

MEDIA ONLINE PLENARY MEETING

Hosted by



DATE: 21 OCTOBER 2015
VENUE: NDRC, DIGITAL EXCHANGE
CRANE STREET, DUBLIN 8, IRELAND

FINAL AGENDA

- 12:00 **Accreditation & Lunch**
- 13:30 **Welcome and Presentation of Online Steering Committee**
Mùirne Laffan, Managing-Director, RTÉ Digital
- 13:45 **The EBU Media Department**
An overview of the EBU Media Department, including units and key projects.
Jean Philip De Tender, Media Director, EBU
- 14:15 **EUROVISION Media Online**
An overview of the projects, services and expert networks in Media Online.
Mike Mullane, Head of Media Online, EBU
- 14:30 **Projects Update**
This session looks at existing services and next steps for the Digital Storytelling Labs Network, the Social Media Trends Network and the Digital SkillsXchange.

Madiana Asseraf, Senior Online Project Manager, EBU
Kristin Granbo, Multimedia Journalist, NRK
Nigel Wheatley, Multimedia Journalist, RTÉ
- 15:30 *Coffee break*
- 15:50 **EBU-LSE Online Journalism Fellowship**
Kristin Granbo, Multimedia Journalist, NRK
Mike Mullane, Head of Media Online, EBU
- 16:15 **Next steps for Media Online**
Mike Mullane, Head of Media Online, EBU
- 16:30 **EBU Big Data Initiative**
The EBU has launched a new strategic initiative around everything connected to data, including capture, storage, legal aspects, and what smart data offers for audiences and content production.

Guillaume Klossa, Director of Public Affairs, EBU
- 16:45 **Online Steering Committee Elections**
- 18:30 **Networking Event at Odessa, 13 Dame Court, Dublin 2**

EUR(O)VISION

OPERATED BY EBU

**ONLINE MEDIA
SUMMIT**

22 OCTOBER 2015

NDRC, DUBLIN

A DAY FOR INSPIRATION
AND SHARING IDEAS

Hosted by

RTÉ

#EBUonline

MORNING SESSIONS

08:30

REGISTRATION

Digital Exchange Building, Crane St, Dublin 8, Ireland

09:00

WELCOME

Múirne Laffan, Managing-Director, RTÉ Digital
Jean Philip De Tender, Media Director, EBU

09:10

KEYNOTE: TWO WAYS TO BE TRUSTED AS A PRODUCER OF NEWS

Jay Rosen is Professor of Journalism at New York University. He is a well-known blogger on media innovation and adapting journalism to the internet.

09:40

KEYNOTE: IN THE DIGITAL ERA, CONSUMERS ARE IN CONTROL AND INNOVATION BRINGS GROWTH

Andy Thoms is in charge of Google's relationship with broadcasters within the EMEA Strategic Relationships team.

10:10

CREATING A DIGITAL CULTURE

The internet, social media, and mobile media have not only transformed the production, distribution and consumption of content, but also created new opportunities for reaching and engaging audiences. Some broadcasters with strong organisational cultures are finding that their traditional strengths can make it more difficult to develop a digital culture. Often there is in-built resistance to taking risks and adopting more agile ways of working.

Chair: Muirne Laffan, Managing-Director, RTÉ Digital

Martin Jönsson, Digital Director, SR

Stijn Lehaen, Head of the Digital Production Centre, VRT
Fabrice Massin, Director, RTBF interactive
Peter Rippon, Editor, BBC Online Archive and Connected Studio

10:40

FROM DIGITAL THINKING TO DOING

This session looks at how media companies are re-thinking workflows, commissioning and production to create more relevant content and the reach digital audiences more effectively.

