



# 22<sup>ND</sup> TV ASSEMBLY

## AGENDA

21 APRIL 2016

11.04.2016

### GOING DIGITAL AND BEYOND

#### 14-00-14:15 INTRODUCTIONS

by Glen Killane, President of the TV Committee

Glen Killane, Chairman of the TV Committee welcomes the delegates to the TV Assembly.

#### 14:15-14:30 MEDIA DEPARTMENT UPDATE

by Jean Philip De Tender, Media Director, EBU

Jean Philip De Tender will introduce Eurovision TV as part of the EBU Media Department. He will present the various EBU units and its goals and objectives.

#### 14:30-15:15 TV ROADMAP

Keynote by Glen Killane, Chairman of the TV Committee and Jeroen Depraetere, Head of TV & Future Media

Glen Killane will explain the TV Roadmap and the future strategy of Eurovision TV. His presentation will highlight the different working areas and its objectives, priorities and tasks.

#### 15:15-15:30 EUROVISION TV UPDATE: EUROVISION SUPERGAMES

by Eurovision TV managers

The Eurovision TV managers will provide an update on the 2015 activities and new projects for 2016: Eurovision Song Contest, Children's Drama & Documentary Series.

A specific presentation will focus on our new coproduction: Eurovision Supergames.

#### 15:30-16:00 *Coffee Break*

#### 16:00-17:00 GOING DIGITAL AND LEAVING LINEAR BEHIND

Keynote by Andy Thoms, Entertainment & Media Strategic Relationships, Google UK and Dan Biddle, Director of Broadcast Partnerships, Twitter UK

Andy and Dan will focus on the switch from traditional linear broadcasting to new digital platforms and how audiences consume content differently. They will unveil their new digital strategies for traditional programming and are keen to discuss.

#### 17:00-17:25 PROUD TO PRESENT

Member case studies to demonstrate cross-media programme production

**26', a Phenomenon:** Chantal Bernheim, RTS

**Host Swap:** Mart Normet, ETV

#### 17-25-17:30 CLOSING NOTE

Jean Philip De Tender, Media Director, EBU

#### 19:30 RADIO AND TV JOINT ASSEMBLY OFFICIAL DINNER KINDLY HOSTED BY SRG SSR

Restaurant Safran Zunft, Gerbergasse 11, Basel