual Reality offers a tantalising opportunity to create impactful new experiences, which fulfil public service objectives. The BBC and Ipsos are exploring how audiences experience VR, and what makes a great in-home experience.

15:40
Coffee break

CHAPTER 4: BRINGING A NATION TOGETHER

15:55
RTÉ 1916
How RTÉ united the audience around Ireland’s centenary celebrations, inspiring critical acclaim and the largest public event in the history of the state

Speakers:
Tracey Diamond, Central Brand and Marketing Manager, RTÉ
Joseph Hoban, Head of Communications & Brand Development, RTÉ

A journey through the marketing-communications process, from design and ideation to social and ambitious, transformative real-life activations.

16:15
FRANCE 2 BRAND IDENTITY
How France 2 re-established its connection with the nation

Speaker: Aileen Madden, Head of Business Development, Red Bee

France 2 was perceived to be ageing, conservative and out-of-touch with modern viewers. This is the story of how France Télévisions used an understanding of its audience to create a timely brand idea that captures France 2’s role as the positive voice in a nation that was feeling disconnected.

16:35
ONENESS BBC ONE
How BBC One is demonstrating unity throughout the United Kingdom by showing a faithful portrait of modern Britain where people naturally and genuinely share common interests and passions

Speakers:
Jonathan Carter, Marketing Manager, BBC One and Drama
Olly Harnett, Creative Director, BBC Creative

From brand positioning and strategy to a creatively ambitious solution which is transforming UK audiences’ relationships with BBC One.
16:55
VOTING PART 2

17:45
INTRODUCING THE AGENCY MOMENT AND UPDATING ON THE VOICE OF PSM CAMPAIGN

18:00
END OF DAY 1

19:00
THE AGENCY MOMENT

20:00
AWARD CEREMONY & GALA DINNER

DAY 2 - TUESDAY 23 MAY

EVERYONE NEEDS A VISION...

09:00
WORLD CLASS LESSONS ON SOCIAL MEDIA
How to discover the secret recipe of award winning social media content

Keynote speakers:
Elli Tuominen, Strategist and Partner, Kurio The Social Media Agency
Jari Lähdevuori, Creative Director and Partner, Kurio The Social Media Agency

This keynote will give you a new lens through which you will look at your content in a new, social perspective. Based on study of over 2500 Cannes Lions winning campaigns over the past four years you’ll learn the secrets to social media success.

CHAPTER 5: DIGITAL AND SOCIAL

09:55
MEDIA STRATEGY AND PLANNING
How to make the most of new media landscape

Speaker: Jenny Biggam, The7Stars

Inspiring stories from the industry. The strategy approach and the new relationship between media and creative.

10:15
SKAM
How to make 99% awareness among teenagers

Speaker: Håkon Moslet, Head of TV, Youth Department, Executive Producer, NRK

The drama series “SKAM” (Eng. “Shame”) has become a massive hit among Scandinavian teenagers. It has also become an international cult phenomenon, with fans across the globe. Håkon Moslet describes how his team managed to develop and publish a new drama series that really made an impact on a much desired teen demographic – without any type of marketing.

#eurovisionconnect
10:45  
Coffee break

CHAPTER 6: INNOVATION

11:00  
**RIO 2016 PARALYMPIC GAMES**  
The Superhumans Return  

Keynote speaker: James Walker, Head of Marketing, Channel 4  

How to merge brand and purpose to create emotive and memorable campaigns.

11:45  
**YOUTUBE, VIDEO & ME**  
How broadcasters are riding the wave of digital video  

Keynote speaker: Ben McOwen Wilson, Director of Partnerships, YouTube, EMEA  

With more than a billion viewers watching over 1 billion hours of video each day, with most of that coming from mobile devices, and much of it being to channels and creators who exist exclusively online, YouTube has clearly changed the shape of video - forever. But it’s not only endemic creators - the YouTubers - that are thriving. Broadcasters, producers and mainstream TV talent from across the world are all using YouTube to reach new audiences, in new ways, and with creative new formats. Ben will explore what lessons there are for traditional players and how to get the best out of the world’s largest online video platform.

