

Eurovision Science & Education Executives / Eurovision Language Producers



This meeting will tackle strategic questions of PSB, newest trends in programme production and exploitation on new screens. The best 2007 productions in the fields of science, education and languages will be shown and discussed among producers and decision-makers. The traditional pitching session will offer the participants the opportunity to get involved in the most promising coproduction projects for the years to come.

Day1 - 8 May 2008

09:00 – 09:30 **SHOWREEL: “THE BEST OF 2007 IN SCIENCE AND EDUCATION”**

Producer: Jan van Holsteyn, Teleac/NOT, Project manager

09:30 – 10:30 **KEYNOTE SPEECH**

Homo Zappiens / New Media: Chances & Challenges for Educators
By Wim Veen, Delft University of Technology, Netherlands

Producer: Aart van der Want, Teleac/NOT, Director of Programming and Productions

10:30 – 11:00 *Coffee Break*

11:00 – 12:30 **PLENARY SESSION: “MARKET SHARE AND SUBSTANCE: A CONTRADICTION?”**

Scientific topics are of interest for a large public. But what does this mean? Which science programmes are successful in prime time – and why? Is it necessary to tell the stories of big adventures, to entertain or to explain, how the daily life is affected by the latest research? How much science is in science programmes? The examples presented should initiate a discussion about the struggle for the best ideas how to attract a large audience with substantial scientific content.

Moderator: Daniele Jörg, ARD/WDR, Commissioning Editor Science Documentaries

- **The Super-Comet**, ZDF

Linking documentary and fiction to bring science to the public

- **Horizon, What on Earth is wrong with gravity?**, BBC

Developing new storytelling techniques for an established brand

- **Secrets of Egypt's Lost Queen and A World without Ice**, France 5

Forensic technology and climate research - finding good stories to reach a wide audience

Speakers:

Stefan Schneider, Gruppe5Film, Author / Director

Dr. Alan Harris, Scientist, DLR Institute of Planetary Research

Dr. Paul Olding, BBC, Producer, Horizon

Perrine Poubeau, France 5, Acquisitions & Coproductions

Producers:

Anna Schytt, SVT, Head of Science Unit

Christiane Götz-Sobel, ZDF, Science Editor

12:30 – 12:40 **Speech / Presentation** by Stig Gustavson, Millennium Technology Prize Foundation, Chairman

12:40 – 14:00 *Lunch*

14:00 – 16:00 **PARALLEL SESSIONS: PROUD TO PRESENT**

SCIENCE

- **Eco-crimes: Ozonkiller**, Längengrad Filmproduktion, WDR/ARTE

Crimes against Nature: The new mafia bonanza

- **The Wreck Divers / Vrakletarna**, SVT

A marine archaeological adventure

- **James May's 20th Century**, BBC

A documentary series exploring the big ideas of the last 100 years

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Speakers:

Thomas Weidenbach, Längengrad Filmproduktion GmbH, Producer
Anna Schytt, SVT, Head of Science Unit
Malcolm Dixelius, Deep Sea Productions, Executive Producer
Catherine McCarthy, The Open University, BBC Commissioning Executive
Sally Crompton, The Open University, Head of Open Broadcast Unit
Tony Nixon, The Open University, Academic Consultant to the series

Producer: Walter Sucher, ARD/SWR, Head Science & Education

EDUCATION

- **Teacherstv**, YLE

How to get better PISA (Programme for International Student Assessment) results with the help of educating teachers?

- **Discovering ecosystems: The oceans**, ARD/SWR

A DVD-ROM that brings together broadcast TV, textbook content and interactive media to send users on a virtual journey through the oceans. Films, games, and quizzes will enrich school lessons, as well as provide fun learning at home.

- **Who is the killer?**, Teleac/NOT

A game format on TV and internet on DNA facts

- **TV and Web for School**, RAI Educational

Speakers:

Tapio Kujala, YLE, Head of Learning and Science Department
Leila Haltia, YLE, Project Manager
Joanna Ferm, YLE, Producer
Dr. Dirk Neumann, Producer, ARD/SWR
Bert Groenewoud, Teleac/NOT, Programme Manager Youth and Education
Markus Nikel, RAI Educational, Consultant
Piero A. Corsini, RAI Educational, Commissioning Editor and Executive

Producer: Aart van der Want, Teleac/NOT, Director of Programming and Productions

LANGUAGE

- **La Vida Loca**, BBC

An interactive thriller to learn Spanish

- **Language Geniuses**, Teleac/NOT

An adventure show with celebrities getting lost without Italian

- **Anaconda en français**, UR, Sweden

A cross media project for teenagers to learn French

Speakers:

