



RADIO AND TELEVISION BEYOND DIGITALIZATION – OPPORTUNITIES FOR A BETTER CONNECTION BETWEEN PUBLIC SERVICE MEDIA AND THE CITIZENS

Presentation

Public service media need to forge closer bonds with audiences if they are to stay strong in an industry undergoing continuous change amid digitization and convergence. At the same time, technology brings new production tools, distribution opportunities and consumption practices.

In such a context, defining sound strategies to embrace and exploit new technologies will be fundamental for Public Service Media to create a valuable offer and retain social support.

It is for these reasons that on 30 September, in Barcelona, the EBU and the Universitat Autònoma de Barcelona (UAB) will jointly host the first *EBU Knowledge Exchange*. Its main goal will be presenting and discussing experiences and best practices about how to use technology to connect better with the audience.

EBU Knowledge Exchange 2013 will have an international and multi-stakeholder approach, assembling EBU Members, media professionals and communication scholars. Therefore, it will present a unique opportunity for networking, ideas sharing and fostering new collaborative partnerships, building a bridge between the worlds of academia and media.

Agenda

- 08:30 – 09:00** **Registration**
- 09:00 – 09:30** **Welcome and presentation**
- Roberto Suárez Candel – Head of the Media Intelligence Service, EBU
 - Ingrid Deltre – Director General, EBU
 - Ferran Sancho – Rector, UAB
 - Pere Vila – Director of Technological Planning and Innovation, RTVE
- 09:30 – 10:10** **KEYNOTES: *The Indispensability of Public Service Media***
- Annika Nyberg-Frankenhäuser – Media Director, EBU
 - Emili Prado – Professor at the Dept. de Comunicació Audiovisual i Publicitat, UAB
- 10:10 – 10:30** COFFEE BREAK
- 10:30 – 12:00** **PANEL 1 – *Innovative Radio: How do Apps, Online Platforms and Hybrid Services Attract the Audience?***
- Ignacio Gómez – Multimedia Content Director, RTVE.es (Spain)
 - Joël Ronez – New Media Director, Radio France (France)
 - Björn Löfdahl – Programmes Director, Swedish Radio (Sweden)
 - Tobias Groten – Founder and Chairman of the Board, Tobit Software AG (Germany)
- Chair: Christian Vogg – Head of Radio, EBU
- 12:00 – 13:00** LUNCH BREAK
- 13:00 – 14:30** **PANEL 2 – *From Digital to Social TV: Connecting with the Audience***
- Francisco Asensi – Head of Business Development, RTVE (Spain)
 - Wilko van Iperen - Head of Interactive, NCRV (The Netherlands)
 - Wiesław Łodzikowski – Technical Director, TVP (Poland)
 - Carlos Sánchez – Co-founder, The Data Republic / Tuitele (Spain)
- Chair: Emilio Fernández Peña – Senior Lecturer, UAB



KNOWLEDGE EXCHANGE

- 14:30 – 15:00** COFFEE BREAK
- 15:00 – 16:00** ***DISCUSSION – Connecting with the Citizens: Necessary Steps for Public Service Media***
- Rosa Franquet – Professor at the Dept. de Comunicació Audiovisual i Publicitat, UAB (Spain)
 - Barbara Thomaß – Professor at the Institut für Medienwissenschaft, Ruhr-Universität Bochum (Germany)
 - Klaus Unterberger – Head of Public Value Office, ORF (Austria)
 - Marko Ala-Fossi – Adjunct Professor at the School of Communication, Media and Theater, University of Tampere (Finland)
- Chair: Roberto Suárez Candel – Head of the Media Intelligence Service, EBU
- 16:00 – 17:00** ***Networking Session:*** A 1-hour special activity for attendees to meet, exchange ideas and launch future collaborations.

Objectives

- Promote the debate about the current status and the future of public service media, paying special attention to how technology innovation can be used to connect better with the audience.
- Identify ideas and arguments that contribute to build a case for public service media at national and international levels.
- Present successful experiences carried out by EBU Members.
- Discover interesting initiatives led by market players that can benefit public service media.
- Learn from outstanding research projects implemented by academic scholars.
- Foster the exchange of ideas and potential collaboration synergies between practitioners and academics.

Attendees Profile

- EBU Members' professionals, including heads of technical development and innovation, producers, formats developers, editors, audience researchers, new media strategists, etc.
- Media professionals in the fields of technology innovation, online services, social networking, etc.
- Academic scholars specialized in public service media, digital communication, new content formats, interactivity, etc.

Organizers

Media Intelligence Service, EBU

The European Broadcasting Union is the world's foremost alliance of public service media organizations, with Members in 56 countries in Europe and beyond.

The Media Intelligence Service (MIS) is the EBU unit responsible for carrying out primary research in the field of media with a multidimensional approach (political, economic, socio-cultural and technological) and an international perspective. In doing so, it identifies and analyses any aspect that is relevant to Public Service Media. MIS' main mission is providing EBU's departments, committees and Members with reliable market data, trustworthy analysis and relevant arguments to support their daily operations and their strategic planning.



EBU
OPERATING EUROVISION AND EURORADIO

Barcelona, 30 September 2013
In collaboration with the Universitat Autònoma de Barcelona

KNOWLEDGE EXCHANGE

Departament de Comunicació Audiovisual i Publicitat, UAB

Founded in 1968, the Universitat Autònoma de Barcelona (UAB) is one of the leading Spanish research universities according to several international rankings, with more than 40,000 students and 7,000 staff members. Its media and communication studies are among the top 20 programmes in Europe.

The Departament de Comunicació Audiovisual i Publicitat is one of the largest media and communication departments in Spain. It promotes teaching and research in Audiovisual Communication, Journalism, Advertising and related areas at the degree and postgraduate levels.

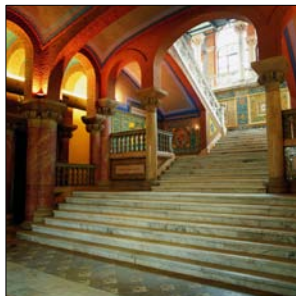
Venue

Casa Convalescència

Sant Antoni Maria Claret 171
08041 – Barcelona (Spain)

www.uab-casaconvalescencia.org

Casa de Convalescència is an impressive modernist building designed by Lluís Domènech i Muntaner. It is part of the Hospital Sant Pau, one of architectural landmarks of Barcelona and located very close to La Sagrada Família. Opened in 1930 and managed by the Universitat Autònoma de Barcelona since 1969, it was declared a World Heritage Monument by UNESCO in 1978. It offers a magnificent environment for professional events and has been selected to be the venue of the first EBU Knowledge Exchange.



Registration

Free registration but places are limited. Register now at the [event page](#) to secure your place.

Accommodation

Once you have completed your registration, you will receive detailed information and a booking form for hotels that offer a special rate to attendees.

Contact

Rachel McGowan
Media Intelligence Service – EBU
Tel: +41 22 717 2297
mcgowan@ebu.ch

UAB

Universitat Autònoma de Barcelona

DEPARTAMENT DE COMUNICACIÓ
AUDIOVISUAL I PUBLICITAT