

# 21<sup>ST</sup> TV ASSEMBLY

## FINAL AGENDA

SPG 15-19612 /V23/27.05.2015

## IS DIGITAL THE NEW NORMAL?

For almost 100 years there was first radio and then television. Media life was easy. But then the new millennium brought us digital. Today we struggle to give digital its right place. Nevertheless, one thing is sure: digital is a game changer. Now, almost 15 years into the new millennium, some people believe digital is the new normal. Is it?

The 21<sup>st</sup> Eurovision Television Assembly will focus on the one topic that is high on everyone's agenda: how will digital dominate our future and how must we as public service media adapt?

### Tuesday 2 June 2015

- 18:00 – 19:00**      **“Generation What? workshop”, hosted by EBU**  
Open to all EBU Members/participants  
*BBC North, BBC Quay House, MediaCityUK, Salford, M50 2QH*  
*Conference room: “Strictly Come Dancing”, 3rd Floor*  
This workshop is not part of the TV Assembly event. Should you wish to register, kindly contact [billoux@ebu.ch](mailto:billoux@ebu.ch)
- 19:00 – 20:00**      **Cocktail, hosted by BBC North**
- 20:00 – 22:30**      **TV Assembly dinner, hosted by BBC North, Manchester**
- Both events are at:*  
*“On the 7<sup>th</sup>”, 7<sup>th</sup> Floor, The Landing, Blue Tower, MediaCityUK, Salford, M50 2S*

### Wednesday 3 June 2015

## 21<sup>st</sup> EUROVISION TV ASSEMBLY

*BBC North, BBC Quay House, MediaCityUK, Salford, M50 2QH*  
*Conference room: Q5 Event Space, on 5<sup>th</sup> floor of BBC*

- 1. 09:00 – 09:20 Welcome note**  
Frank-Dieter Freiling, TV Committee “ad interim” chairman  
Peter Salmon, Director of BBC England  
Jean Philip De Tender, former TV Committee chairman
- 2. 09:20 – 09:30 Approval of the 20<sup>th</sup> TV Assembly minutes, Vienna (27 May 2014)**
- 3. 09:30 – 09:40 Introduction of the new Media Director**  
Jean Philip De Tender, EBU Media Director
- 4. 09:40 – 10:30 Elections**  
(2015-2017 The new TV Committee will be elected)

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### 10:30 – 10:45 *Networking break with coffee*

*Networking break and an opportunity to visit the BBC Blue Room – an interactive experience where you will have the opportunity to try out the latest media and gaming technology.*

5. 10:45 – 11:45 **Keynote speech, followed by Q&A:**  
**“Digital is the new normal. The network always wins”**  
Peter Hinssen, thought leader on the impact of technology on our society
6. 11:45 – 12:10 **Lecture & practical guidelines:**  
**“The digital landscape”**  
Hans Hoffmann, EBU, Head of Media Production Technologies
7. 12:10 – 12:30 **Industry Presentation:**  
**“From creation to curation - a model for broadcasters”**  
Andreas Jacobi, Make.TV
8. 12:30 – 13:00 **Case study:**  
**“Against all odds: (a path to) innovative projects, tools and services”**  
Jochen Spangenberg, Deutsche Welle, Innovation Manager – New Media  
Guido Baumhauer, Deutsche Welle,  
Managing Director of Distribution, Marketing & Technology

### 13:00 – 14:00 *Lunch*

9. 14:00 – 14:45 **Case study:**  
**“Trial and error through a newly created VRT start-up”**  
Stijn Lehaen, VRT, Head of Digital Prod. Centre  
Maarten Lauwaert, VRT, Digital Creative
10. 14:45 – 15:30 **Lecture:**  
**“New measurements of digital consumption patterns”**  
Franz Prenner, ORF, Head of the Media Research Department
11. 15:30 – 16:30 **Lecture & learning session:**  
**“BBC & the Digital Shift”**  
Peter Salmon, Director of BBC England

### 16:30 - 16:45 *Coffee break*

12. 16:45 – 18:00 **Proud to Present:**  
**Digital formats – Latest PSM programme innovations**
- 16:45 – 17:00 **BBC: “Taster”**  
Eleni Sharp, Senior Product Manager, BBC Connected Studio and Taster  
Alex Nelson, Creative Director, BBC Connected Studio and Taster
- 17:00 – 17:15 **ZDF: „Dina Foxx – Tödlicher Kontakt“** (winner of the Digital Emmy 2015)  
Leif Alexis, UFA Fiction, producer
- 17:15 – 17:30 **TVE: “Ministerio Del Tiempo”**  
Ignacio Gómez, TVE, Director de Analytics & New Projects

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- 17:30 – 17:50 **France Télévisions: The hyperdistribution strategy**  
Julien Borde, Executive Director New Projects, France Télévisions  
Christophe Cluzel, Digital Development Manager, France Télévisions
- 17:50 – 18:00 **EBU: “The Eurovision Song Contest” and the new digital elements**  
Jon Ola Sand, EBU  
Sietse Bakker, Event supervisor, Wow!works/EBU
13. 18:00 – 18:15 **Showreel**  
**“Generation What?” + Theme Day 2016**  
Michael Mullane, EBU, Head of Online
14. 18:15 – 18:30 **Closing**
- NEW:**  
18:30 – 19:30 **Digital Trade Fair & Drinks Reception**  
*Venue: Quay 5 Corner Event Space – right next to the TV Assembly room*

## Thursday 4 June 2015

- 09:00 – 10:00 **Short guided tour of the BBC building** (duration: about 45 minutes), 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.