

MEDIA SUMMIT 2024

WEDNESDAY 24 APRIL

CROWNE PLAZA GENÈVE
AVENUE LOUIS CASAÏ 75-77, GENEVA, SWITZERLAND

DIGITAL ASSEMBLY – PART I

ROOM: LONDON

14:30 THE DIGITAL ROUNDTABLE - INTRODUCTION & WELCOME

We make room for a discussion with the Digital Assembly on the priorities and activities of the digital committee and the digital unit at the EBU. We also invite guests and topics to our 'digital roundtable' to discuss the current and future platform and digital world and how PSM can position themselves in that world.

João Pedro Galveias, Digital Committee Chair, RTP
Wouter Quartier, Head of Digital, EBU

**14:40 NAVIGATING THE PLATFORM AND POST-APP WORLD:
PRIORITIES OF THE DIGITAL COMMITTEE**

In this session, we will update you on the EBU work on digital, platforms and transformation and look back at the priorities of the digital committee 2023-24.

João Pedro Galveias, Digital Committee Chair, RTP
Wouter Quartier, Head of Digital, EBU

14:50 DIGITAL UNIT ACTIVITY REPORT

Overview of the activities of the Digital Unit regarding the work on Transformation Services, Platform strategies, future platforms and young audiences.

Wouter Quartier, Head of Digital, EBU

15:10 DIGITAL COMMITTEE BY-ELECTION

Election of one vacant position in the Digital Committee

João Pedro Galveias, Digital Committee Chair, RTP
Wouter Quartier, Head of Digital, EBU

15:20 THE PLATFORM WORLD – THE SVOD LANDSCAPE REPORT

Will Davies, a Senior Media Analyst in the Media Intelligence Service team at the EBU, will share insights from his recently published SVOD Landscape report. This report, released last month, offers an in-depth analysis of how major SVOD services are reverting to traditional broadcast models to expand and diversify their revenue streams. It also explores the potential implications of these shifts on public service media.

Joining Will Davies is Puja Kalaria, Senior Distribution Manager at the BBC. Together, they will discuss the influence of the SVOD landscape on Public Service Media.

Will Davies, Senior Media Analyst, EBU
Puja Kalaria, Senior Distribution Manager, BBC

15:45 NETWORKING COFFEE BREAK

16:15 THE DIGITAL ROUNDTABLE – TOPICAL DISCUSSION (Part 2)

Part two of the digital roundtable, where we make room for a discussion with the Digital Assembly inviting guests and topics to our 'digital roundtable'.

16:15 (NOT) LOST IN... INNOVATION?

Interview with Kati Bremme, Head of Innovation, Editor in chief Méta-Media France Télévisions, and member of the Digital Committee. At the intersection of fine arts, linguistics, digital, and broadcasting, Kati Bremme is a media expert who builds bridges between traditional TV and new practices to create value for audiences through innovation. We will discuss the future of PSM in a post-app world based on her favourite pursuits: AI for good, knowledge sharing, engaging immersion and intelligent collaborations.

16:30 MAKING THE EUROVISION SPORTSPAYER A SUCCESS

Can we create an EBU streaming platform? Yes, we can. At the end of 2023, EBU Sports, in collaboration with Nagra, launched a Eurovision sports platform. In this session we discuss the strategy and how we can make this a success for public service media.

Glen Killane, Executive Director, Eurovision Sport
Jean-Baptiste Casta, Head of Strategy and Business Operations, Eurovision Sport
Aoife Byrne, Head of RTÉ Player, RTÉ & Vice Chair EBU Digital Committee

16:50 THE PUBLIC SPACES INCUBATOR: DISENTANGLING MEDIA FROM PLATFORM POWER

The future of media is conversational – or as broadcasters we will lose relevance to the people we want to serve. Social media has brought on significant changes to the ways many of us work. But our dependence on third-party platforms has us in a tie: we have very little control over how these conversations are shaped: what’s allowed, what isn’t? Who can participate or gets banned? What does the framework and environment look like that we offer people to discuss in? How can we make it safe for everyone? In the Public Spaces Incubator, four PSMs from Belgium, Canada, Switzerland and Germany work together to reclaim the conversational space – on their own platforms and they are open to collaboration.

Philippe Keutgen, Apps/Players Strategy and Partnerships Advisor, RTBF
Robert Amlung, Head of Digital Strategy, ZDF

17:20 WRAP UP DIGITAL ASSEMBLY PART I & PREVIEW OF PART II

17:30 END OF DIGITAL ASSEMBLY PART I

19:00 TOUR OF RED CROSS MUSEUM & DINNER

THURSDAY 25 APRIL

CROWNE PLAZA GENÈVE

AVENUE LOUIS CASAÏ 75-77, GENEVA, SWITZERLAND

DIGITAL ASSEMBLY – PART II

ROOM: LONDON

09:30 WELCOME BACK & ROADMAP OF THE DAY

João Pedro Galveias, Digital Committee Chair, RTP
Wouter Quartier, Head of Digital, EBU

09:35 BRAVE FAIRY TALES: REINVENTING GOOD AND GIVING SUPPORT IN TIMES OF UNCERTAINTY

Victoria Murovana, Head of Digital Suspilne, Ukraine and the author of the idea behind the Brave Tales multimedia project, describes the journey of tiny podcasts that appeared on the first days of the large-scale Russian invasion

and how they turned them into a popular audio project on all platforms and published as a book. These modern tales about friendship, love, unity and solidarity, loss, grief and great bravery were aimed at supporting Ukrainian kids and families in times when life turned out to be critically undetermined. Victoria will be interviewed by Madiana Asseraf-Jacob, Head of Corporate Development and Strategic Initiatives at EBU.

Victoria Murovana, Head of Digital, UA: PBC
Moderated by: **Madiana Asseraf**, Head of Corporate Development and Strategic Initiatives, EBU

10:00 **YOUTUBE: FRIENDS OR FOE? OR BOTH?**

YouTube's strategy has shifted from simply a home for videos to a one-stop-shop for content; be it entertainment, news, sports, live, on-demand, premium channels, podcasts, shorts... How will PSM distribution strategies respond to this change, and what lies next for this entertainment behemoth. This session will look to the BBC and ARD to learn more about their approach and questions they'll be facing in the coming year.

Moderator:
Ben Tattersall Smith, Head of Planning, Social Media, BBC
Contributor:
Andreas Boehmer, Teamlead ARD Partnermanagement Social Media, ARD

10:45 **NETWORKING COFFEE BREAK**

11:15 **SO YOU THINK YOU'RE 'AUDIENCE -CENTRIC'? SETTING STRATEGY INTO ACTION**

What do we mean by being 'audience-centric'? How can we define 'value' for the audience and how can we measure it? Should data decide everything, and where does that leave instinct, testing and experimentation? How do we align teams around shared audience-focused goals? And does AI change everything?

This session will explore the practical steps media organizations are taking to become truly audience-centric bringing together speakers from public service media and a special guest from FT Strategies.

Moderators:
Sasha Scott, Head of Transformation Services, EBU
Natalia Beregoi, Senior Project Manager, Transformation Services, EBU

Speakers:

Johanna Olander, Product Owner, SVT

Lowe Ostberg, Project Manager/Editor, SVT

Jim Egan, Principal, FT Strategies

Ričardas Baltaduonis, Head of Internet Department, LRT

12:35 **CONCLUSIONS & GOODBYES**

12:40 **NETWORKING LUNCH**

END OF DIGITAL ASSEMBLY & MEDIA SUMMIT 2024