



OPERATING EUROVISION AND EURORADIO

IMPLEMENTING OPEN INNOVATION (IOI) THEMED VISIT @ RED BULL MEDIA HOUSE

6 & 7 NOVEMBER, ARCOTEL CASTELLANI, SALZBURG

OUR PARTNER



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PROGRAMME

DAY 1 – MONDAY 6 NOVEMBER

- 11:30 – 12:00 Arrival & registration – light buffet
- 12:00 – 12:15 **Introductions**
Andreas Gall, Chief Innovation Officer, Red Bull Media House
Henrik Keith Hansen, Event Moderator, EBU Academy
- 12:15 – 12:30 **Overall introduction of Red Bull Media House**
Andreas Gall
- Overview of the 10-year history of Red Bull Media House and its 360 degree approach to delivering media content beyond the ordinary.
- 12:30 – 13:15 **Innovation at Red Bull Media House**
Andreas Gall
- Chief Innovation Office: Introducing the mission and the team, the innovation process, insights into the innovation requirement analysis with megatrends, introduction to the innovation product & service portfolio and the partner network of Red Bull Media House.
- 13:15 – 14:00 **Audience insights**
Andreas Gall
- Generation Z: Looking at the paradigm shift within the audiences,
 - Introduction to Generation Z and how to shape content to match with the new media consumption patterns.
 - Examples of successful Social Media content. This session includes a little surprise!

EUROPEAN BROADCASTING UNION

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- 14:00 – 14:30 **Coffee break**
- "Hacking Media": The Innovation Wings Lab will join us, with the opportunity to see and test gadgets and innovation products.
- 14:30 – 15:15 **Innovative content and formats**
Petra Raddatz, Head of Innovation Management
- Virtual Reality: Introduction to the VR approach of Red Bull Media House. Insights into the VR Task Force: successes, failures and outcomes. Showcasing the best of Red Bull Media House VR content.
- 15:15 – 16:00 **Content distribution**
Joachim Wildt, Global Head of Content Distribution
- Beach Volleyball Showcase: Presentation of the implementation of Kinexon precision sensor technology into the Beach Volleyball series. Sharing of the experiences of integrating this innovative technology in an event of this summer season.
- 16:00 – 17:00 **Coffee break**
- "Hacking Media": More time to see and test gadgets and innovation products from the Innovation Wings Lab
- 17:00 – 17:30 **Multiplatform workflows & architecture**
Fabian Dorschel, Global Head of Media Technology and IT
- Comprehensive overview of the asset management architecture at Red Bull Media House including the daily workflows and processes in a global multi-platform business
- 17:30 – 18:00 **Broadcast and Operations**
Rigo Freitag, Global Head of Media Operations
- Insights into live and non-live productions, from classic TV productions to complex web streaming projects
- 18:00 – 18:30 **Recap day 1 and introduction of day 2**
- 19:30 – 22:00 **Dinner @ Gersbergalm**
- <https://www.gersbergalm.at>
Bus transfer from hotel to restaurant (and back)

DAY 2 – TUESDAY 7 NOVEMBER

- 08:15 – 09:00 Bus transfer from hotel to Grey Tower
- 09:00 – 10:00 **Digital Master Control Room**
Felix Germann, Head of Broadcast Service
Dennis Wiehberg, Senior Manager IPC
- Visit to the Digital Master Control Room and IPC where the global ingest & playout process will be demonstrated.
- 10:00 – 10:30 Bus transfer to Hangar-7
- 10:30 – 12:00 **IOI group meeting @ Members club Hangar-7**
- A session to better understand where everyone stands
 - 2-3 participants to talk briefly about their innovation processes and mechanisms
 - Discussion about ideas and preferences for future IOI visits and activities (possible split into smaller groups)
- 12:00 – 12:45 Finger food
- 12:45 – 13:45 **Tour of Hangar-7**
- Servus TV production facilities at Hangar-7
 - Red Bull exhibition of historical Flying Bulls aircraft fleet and F1 race cars
- 13:45 – 14:30 **Ask me anything!**
Gerrit Meier, Head of Red Bull Media Network
Dietmar Otti, Head of TV, Publishing & Media Operations
- 14:30 – 15:00 **Recap, key points and assessments**
Henrik Keith Hansen
- 15:00 **End of the visit**
Individual transfer to airport/train station