12:25  
Lunch break

...TO RE-INVENT THE BASICS

13:20  
**MENTAL (SEKASIN IN FIN.), YLE**  
Social media content and co-operation innovations  

Speaker: Hyppe Salmi, Children and Youth Executive Producer, Yle  

Mental was a campaign that reached nearly every single under 24 years old and became a hot topic with such a challenging issue as mental health. Mental combined daring drama, inspiring social media campaign and helpline service. It was a make up call for a whole generation.
A social media campaign about bullying, which centered around a VR-experience based on true events. To promote it, UR produced a campaign film where influential Swedes were placed on the same chair, in the same classroom as the same school as the VR-experience took place.

14:25

INTERACTIVE CLOSING OF EUROVISION CONNECT 2017
By Vitold Grand’Henry, Business Advisor, RTBF - 2017 Eurovision Connect Steering Group Chairman and moderator

14:45

END OF EUROVISION CONNECT 2017
SPEAKERS

DAY 1

VITOLD GRAND’HENRY
2017 Eurovision Connect Steering Group Chairman and moderator, Business Advisor, RTBF

Vitold works as a strategic advisor for RTBF, the Belgian French speaking broadcaster. He recently coached the founding of a virtual reality production company. His own experience includes work as TV director and art director for various companies, and a master’s degree in marketing. He teaches marketing in film school.

NIGEL WALLEY
CEO, The Antenna Group

Nigel Walley is CEO of the Antenna Group and has spent two decades researching new consumer technology in TV and its impact on the viewing behaviour of audiences.

ERIC SCHERER
Director of Future Media, France Télévisions

Eric was Director of Strategy for Agence France-Presse before becoming Director of Future Media at France Televisions. For 25 years he has spent his career working for AFP, Reuters and AFX News in a broad range of functions spanning journalism, management, and business development, professor in strategy and new media, evangelist of the internet in locations across the globe. He blogs at meta-media.fr about his favourite subject: digital revolution. He teaches Entrepreneurial Journalism and is a regular speaker at conferences in Europe.

AN NGUYEN
Senior Planner Youth, BBC

An’s career has focused on understanding youth audiences at both agencies and in house. She is currently the senior youth planner at the BBC working across all the youth brands and genres including Radio1, BBC Three, 1Xtra, comedy and entertainment.

MARIA KARLSSON THÖRNQVIST
Project Manager Youth, SVT

Maria started to work for SVT in 2010. Before that she worked as an independent drama producer for several years. She has lead and developed numerous projects for children and is now a part of the management team for Children and Youth at SVT. At this moment Maria is managing a new focus on youth for SVT.

SABINA RASIWALA
Head of HR, Communications and Marketing, SVT

Previous to SVT Sabina held the position of Marketing Director for Microsoft Sweden. She has held positions as Global Brand Director and Global Strategic Planner at Absolut Spirits. She has also worked for Restylane as Global Marketing Director and for the PR company Hill&Knowlton as Senior Advisor. Sabina holds a degree in international marketing from Västerås, Sweden and has studied consumer marketing strategy at Harvard and competitive strategy at Insead.
PHILIPPE DELOEUVRE
Director of Brand, France Télévisions
PhiliPPe has over 20 years’ experience in the telecom and entertainment industry (Nortel, Warner Music). He joined France Télévisions in 2000. Former CEO of France Télévisions Distribution, the commercial division of the public group. In 2010, he becomes director of Strategy at corporate level. Since 2015, he is Director of Brand.

JULIEN PAIN
Editor in Chief, franceinfo:
Julien Pain is editor-in-chief at franceinfo, the news channel recently launched by the French public broadcaster France Télévisions. He’s in charge of short programs and mobile first videos. He also presents and produces a weekly “debunking” program called Instant Détox. Before that, he created and managed the France 24’s Observers, a participative news project which produces web articles and tv programs in French, English, Arabic and Farsi. And before that, he set up and ran the new media desk at Reporters Without Borders.

SINCLAIR GODON
Assistant to Creative Director, France Télévisions
Sinclair started his carrier in the music industry as junior A&R in an independent label in Paris. After a short experience in music video production, he has joined France Televisions as assistant to France 5’s creative director. Since 2016 he is assistant to France Televisions’ creative director.

WIM MOELLMANN
Brand Manager, SRF
Wim was born 1974 in Tegelen, Netherlands and holds a bachelor in visual communications and a master in creative communication and brand management. He currently works as brand manager and head of media planning at Swiss Radio and Television in Zurich, Switzerland. Throughout his career he has worked for several German broadcasters in TV promotion and design.