Chair: Mike Mullane, Head of Media Online, EBU

AJ+ One Year on

Raja Sharif, Strategy & Implementation Manager, Al Jazeera

Storyland

Jane Gogan, Commissioning Editor, RTÉ

The Bigger Picture

Wilfried Runde, Head of Innovation Projects, DW

11:40

Coffee break

12:00

DIGITAL INNOVATION

We all agree that innovation is impossible to achieve without taking calculated risks, but how do you build a team where daring to fail is part of the culture? Google created News Lab to invent new ways to discover, create and distribute news content. The EUROVISION Digital Storytelling Labs Network brings together units and teams set up by Members to reinvent storytelling for digital natives and digital immigrants.

Chair: Madiana Asseraf, Senior Online Development Manager, EBU

Matt Cooke, Manager, Google News Labs

Miriam Hernanz, Head of RTVE Lab

Ezra Eeman, Head of VRT Start-up

13:00

Lunch

AFTERNOON SESSIONS

14:00

TRANSMEDIA & IMMERSIVE STORYTELLING

A new kind of non-linear storytelling, native to the web and influenced by gaming is gradually moving into the mainstream. It gives users an experience that traditional broadcast platforms are not able to provide.

Chair: Brett Spencer, Digital Editor, BBC Radio

In Limbo

A poetic investigation of our digital identity

Emilie Arlet, Interactive Producer, Providences & Freelance

The Last Hours of Laura K

A digital, immersive experience that places the audience at the heart of a murder investigation

Kate Rowland, Executive Producer and Founder of BBC Writersroom

Phone Booth Stories

A participative transmedia experience about the evolution of technology, nostalgia and cultural change

Lucie Rezsöhazi, Project Manager, RTBF Interactive

Next Stop Home

Audiences meet some of the regular passengers of two busy bus lines on the radio, television, on social media on screens at bus stops and in daily newspaper articles

Ane Skak, Editor, DR

15:00

Coffee break

15:15

THE VALUE OF SOCIAL STRATEGIES

What is public service in the age of social media and how should broadcasters develop social strategies to increase their benefit to society?

Chair: Lucy Campbell, Marketing Director, RTÉ Digital

Analysing and Understanding Audiences

Rasmus Thaarup, Social Media Researcher, DR

Public Service

Christian Gillinger, Head of Social Media, SR

Social Media Intelligence

Laurent Dehasse, Head of Partnerships, Vigiglobe

16:00

NEWS & SPORT

As social and mobile surge in popularity, broadcasters are finding new ways to engage their audiences. Audiences are consuming more video online and there is a growing demand for personalised services. Social media have also transformed the way audiences behave and broadcasters need to stay plugged into the online conversation in order to remain relevant.

Chair: Sam Taylor, Editor BBC 24/7 News

How to Build a News App

Mika Rahkonen, Head of Development, YLE News & Current Affairs

Made on Mobile for Mobile

Declan McBennett, Editor, RTÉ

BBC Trending

Mukul Devichand, Editor, BBC

The Sunday Game

Brendan Cole, Journalist and Multimedia Editor, RTÉ

16:45

LOOKING BACK

Three things that we have learned today

Mike Mullane, Head of Media Online, EBU

17:00

END OF THE ONLINE MEDIA SUMMIT

SPEAKERS

MÚIRNE LAFFAN

Managing-Director, RTÉ Digital



Múirne Laffan leads RTÉ's digital division, the dynamic team responsible for driving a portfolio of innovative Irish brands. The remit of RTÉ's digital division is to bring RTÉ content and services to Irish and international audiences across a range of platforms, devices and

markets. She plays a key role in helping RTÉ achieve its digital ambition of meeting audience needs, driving innovation, developing partnerships and supporting the leadership of Ireland's digital economy.

JEAN PHILIP DE TENDER

Media Director, EBU



Jean Philip De Tender is the Director of the EBU Media Department. He has worked at every level of the media ecosystem, from presenting and producing TV content to devising strategy, and playing an active role as a prominent member of the EBU broadcasting community.

Before joining the EBU in May 2015, his final role was Director Television for Eén, Canvas and Ketnet.

