



Eurovision iTV, Crossmedia & Mobile content Experts



Two days to inspire Public Service Media, to create innovative content and border-line strategies to engage the younger and connected audiences. A TEDx Transmedia morning session organized around TED's mission "Ideas Worth Spreading". TED stands for Technology, Entertainment, Design — three broad subject areas that are, collectively, shaping our future. Followed by the Eurovision CrossMedia² meeting focusing on the convergence of ManyMedia: digital platforms, game consoles, widgets, original mobile content, etc.

Objectives: share ideas and best practices / get inspired by the market's leaders / learn new trends and content development strategies / discuss the future of Public Service Media.

21 April 2010

19:30 *Common Focus Day Dinner at the Bürgenstock, Hotel Restaurant*

Day 1: 22 April 2010

09:00 – 13:30



09:00 – 09:05 **WELCOME & PRELIMINARY REMARKS**
by Nicoletta Iacobacci, Head of Interactive TV & Crossmedia, EBU

09:05 – 09:10 **CHRIS ANDERSON**
TED Curator, TED Conferences (video)

09:10 – 09:35 **JEFF GOMEZ**
Transmedia storytelling expert, CEO of Starlight Runner Entertainment, leading producer of transmedia franchises (Disney, Hasbro and Coca-Cola)
Expanding storyline universes across multiple media platforms

09:35 – 10:00 **STEPHEN DINEHART**
Interactive Narrative Designer, narrativedesign.org

10:00 – 10:25 **DAVID ROWAN**
Chief Editor of Wired UK

10:25 – 10:50 **PRANAV MISTRY**
Research Assistant and PhD candidate at the MIT Media Lab. Before joining MIT Pranav worked as a UX Researcher with Microsoft (video)

10:50 – 11:15 **IAN GINN**
Writer, Creative Producer at Hubbub Media and Research Consultant at TransmediaLabs.net

11:15 – 11:45 *Coffee Break*

11:45 – 11:50 **BOBBY MC FERRIN**
Artist (video)

11:50 – 12:15 **CHRISTY DENA**
Director of Universe Creation 101 Pty Ptd

12:15 – 12:40 **CHRISTOPHER SANDBERG**
CEO of the Emmy awarded television and new media production company The company P

12:40 – 13:05 **NATHAN MAYFIELD**
Chief Creative Director of Hoodlum specialised in creating meaningful online experiences that engage audiences in "active storytelling" (TV series Lost multiplatform experience)

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13:05 – 13:30	BRUNO GIUSSANI Director of TED Europe
13:30	END OF TEDXTRANSMEDIA
13.30 – 14:50	<i>Networking lunch</i>
14:50 – 17:15	Eurovision CrossMedia² part 1 Moderator of the afternoon session: Marc Goodchild, Head of Interactive Media Children, BBC (TBC)
14:50 – 16:00	TRANSMEDIA CASE STUDIES by Mike Monello and Gregg Hale Founders of Campfire NYC (TBC) by Jeff Gomez, President and CEO of Starlight Runner Entertainment by Nathan Mayfield, Chief Creative Director of Hodloom by Stephen Dinhart, Interactive Narrative Designer, narrativedesign.org by Christopher Sandberg, CEO Company P
16:00 – 16:15	<i>Coffee Break</i>
16:15 – 17:10	PANEL DISCUSSION With above listed speakers
17:10 – 17:15	FINAL INSIGHTS AND CONCLUSION by Nicoletta Iacobacci, Head of Interactive TV & Crossmedia, EBU
17:15	END OF DAY 1
19:30	<i>Joint Dinner at the Schweizerhof Hotel</i>

Day 2: 23 April 2010

10:00 – 16:00	Eurovision CrossMedia² part 2
10:00 – 10:15	WELCOME & PRELIMINARY REMARKS by Nicoletta Iacobacci, Head of Interactive TV & Crossmedia, EBU
10:15 – 12:15	"BEST OF" PROUD TO PRESENT Connectivity, interactivity on TV EBU Members' case studies
12:15 – 13:45	<i>Networking lunch</i>
13:45 – 15:45	EXPERTS GROUPS PROFESSIONAL DISCUSSIONS by the Eurovision iTV & Crossmedia Group Bureau and the Eurovision Mobile Content Group Bureau
15:45 – 16:00	WRAP-UP by Nicoletta Iacobacci, Head of interactive TV & Crossmedia, EBU
16:00	END OF DAY 2