



OPERATING EUROVISION AND EURORADIO

## IMPLEMENTING OPEN INNOVATION (IOI) THEMED VISIT @RADIO FRANCE

14 & 15 MARCH 2019, PARIS

### OUR PARTNER

### PROGRAMME

Day 1 – Thursday 14 March (10:00 – 18:00)

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| 10:00 -10:20  | <b>Arrival &amp; registration</b>  |
| 10:20 -10:45  | <b>PRESENTATION OF THE VISIT</b><br>Adeline Beving, Open Innovation Project Manager<br>Henrik Keith Hansen, Event Moderator, EBU Academy <ul style="list-style-type: none"><li>- Objectives of the two days</li><li>- Quick tour de table</li></ul>  |
| 10:45 - 11:00 | <b>INTRODUCTION TO RADIO FRANCE</b><br>Olivier Zegna-Rata, Director of international and institutional relations <ul style="list-style-type: none"><li>- "ID card" and key figures</li><li>- Strategic overview and mission</li></ul>  |
| 11:00 – 12:30 | <b>TOUR OF RADIO FRANCE PREMISES</b> <ul style="list-style-type: none"><li>- <b>Studio franceinfo: when radio meets TV</b><br/>Lucas Menget, head of digital, franceinfo</li><li>- <b>Studio 112: 3D sound and innovative audio production</b><br/>Hervé Déjardins, sound engineer</li><li>- <b>“La grande table” live: France Culture web strategy and innovative contents</b><br/>Florent Latrive, Head of digital, France Culture</li></ul> |

12:30 – 13:30	<i>Lunch</i> <i>Offered by Radio France</i>
13:30 – 14:00	<b>RADIO FRANCE DIGITAL</b> Matthieu Beauval, Innovation Director <ul style="list-style-type: none"> <li>- quick tour of Radio France digital premises</li> <li>- Innovation strategic overview : basic philosophy, goals, structure of innovation, processes and partnerships</li> </ul>
14:00 – 15:30	<b>INNOVATION DEMOS</b> <ul style="list-style-type: none"> <li>- <b>Smartspeakers and connected cars</b> Justine Gheraert, IoT manager</li> <li>- <b>Radio France Echoes project</b> Hélène Mai, mobile app manager</li> <li>- <b>AI powered content recommendation</b> Ivan Thomas, AI manager</li> </ul>
15:30 – 15:45	<i>Comfort break (TBC)</i>
15:45 – 16:45	<b>INTERNAL INNOVATION STRATEGY</b> <ul style="list-style-type: none"> <li>- <b>Strategic overview</b> : past experiences and 2019 strategy Adeline Beving</li> <li>- <b>Bar à podcast</b> Thomas Biasci, innovation project manager</li> <li>- <b>L'Accélérateur d'idées</b> and the outcome of the first internal competition Jade-Sophie Valtat, innovation project manager</li> </ul>
16:45 -17:45	<b>IOI COMMUNITY REX –FEEDBACK ON EXPERIENCE</b> How to stimulate creativity within Public service media organizations Henrik Keith Hansen
17:45 – 18:00	<b>Wrap up of Day I</b> Henrik Keith Hansen -
18:00 – 18:30	<b>Drinks</b>
19:30 – 22:00	<i>Dinner in Paris</i> <i>Place TBC</i>

## Day 2 – Friday 15 March (9:00 – 13:00)

- 09:00 - 09:15      **Registration**  
Meeting at Station F welcome desk
- 09:15 - 09:30      **Introduction to Day 2 and welcome coffee**  
Henrik Keith Hansen & Adeline Beving
- 09:30 -10:00      **FRENCH TECH CENTRAL PRESENTATION**  
Louis Fleuret, FTC General Manager
- French Tech Central brings 30 public-sector actors together in the world's biggest startup campus in order to make the life of startups easier and support their growth.
  - Tour of FTC premises
- 10:00 – 10:30      **TOUR OF STATION F ECOSYSTEM**  
Louis Fleuret and Adeline Beving
- Presented as the world's biggest startup campus, Station F aims to bring everything that startups need under one roof
- Share Zone : Fab Lab, VCs, events
  - Create Zone : Acceleration programs, Startups
- 10:30 – 11:00      **RADIO FRANCE OPEN INNOVATION STRATEGY**  
Adeline Beving
- OI history and current organisation
  - strategy and partnerships (incl. FTC, Creatis, Sandbox hub)
  - current projects and challenges (incl. Open API, Sandbox program)
  - key learning takeaways
- 11:00 – 11:15      *Comfort break*
- 11:15 – 12:30      **WORKSHOP**  
Facilitator: TBC
- How to improve impact of Open Innovation within PSM
- 12:30 – 13:00      **Wrap up**  
Henrik Hansen
- 13:00                *End of the visit*
- 13:00 – 14:30      *Optional lunch at La Felicita*