

Eurovision CrossMedia²



TV is moving towards multiplatform content – because a multiplatform strategy offers producers opportunities that go beyond simply multiplying the ways broadcasters deliver content, it gives them the opportunity to create entirely new forms of programming, to establish new relationships with their audiences, and reach new target groups.

Eurovision CrossMedia² will explore the impact of Internet on TV and how cross-media content is challenging our way of watching and even thinking about standard Television.

5 May 2008

20:30 *Opening Dinner at the Seehotel Hermitage (Seeburgstrasse 72 - 6006 Luzern)*

6 May 2008

OBJECTIVES

- Discuss the various multi-device content-distribution strategies built around TV program that :
 - allow broadcasters to boost consumer loyalty and enhance the viewing experience;
 - extend the brand to the largest number of platforms possible;
 - reach all target groups, especially those age groups who are less interested in watching standard TV.
- Obtain an overview of the innovative ways to develop the cross-media activities in the future
- Present best-practice solutions in this sector
- Meet and mingle with your peers from the Eurovision CrossMedia Executives Group

09:30 – 09:40 **WELCOME AND BRIEF INTRODUCTION**

Speaker: Nicoletta Iacobacci, EBU, Head of Eurovision Interactive TV

09:45 – 11:15 **EBU MEMBERS VISIONARIES**

How are the European PSB adapting their structures in this crossmedial era ?

Moderator: Lieven Vermaele, EBU, Technical Director

Speakers :

Laurent Souloumiac, Head of France Télévisions Interactive
Wim Coessens, VRT, Head of Digital Media
Philip Jay, BBC, Head of New Services, Future Media & Technology
Michel Mol, NPB, Head of Innovation & New Media

11:15 – 11:30 *Coffee Break*

11:30 – 13:15 **EBU CROSSMEDIA²**

An overview of the cross-media landscape in European public service television

Moderator: David Wood, EBU, Head of Emerging Media

Speakers:

- Piotr Azia, Eurovision Operations, News Deputy Head
- Franc Kozamernik, EBU Technical Dpt, senior Engineer
- Heijo Ruijsenaars, EBU Legal Affairs, legal Adviser
- Laetitia Gonnet, EBU Legal Affairs, contract lawyer
- Alexander Shulzycki, Head of Strategic Information Service

13:15 *Lunch*

The meeting will start again at 16:30

16:00 – 16:30 *Coffee Break*

16:30 – 18:45 **EUROVISION TV CROSSMEDIA CASE STUDIES**

Going crossmedial within the various genres of the eurovision tv scope

Moderator: Bruno Giussani, TED Conferences European Director

Case Study 1: Documentary

The wiki of documentaries, France 5

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Speaker: Pierre Mathieu, France Télévisions Interactive, Head of Internet

Case Study 2: MMORPG

Wakfu: When TV meets Online Gaming, France 3

Speakers (TBC):

“Tot” (Anthony Roux), creator of “Dofus Universe”

Aton Soumache, General Director of Method Films

Case Study 3: Entertainment

The Eurovision Song Contest 2008, Eurovision TV

Speaker: Sietse Bakker, Eurovision Interactive TV, Project Manager

Case Study 4: Science

The Planet, SVT

Speaker: Kristofer Sjöholm, SVT, Project Manager New Media

Case Study 5: Education

Planet-Schule, ARD/SWR, WDR

Speaker: Dirk Neumann, writer and producer

Case Study 6: Participation Drama

The Truth about Marika, SVT

Speaker: Christian Wikander, SVT, Head of Fiction

Case Study 7: internet television distribution

iTVP – lessons from interactivity (content, viewers, distribution and marketing), TVP

Speaker: Katarzyna.Sadowska, TVP Interactive Media Department

18:45 Awards Ceremony of the Rose D’Or festival at the Concert Hall KKL