STÅLE GRUT
Acting Editor, NRKbeta
Ståle is the acting editor of NRKs R&D-lab, NRKbeta. There he writes about media, technology, culture and society. He was educated in Volda and Brussels, and was previously the strategic advisor at Schibsted’s “Tinius Trust”.

EIRIK SOLHEIM
Technology advisor, NRK
Eirik is a senior strategic advisor at NRK’s development department. He is leading projects involving internet services, interactive TV, social media and broadband strategies, and is an experienced international speaker.
TIM FIENNES  
Marketing & Audiences, BBC  
A strategist, researcher and innovation expert, Tim’s work centres on harnessing insight and data to drive group-wide strategy and create brilliant products, programmes and brands. Most recently he has been leading the development of the BBC’s Virtual Reality strategy.

KATHERINE JAMESON ARMSTRONG  
Head of Qualitative, Ipsos Connect  
Katherine has over 12 years’ experience in designing, managing and analysing research projects across the world with a focus on exploring the changing media and technology landscape. She oversees all Ipsos Connect qualitative research, and regularly undertakes fieldwork herself to ensure real insight to projects.

MADIANA ASSERAF  
Senior Media Development Manager, EBU  
Madiana is focusing on identifying needs, opportunities and solutions to develop new services and partnerships to help EBU Members to connect with all audiences. Since 2016, Madiana’s focus is on content development and innovation, moving from digital development to the evolving needs of the wider cross-platform and cross-genre media ecosystem.

TRACEY DIAMOND  
Central Brand and Marketing Manager, RTÉ  
Tracey is passionate about creativity and innovative creative concepts and loves collaborating with creative teams. She is motivated by finding the most relevant aspects of RTÉ’s story and delivering them in interesting and meaningful ways to audiences.

JOSEPH HOBAN  
Head of Communications & Brand Development, RTÉ  
Joseph is Head of Communications and Brand Development at RTÉ (Ireland) and Chair of the EBU Communications Directors Experts Group. Joseph led the re-brand of RTÉ and works to reposition RTÉ with audiences, through traditional communications and advertising/marketing techniques and, increasingly, harnessing the power of social.

AILEEN MADDEN  
Head of Business Development, Red Bee  
Aileen is a member of the senior leadership team at Red Bee, responsible for identifying new opportunities for growth and helping to shape the agency’s future. She engages with senior level decision makers on their strategic branding and communication issues and works closely with new clients to understand their challenges and to put together the right team of experts to respond.
JONATHAN CARTER
Marketing Manager, BBC One & Drama
Jonathan has over eight years’ experience working within marketing teams in the media industry and has worked across some of the best TV brands in the UK from Sky Arts and Sky Atlantic to BBC News and BBC One. He is currently working across the BBC One brand and on devising and implementing new processes for BBC drama marketing.

OLLY HARNETT
Creative Director, BBC Creative
Olly has over 15 years’ experience as a Creative Director with BBC Creative, UKTV, and Red Bee Media and has worked on some of the World’s greatest TV brands. From simple clip based trailers to big budget launches, channel re-brands, multi-media campaigns and everything in between – he’s seen it all, picking up numerous awards along the way.

ANDY BRYANT
Managing Director, Red Bee
Andy is Managing Director of Red Bee, a London-based, internationally acclaimed creative agency specializing in marketing and design for entertainment and media companies, with clients including the BBC, RTÉ, MDR, Fox, NBC Universal and DreamWorks. He is Honorary Professor in Film & Media at the University of Nottingham, UK.

ELLI TUOMINEN
Strategist and Partner, Kurio The Social Media Agency
With a background of almost a decade in advertising Elli has a strong view and passion for building brands. In her previous agencies and in Kurio, Elli has worked with Fortune 500 companies and the biggest advertisers in the Nordics, such as Volkswagen, Microsoft, Arla, Nestlé and Philips.

JARI LÄHDEVUORI
Creative Director and Partner, Kurio The Social Media Agency
Jari grew up with all things digital, studied marketing at Helsinki School Of Economics and has been combining these as a digital marketing expert ever since the introduction of the term social media marketing. He has worked with various from start-ups to Fortune 500 companies, such as Microsoft, Nestlé and P&G.