JAY ROSEN

Professor, Blogger



Jay Rosen is a professor of journalism at New York University and a perspicacious media critic. Rosen speaks and writes about journalism, digital innovation and developments in the media. His articles have appeared in The New York Times, The Los Angeles Times,

Salon.com, Harper's Magazine, and The Nation. He is perhaps best known for his blog PressThink, which focuses on the impact of the web and digital technology on journalism. Rosen is responsible for one of the most often quoted definitions of the new relationship between people and the media they consume: "The people formerly known as the audience". He is a member of the Wikipedia Advisory Board.

ANDY THOMS

Director, Google EMEA



Andy Thoms leads the broadcasters vertical within Google's EMEA Strategic Relationships team. He has oversight across all of Google's activities with the industry, and is focused on building long term multi-product partnerships with major stakeholders in the region. Andy has

been at Google for 4 ½ years, the bulk of which based in Sydney Australia where he led the strategy & operations of the Australian agency channel, followed by the APAC regional Doubleclick business.

MARTIN JÖNSSON

Digital Director, SR



Martin Jönsson is Digital Director at Swedish Radio. His areas of responsibility include Digital Strategy & Content, online, apps, social, third party platforms and collaborations and digital development. Prior to joining SR, he worked as 2nd Editor in Chief at daily Svenska Dagbladet,

as Media Analyst for Schiebsted and as Editor in Chief with several magazines and online operations, including Journalisten.

STIJN LEHAEN

Head of the Digital Production Centre, VRT



Stijn Lehaen joined VRT Radio in 1998 as a technology project manager. In 2007 he moved to Digital, as head of the digital media department. In 2013 he started VRT Start-up, VRT's own incubator for ideas to help VRT connect with the Youtube generation. Since

september 2014, he's managing VRT's Digital Production Center.

FABRICE MASSIN

Director, RTBF Interactive



Fabrice Massin has been director of RTBF Interactive since 2008. Taken on by RTBF to set up this department, he is now in charge of managing all non-linear activities at RTBF (content and 3.0 services, mobile activities, social network strategies, VOD, IPTV). Fabrice has previously worked for IBM, Skynet, Belgacom and Infosources.

PETER RIPPON

Editor, BBC Online Archive and Connected Studio



Peter Rippon is the Editorial lead for the BBC's digital innovation team, the Connected Studio, that works across BBC divisions on new storytelling initiatives. He also runs the BBC Rewind programme which is making the BBC archive a much more regular and signature feature of the BBC's digital public service storytelling. He is a multi-award winning senior BBC Journalist. Previous roles include Editor of Newsnight on BBC TWO; Editor, The World at One and PM on Radio Four; and Editor Newshour on the BBC World Service.

MIKE MULLANE

Head of Media Online, EBU



Mike Mullane leads the EUROVISION Media Online team. An experienced broadcast journalist, he has spent most of his career in public service media, including spells at the BBC and Swiss Radio International. As Head of News, Sport and New Media in the EBU's Radio Department, he

negotiated groundbreaking radio sport rights deals, provided news services at major world events and produced successful conferences.

RAJA SHARIF

Strategy & Implementation Manager, Al Jazeera



Raja Sharif, as Strategy Implementation Manager at Al Jazeera Media Network, provides management consulting and organizational strategy development to implement significant corporate initiatives, drive change management and improvements in

communications, strategic execution, as well as corporate governance, risk management, and procedural compliance.

JANE GOGAN

Commissioning Editor, RTÉ



Jane Gogan has been Head of Drama in RTÉ since 2006. As well as commissioning drama from the independent sector and developing RTÉ's co-production strategy for drama she also is responsible for Fair City, a serial drama produced within RTÉ which plays 200+ episodes a

year. Digital content is of critical importance to RTÉ's drama strategy and in that respect the drama department runs Storyland, an on-line drama outlet for new entrants to the industry.

WILFRIED RUNDE

Head of Innovation Projects, DW



Wilfried Runde has worked as a freelance music writer, information specialist, researcher, online editor and TV journalist for several media outlets, in particular German broadcaster WDR and ARD studios in Brussels, New York and Washington. After joining Deutsche

Welle (DW), he acquired funding for and led a number of international multimedia R&D projects covering a wide range of topics like Interactive TV, Mobile Video and Data Journalism. Since 2010, Runde has been leading "a skilled mix of open minds" working on R&D and Innovation management assignments dealing with "technologies to tell big stories better".

