

## IS DIGITAL THE NEW NORMAL?

16.02.2015/02

Dear Colleagues,

Over the past 100 years or so there was first radio and then television. Media life was easy. But then the new millennium brought us digital. Today we struggle to give it its rightful place yet one thing is sure: digital is a game-changer. Now, almost 15 years into the new millennium, some people claim that digital is the new normal. So, is it?

This year's TV Assembly tackles issues that are highly important for broadcasters.



**Keynote by Peter Hinssen, acclaimed author and one of Europe's thought leaders on disruptive innovation**

Peter Hinssen has moved on from a deep passion for all things technology to believing that digital is 'merely' a spark, an enabler and that networks are the true drivers of progress.

Peter collaborates with organisations that want to understand and leverage how digital has disrupted entire industries and business models. Through disruptive, organisational and digital inspiration, he helps them to survive the fast flowing network our environment has become. And shows them how they can thrive in it.

Peter is founder of nexxworks, . He lectures at various business schools in Europe like the London Business School (UK), and functions as a board advisor on disruptive and digital innovation.

In his keynote speech "The network always wins" he will explore the opportunities for media players in our completely networked world. He will elaborate on the potential for organizations to learn how networks should operate so that they can become more like networks themselves.

The 21<sup>st</sup> annual EUROVISION TV Assembly will be held at BBC North (Salford/Manchester – United Kingdom) on Wednesday 3 June 2015.

The Assembly will be preceded by dinner on Tuesday 2 June 2015 and we would be very pleased if you could attend this as well. The following morning (Thursday 4 June 2015) you will be taken on a short, guided tour of the BBC visiting departments such as BBC Sport, Radio 5 Live and BBC Breakfast, plus the BBC Blue Room where you will have the chance to try out the latest media and gaming technology.

More to follow about our speakers and about the registration process in the next few weeks.

Best regards,

Jean Philip De Tender  
Chairman, Television Committee

Bettina Brinkmann  
Head of TV