JENNY BIGGAM
The7Stars
After a career at Zenith Media and Carat (where she was a Board Director), Jenny set up the7stars in 2005 which has since won numerous awards (including Agency of the Year in 2015) and has grown to be the UK’s largest independent media agency with clients including Suzuki, Nintendo and Iceland Foods. Jenny chaired the Media Week Awards in 2016 and has spoken at a number of conferences and events including FT Women at The Top and Mediatel’s The Year Ahead.
HÅKON MOSLET
Head of TV, Youth Department/Executive Producer, NRK

Håkon is managing a team which has won several awards for their renewal programs, both within the drama and factual genre. Three years in a row, his team has won the “Innovation of the Year” prize at Norway’s Emmy, Gullruten. With “Skam”, NRK created a sensation. The drama series, now in its fourth season, has become a massive hit with Scandinavian teenagers. It’s also an international cult phenomenon, with fans across the globe.

JAMES WALKER
Head of Marketing, Channel 4

James oversees all marketing on and off air for Channel 4’s network of channels and services and is responsible for the Marketing, Social Media, Media Planning and Channel Announcer teams. James joined Channel 4 Marketing in 2007 and prior to that was a Business Director at its in-house creative agency 4creative. He started his career in advertising working at agencies DFGW, DDB and Young and Rubicam.

HYPPE SALMI
Children and Youth Executive Producer, Yle

Hypse is working as an executive producer in Yle’s Youth department. She is fascinated about the storytelling no matter the platform.

BEN McOWEN WILSON
Director of Partnerships, YouTube, EMEA

Leading the development of content and business strategy, Ben’s remit includes working with some of YouTube’s largest global News, sports and traditional media partners as well as many of the platform’s most-recognised endemic creators - our YouTubers. Ben has led YouTube’s growth in various roles in EMEA for 6 years. Prior to starting with YouTube, Ben was a Management Board Director at ITV for six years, where he oversaw the launch and growth of ITV’s digital and new media businesses. During his tenure, he co-created, launched and was Chairman of Project Kangaroo - the proposed VoD joint venture between BBC, Channel 4 and ITV. Previously a Partner in a strategy consulting firm, Ben has over twenty years’ experience in the field of media, entertainment, telecommunications and the internet. He has lived and worked on five continents.

KRISTEL MARAN
Head of Marketing, ERR

Kristel has worked for public broadcasting in Estonia for 16 years, starting her career as part of the team who organised Eurovision Song Contest 2002 held in Tallinn. She has been the Head of Marketing for ETV/ERR since 2007. With her team which in fact is not so big, she is responsible for marketing, promotion, communication and PR, social media marketing and partly also TV web services. She has an MBA degree and has also studied French and conference interpreting.
WILFRIED RUNDE  
Head of Research & Innovation Projects, Deutsche Welle

Wilfried has worked as a freelance music writer, information specialist, researcher, online editor and TV journalist for several media outlets, in particular German broadcaster WDR and ARD studios in Brussels, New York and Washington. After joining Deutsche Welle (DW), Germany’s International Public Broadcaster, he acquired funding for and led a number of international multimedia R&D projects covering a wide range of topics.

DENISA KOLLÁROVÁ  
Marketing Director, Czech TV

Denisa is a head of marketing of the Czech Television. She gained experience in TV Prima (Prima COOL, Prima LOVE, Prima ZOOM). Together with her team, she works on promoting programmes on linear and non-linear platforms and she takes care of visual identity of Czech TV. Denisa is a technology enthusiast, a huge fan of design and fine arts and yes, she loves cats.

LUCIE MACHÁČKOVÁ  
Head of On-Air Promotion, Czech TV

Screenwriter, social media lover and a stand-up comedienne. Lucie has been working in the Czech TV for 5 years, her team produces promo spots and trailers for the portfolio of 6 channels of Czech Television. Lucie focuses on multiplatform content-based campaigns combining on-air, off-air and digital media. She loves history books and aerial sports.

NATALIJA GORŠČAK  
Deputy Director, RTVSLO

Natalija says she’s TV-addicted, but her media career started as on the Radio Student, was followed by a journalistic period in newspaper, in marketing and PR in a computer company, and in 1992 at commercial television. Started in promotion and scheduling, she finished as a programing director, then left to join the public television as a freelancer - scriptwriter, editor, during the summer period, she was assistant producer in film production and beside that PR and marketing counselor for big project for commercial television. At RTVSLO she was a Head of Promotion and PR, Senior Editor, then left to become a project manager at the EBU and came back to become the Deputy Director TV Slovenia for programming issues and promotion. As a member of the EBU Steering group she was a co-founder of the EBU Connect and Eurovision Creative Forum, within the EBU her project was Eurovision Film Week 2013.

