

# DTI CASEBOOK WEBINAR

**20/05/2020**

**13.30-15.00**

## **AGENDA**

- 13.30 Welcome and order of business
- 13.35 Official Welcome  
Noel Curran, Director General, EBU
- 13.45 Casebook overview  
Sasha Scott, Senior Analyst and Project Lead, Digital Transformation Initiative
- 13.55 Case 1 : Rai - New Legal Mandate  
Simona Martorelli, Director of International Relations & European Affairs
- 14.05 Case 2 : BBC - Content Metadata Taxonomy  
Robin Pembroke, Director, Content Production Workflows
- 14.15 Case 3 : NRK – Digitalløftet Skills Programme  
Hildegunn Soldal, Head of Digital
- 14.25 Panel discussion and questions from the audience  
Three guest speakers plus  
Sasha Scott, Senior Analyst and Project Lead, Digital Transformation Initiative  
Ezra Eeman, Head of Digital, EBU  
Eoghan O’Sullivan, External Communications Consultant EBU
- 14.55 Summary and Thanks
- 15.00 End