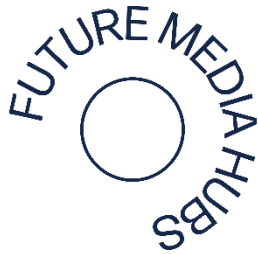


IOI @ FUTURE MEDIA HUBS, BELGIUM ONLINE VIST 26 NOVEMBER 2020

OUR PARTNER



PROGRAMME

Hosts: Sarah Gerrooms, Strategic Partnerships & Head of Future Media Hubs, VRT and Robert Amlung, Head of Digital Strategy ZDF & EBU IOI Community of Practice chair

09:45 - 10:00 Zoom live stream opens
Zoom welcome and technical chat

10:00 - 10:10 Introductions and welcome
Robert Amlung

10:00 – 10:30 FUTURE MEDIA HUBS (FMH)

The Future Media Hubs are an international network of public and commercial media organisations fostering innovation through collaboration. It consists of three central hubs, which are the **Sandbox Hub**, **Video SnackBar Hub** and **Open Labs Hub**. These hubs are designed to exchange innovation cross borders and tackle different kind of media challenges.

Introducing FMH

Robert Amlung, Sarah Gerrooms
Ezra Eeman, Head of Digital Transformation Platform & EBU Advisory Board Mbr
Anssi Komulainen, Chief Innovation Officer, Yle and Advisory Board Mbr

- Taking good ideas from proof-of-concept to prototype
- Future Media Hubs: What it is? How does it work?
- Members and value of international collaboration and between public & commercial entities
- Relevance

10:30 – 11:15 SANDBOX HUB

Matching start-ups, scaleups and entrepreneurs with international public and commercial media organisations to enable these media companies to better reach,

serve and attract their audiences (e.g. personalized content, AI experience, data driven...).

Sandbox Hub testimonials and case highlights

Diana Carvalho Freitas, Project Assistant FMH at VRT

- **NPO** - Egon Verharen, Innovation Manager
- **Radio France** - Adeline Beving, Deputy Director of Innovation –
 - o Case highlight: InQuality, realtime connectivity for broadcast and audio professionals
- **DPG Media** – Jan De Wever, Project Manager, Innovative Technology
 - o Case highlight: DPG Media has developed a Liveset together with startup Tinkerlist
- **Yle** – Jouni Frielander, Development Manager

Incl. short Q & A after each presentation and compilation videos

11:15 – 11:55 VIDEO SNACKBAR HUB

Promoting and exchanging innovative media tools and strategies with technical innovators and content creators. Identify the structures and processes that make it possible to generate ideas, develop and test innovations within an organization, and ultimately ensure successful production.

Video Snackbar Hub testimonials and case highlights

- **VRT** - Introducing VSH – Karel De Bondt, Head of VRT Video Snackbar
 - o Case highlight: How to enhance a ballet production with live audiovisual events derived from 3D camera's and brainwave sensors using Touchdesigner.
- **RTBF**– Hugo Ortiz, Innovation officer
 - o Case highlight: “Control 42”: replacing physical hardware with a fully programmable interface
- More testimonials and case highlights tba

Incl. short Q & A after each presentation and video

11:55 – 12:20 OPEN LABS HUB

Introducing young talent to grow creativity within an organisation. Content produced and published for and by young people + engagement increase media organisations

Open Labs Hub testimonials and case highlights

Diana Carvalho Freitas, Project Assistant FMH at VRT

- **BBC R & D** - Ian Forrester, Senior Firestarter
 - o The future of podcasting and the relevance of a community of practice
- **Radio France** – Thomas Biasci, project manager
 - o Podcasting for and with young/kids
- **NRK** - Ingunn Andersen, Journalist and Project Manager, N17
 - o Highlighting the importance of diversity within a team and different audiences (public & commercial)

Incl. short Q & A after each presentation

12:20 -12:30 Next steps and closing

Sarah Gerrooms and Robert Amlung

12:30 End of Zoom meeting