CARL SAHLIN  
Promo Producer, UR

Carl works as project manager at UR, The Swedish Educational Broadcast Company. His main role to establish marketing strategies and develop communication concepts together with different communication teams.
2017 AWARDS NOMINEES

CATEGORIE 1
BEST SPORTS PROMOTION

BBC
WIMBLEDON 2016

CTV
HOCKEY RUSSIAN DOLLS

FRANCE 3
SUMMER OLYMPICS 2016

FRANCE 3
EUROPEAN ATHLETICS CHAMPIONSHIPS

NRK
WORLD CHAMPIONSHIP CHESS

CATEGORIE 2
BEST DOCUMENTARY OR CURRENT AFFAIRS PROMOTION

RAI
CRIMINAL LOVE

RTVE
NEWS SERVICES: ALL ABOUT THE NEWS

TV2 DENMARK
DIVORCE: THE CHILDREN'S PERSPECTIVE

TV2 DENMARK
US ELECTION: CLOSER TO THE ELECTION

ZDF
US ELECTION 2016
CATEGORIE 3
BEST ENTERTAINMENT PROMOTION

CTV
STREET STAR DANCE

RAI
TONIGHT MIKA’S HOME

SVT
SWEDEN’S LONGEST PARTY!

VRT
ÉÉN - VOOR HETZELFDE GELD

ZDF
COOK WHISPERER

CATEGORIE 4
BEST FICTIONAL PROMOTION

BBC
THE MISSING

FRANCE 3
THE MAGNIFICENT SEVEN

RAI
WESTERN FILMS CYCLE

RAI
CINEMA-XMAS MOVIES

VRT
CANVAS - WHITE CHAPEL
CATEGORIE 5
BEST PROMOTION FOR CHILDREN

FRANCE 4
HOME ALONE

RAI
YOYO - 100% AD-FREE

SVT
SUMMER HOLIDAY

VRT
KETNET - KARREWIJET PROMO: TERROR ADD

CATEGORIE 6
BEST CULTURAL PROMOTION

ARD NDR
OHNSORG THEATRE: CULT

BBC
CONCEPTUAL ARTS SEASON

RAI
VENICE INTERNATIONAL FILM FESTIVAL

RTÉ
OPERATION TRANSFORMATION 2017

SVT
THEY ALL HAVE BEEN...
CATEGORIE 7
BEST USE OF GRAPHIC DESIGN IN A PROMOTION

ARTE
MADAME BUTTERFLY

FRANCE 4
OLYMPICS ON FRANCE 4

RAI
ROME EUROPE FESTIVAL

RTP
SALVADOR

RTVE
HISTORY OF OUR CINEMA: I’M DYING OF LOVE

CATEGORIE 8
BEST USE OF MUSIC OR SOUND DESIGN IN A PROMOTION

ARD NDR
EXPEDITIONS INTO THE ANIMAL KINGDOM: THE SEA

BBC
THREE SHORTS

DEUTSCHE WELLE
ROBOTICS

RTBF
LA DEUX - VIKINGS: SHOUTS

VRT
SUMMER OF CANVAS
CATEGORIE 9
BEST PROMOTION FOR A DIGITAL PRODUCT / SERVICE

FRANCE 4
ORIGINAL VERSION AVAILABLE

RAI
RAI PLAY

RTBF
CROSSMEDIA PLAYER

TV2 DENMARK
TV2 BUSINESS-ROBOT

ZDF
ZDF MEDIATHEK RELAUNCH

CATEGORIE 10
BEST EDITING BASED ON EXISTING MATERIAL

ARD NDR
EXPEDITIONS INTO THE ANIMAL KINGDOM: WILD SCANDINAVIA

FRANCE 2
MR ROBOT

FRANCE 5
HIGH FORMAT SCIENCE

NRK
VALKYRIEN

YLE TEEMA
FASHION WEEK 2016
CATEGORIE 11
BEST CONCEPTUAL IDEA ON A LOW BUDGET

ARD / ONE
EUROVISION SONG CONTEST 2016

RTBF
AH C’EST VOUS!