MADIANA ASSERAF

Senior Online Development Manager, EBU



Madiana Asseraf works for the EUROVISION Media Online unit. She manages and coordinates strategic projects and services in the areas of engagement, transmedia and digital storytelling. She coordinates the EUROVISION Digital Labs network and the EUROVISION Social Media

Trends network and works closely with Members to identify their needs and opportunities to work together and to exchange knowledge and trends in the online media industry and the international media landscape.

MATT COOKE

Manager, Google News Labs



Matt Cooke is the UK, Ireland and Nordics lead for the News Lab at Google, a team dedicated to working with publishers to provide training, discuss innovative partnerships and share ideas. Matt has been at Google for 3 years, and recently led Google's UK election project, before that he

was a television reporter and producer at BBC News for 8 years.

Whilst at BBC News, Matt reported on a range of stories including London's preparations for the Olympics, the Royal wedding and the 2010 UK election. He started his career as a student journalist for The Guardian.

MIRIAM HERNANZ

Head, RTVE Lab



Miriam Hernanz is head of the innovation lab of Spain's public broadcaster RTVE. In 2011, she was member of the team who founded LAB RTVE.es, an audio-visual innovation department that explores new narratives. The division has won several awards (Lovie Awards, Bronze at Malofiej Infographic). Miriam holds a journalism degree of Universidad Complutense, Madrid. She describes herself as a "multimedia journalist interested in webdocs and data journalism, exploring transmedia narratives".

EZRA EEMAN

Head, VRT Start-up



Ezra Eeman is head of VRT Start-Up, a user-focused digital innovation lab that explores new formats and concepts for the Flemish public broadcast company VRT. Previously, he worked as a journalist and documentary filmmaker at VRT and VTM, as well as the head of current affairs programs Telefacts and Royalty. In 2012, Ezra Eeman received a Fulbright scholarship to investigate the changing media landscape at the City University of New York. There he specialized in the latest technologies and platforms. Ezra is a Certified Advanced Google Researcher, a member of the Guardian Media Network and The Knight Mozilla Open News Organization. He is also the founder of Journalism Tools, a Twitter and Pinterest-based service that has curated thousands of different tools for journalists.

EMILIE ARLET

Interactive Producer, Providences & Freelance



Graduated from Sciences-Po Paris with a Master degree in Media Management, and from City University London with a Master degree in International Journalism, Emilie Arlet began her career in the UK entertainment industry. Back in France in 2011, she started working

in interactive production with the most renowned French production companies and broadcasting channels. She now works as a freelance executive producer.

KATE ROWLAND

Executive Producer and founder of BBC Writersroom



Kate Rowland, is a Creative Producer and award winning Director. In 2015 she was the Executive Producer and lead on the BBC's The Last Hours of Laura K, and the BBC's Original Drama Shorts. As the BBC's Creative Director for many years, she founded BBC Writersroom

a pioneering writers unit to champion talent and develop writers for production across television, radio and film.

LUCIE REZSÖHAZY

Project Manager, RTBF Interactive



Lucie Rezsöhazi studied German, English and French in Brussels and Berlin and starts her career in Berlin as a translator and editor. After a brief experience in online marketing, she works at a music publishing house where she is in charge of sync rights. She then decides to

work full time as a linguist, before being recruited by an agency for digital communication as an editorial project manager. In 2014, she participates in the launch of the the Webcreation & Transmedia team at RTBF. Since then, she has been developing the webcreation activities within the RTBF Interactive department as a project coordinator.

ANE SKAK

Editor, DR



Ane Skak works an editor and producer at the Cultural Department at the Danish Broadcast Corporation. She has an expertise and longtime experience producing major cross-media projects with a high level of user engagement, co-creation and outreach events, including key

projects like Our Art and Build It (winner of Prix Italia).