RTVSLO
TAKSI

S4C
CEGIN BRYN

VRT
ÉÉN - PRINCE

CATEGORIE 12
BEST PROMOTION FOR A RADIO PROGRAMME

BBC
RADIO 3 - SOWETO KINCH

RAI
OPENING NIGHT OF “LA SCALA”

RTBF
CLASSIC 21 - THE ROCK GENERATION RADIO

RTVE
RNE - TELL ABOUT YOU

YLE
YLEISRADIO - YLEPUHE
CATEGORIE 13
BEST CHANNEL BRANDING PACKAGE

ARD / ONE
ARD / ONE

RAI
BRAND REFRESH

RTBF
OUFTIVI 2016 CHANNEL REBRANDING

SRF
SRF 1 IDENT 2016

YLE
TV1 REBRANDING

CATEGORIE 14
BEST SEASONAL BRANDING PACKAGE

ARD
CHRISTMAS CAMPAIGN 2016

ARD
EASTER CAMPAIGN 2016

ARD WDR
SUMMER IDENTs

BBC ONE
CHRISTMAS CONTINUITY

FRANCE 3
WINTER'S MARMOTS: HAPPY HOLIDAYS
MEET THE AGENCIES

Eurovision Connect would like to thank the following companies for their support:

Belgium

Denmark

Germany

Netherlands

United Kingdom

On Monday at 7 pm they are inviting all the participants of Eurovision Connect 2017 for a drink, just before the Awards Ceremony dinner.
2017 PARTICIPANTS

ARD MDR
Klaus W Schuntermann Creative Director

ARD NDR
Matthias Fening Head of On Air Promotion
Christina Gribbe Editor On Air Promotion

ARD WDR
Michael Worringen Head of Presentation and Programme Design
Arte G.E.I.E.
Henri Ehrhard Manager
Virginia Robert Manager

BBC
Justin Bairamian Head of Marketing & Audiences
Jonathan Carter Marketing Manager BBC One and Drama
Tim Fiennes Marketing & Audiences
Olly Harnett Creative Head
An Nguyen Senior Planner Youth

BBC Worldwide
Alex Gemmell Head of Media Planning

CapeRock
Marco-Paul de Jeu Partner / Strategy Director

Channel 4
James Walker Head of Marketing

Czech TV
Denisa Kollárová Marketing Director
Lucie Macháčková Head of On Air Promotion

The Antenna Group
Nigel Walley CEO

Deutsche Welle
Stephan Riebel Executive Producer
Wilfried Runde Head of Research & Innovation Projects
Philipp Schäfer Marketing Director

DR
Malene Birkebaek Chief Marketing Officer

Dream On
Marylou Johnston Business Dev

Estonian TV
Tiina Annus Head of Promotion
Ando-Siim Kuldkepp Promotion Director
Kristel Manar Head of Marketing
René Vilbre Creative Director

EBU
Madiana Asseraf Senior Media Development Manager
Anne Brochot Senior Project Manager

EBU
Jeroen Depraetere Head of TV
Ezra Eeman Head of Digital
Anne Kornmann Project Manager
Amélie Rossignol-Farjon Brand Manager

Eyes & Ears of Europe
Ina Braun Project Management

France TV
Philippe Deloeuvre Director of Brand
Sinclair Godon Creative Director Jr
Stéphane Harle Directeur Artistique France 2
Julien Pain Editor-in-Chief franceinfo:
Eric Rinaldi Creative Director
Laurent Sauvage Creative Director France 3
Eric Scherer Director of Future Media
Sophiane Tilikete Creative Director France 5

Inventory2
Nikolaj Cortes Project Manager
Nicolas Goette CEO

Ipsos Connect
Katherine Jameson Armstrong Head of Qualitative

James and Wilkinson Media
Alan James Director

Kuno / The Social Media Age(ny)
Jari Lähdevuori Creative Director & Partner
Opas Tommi CEO
Elli Tuominen Strategy Director

Latvian TV
Jana Semjonova Program Director
Ozolina Zane Marketing Director

Lithuanian Radio and TV
Renata Lebedevienė Head of Communications
Vilija Zelviene Head of Marketing

Luxotusliner
Gabri Madracevic Managing Director / Creative Director

MediaGeniX
Francois-Xavier Schlessel Business Development Manager

NRK
Sidsel Asbjaern Project Manager

#eurovisionconnect
### EUROVISION CONNECT 2017

<table>
<thead>
<tr>
<th>NRK</th>
<th>Anna Kristina Berger</th>
<th>Project Manager</th>
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## EUROVISION CONNECT 2017

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