LUCY CAMPBELL

Marketing Director, RTÉ Digital



Lucy Campbell is Director of Marketing RTÉ Digital, responsible for consumer marketing, brand management, research and insights, and marketing planning for leading Irish and International digital brands with presence online, mobile and new platforms. Lucy heads up multi skilled product marketing teams driving the brand and campaign management across creative social and consumer direct digital marketing promoting RTÉ's, online and mobile services. She holds responsibility for audience and business intelligence that inform product and service strategy to deliver RTÉ content to viewers on platforms and devices of their choice.

RASMUS THAARUP

Social Media Researcher, DR



Rasmus Thaarup is an audience analyst at the Danish Broadcasting Corporation (DR). Rasmus works within digital media research and is responsible for all research related to social media at DR. His research mainly focuses on social audiences, social and broadcast cross media behavior, social media marketing, social TV/Radio, second screen behavior, and general web and streaming behavior. Before joining DR, Rasmus worked at an ICT consulting firm, the Danish Consulate General in New York and at the Danish Foreign Ministry. He holds a masters degree in political science.

CHRISTIAN GILLINGER

Head of Social Media, SR



Christian Gillinger is Head of Social Media with Swedish Radio. He has been working as a radiojournalist since 1996. For the past seven years he has been working with interactivity and social media in the Digital Media department, heading the development of SR social media

handbook and social media team. Christian is also an avid blogger.

LAURENT DEHASSE

Head of Partnerships, Vigiglobe



Laurent Dehasse is Head of Sales and Partnerships, and one of the co-founders of VIGIGLOBE, a European company specialised in “Real-time Social Media Analytics”.

Innovation through reliable and disruptive technology, called WIZR™, enables Vigiglobe to help its clients

“Leveraging the power of Social Media content in real-time!”. Vigiglobe is an official Media Technology Partner of Twitter and a Facebook PCS provider.

SAM TAYLOR

Editor, BBC 24/7 News



Sam Taylor is BBC News' UK 24/7 & Digital Editor, leading the BBC News Channel, UK online and digital video teams, and the BBC's News at One TV bulletin. He led the design and delivery of the BBC's multimedia newsroom at Broadcasting House, and has overseen much of the work

to establish BBC News' presence on social media in recent years.

MIKA RAHKONEN

Head of Development, YLE News & Current Affairs



Mika Rahkonen is heading a Media Lab and Development team at the News and Current Affairs Division at the Finnish Broadcasting Co (Yle). Basically he's doing new journalistic concepts, radio and TV program overhauls, mobile experiments and different sort of re-designs all the

time. Previously Mika was the head of Internet and overseeing the strategic planning in the News and Current Affairs division. He has also worked as a managing editor in the Yle News and before that spent 10 years in the business news dept.

DECLAN MCBENNETT

Editor, RTÉ



Declan McBennett is currently Editor of the RTE News Online Division and Editor of rolling News Channel. He previously worked as a journalist and then as a Sports Editor with RTE, including four and a half years through the Beijing and London Olympics as well as eight All Ireland

finals, Six Nations Championships, FIFA World Cup 2010 and European Soccer Championships 2012.

MUKUL DEVICHAND

Editor, BBC



Mukul Devichand is the creator and editor of @BBCTrending – a recent winner at @TheWebbyAwards. He is a presenter for BBC Radio 4. His work includes programmes such as Crossing Continents, Analysis, From Our Own Correspondent and The Report. He has also presented Our World, a BBC World Service show. In 2009, with Crossing Continents producer John Murphy, he won a One World Media Award.

BRENDAN COLE

Journalist and Multimedia Editor, RTÉ



Brendan Cole is a journalist and multimedia editor. He has worked on a wide variety of projects for RTÉ, leading Social Media and content development initiatives over the past two years while continuing to work as a reporter and feature writer. Prior to that, Brendan led the development

and production of RTÉ Sport's rugby content, managing their sites and broadening the scope of their content offering.

NOTES:

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