Mick Webb, BBC, Editor Languages
Jan van Holsteyn, Teleac/NOT, Project manager
Charlotte Sifvert, UR, Project Leader / Producer

Producer: Christiane Lelgemann, ARD/WDR, Producer / Editor

16:00 – 16:30 *Coffee Break*

16:30 – 18:00 **PLENARY SESSION: “PROGRAM SPOTTING / INSPIRING FORMATS FROM AROUND THE**

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WORLD”

The good news for science producers is that within the TV factual documentary genre, BIG SCIENCE is back as a major trend. Then there's the green wave – well, it's more of a tsunami really. There's a current frenzy of formats testing the endurance of a variety of human guinea pigs in ever more dangerous and outlandish scenarios. Audiences can't get enough of the ULTIMATE, GREATEST EVER, MEGA MAN-MADE MARVELLOUS REALLY BIG THINGS. While the buzzword is EXTREME, behind the hyberbole there are some really great formats and innovative ideas from five continents.

With Alison Leigh, World Congress of Science and Factual Producers, Editorial Director

20:00 Gala Dinner – Grand Hotel National (Lake Side)

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Day2 - 9 May 2008

09:00 – 10:30 **PLENARY SCIENCE & EDUCATION: PITCHING SESSION**

- **A Matter of Color**, Doc Lab (Italy)
A documentary about the fabulous story of human skin colour
- **Automatic Brain**, ColourFIELD tell-a-vision, Germany
A documentary about the human brain, its automatic tasks and its failures
- **Bombarded by the Waves**, Mosaïque Films, France
Where technology becomes a potential danger for human health
- **News from a Hot Future**, Film and TV ApS, Denmark
A TV series and a complementary interdisciplinary educational material on global climate change
- **The Frozen Unknown**, Hoferichter & Jacobs, Germany
What happens after the ice is gone?

Producer: Nadège Boinnard, Eurovision TV, Project Manager

PARALLEL LANGUAGE: SCREENING

- **Big Words**, UR, Sweden
A cross media quiz show in English
- **Flirt English - The Game**, ARD/WDR, Germany
An interactive website for teenagers
- **Play!**, TV Catalunya, Spain
English competition between schools
- **Paris – Blood and Chocolate**, BBC Open University, U.K.
A voyage from Paris' history to a modern city

Producer: Christiane Lelgemann, ARD/WDR, Producer / Editor

10:30 – 11:00 *Coffee Break*

11:00 – 12:30 **PLENARY SCIENCE & EDUCATION: PITCHING SESSION (Cont)**

- **Death on Mount Everest**, Taglicht Media GmbH, Germany
And what if the first man ever who reached the top of the Everest wasn't the one we think it is?
- **Race in Space 2.0**, Express TV-Production, Denmark
When commercial airspace gold rush comes next
- **Second Planet**, Condor Films, Switzerland
A little prince is coming to planet Earth to analyze it and design a sustainable future
- **What Would Einstein Do?**, Telac/NOT, Netherlands
Can you spot the difference between scientific sense and scientific nonsense?
- **Veteran TV**, UR, Sweden
A TV series with a provocative attitude for and about seniors about life after retirement

Producer: Nadège Boinnard, Eurovision TV, Project Manager

PARALLEL LANGUAGE: PITCHING SESSION

- **The London Files**, Footstep Productions, U.K.
A series of reports on young London from 18 year old Louis Bhose

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- **Jack and Jill TV**, Footstep Productions, U.K.
Jack and Jill introduce a series for very young learners of English
 - **Quatre Amis**, Tellus Vision AB, Sweden
A fictional series about four friends living in Rouen
 - **Mi querida familia**, Tellus Vision AB, Sweden
A fictional series about a family in Madrid
 - **Around the Word**, UR, Sweden
A docu-series about the history, spreading and varieties of the English language

Producer: Christiane Lelgemann, ARD/WDR, Producer / Editor

12:30 – 14:00 *Lunch*

14:00 – 15:20 **PLENARY SESSION:**

“CROSS MEDIA NEW STRUCTURE, REORGANIZATION, BEST PRACTICE EXAMPLES”

Moderator: Philippe Bijvoet, VRT, Director / Editor

An overview of the cross-media landscape in European Public Television + Q/A

Speakers:

Nicoletta Iacobacci, Eurovision TV, Head of Interactive TV Unit
Anne Brochot, Eurovision TV, Project Manager

Case Studies

- Science: **The Planet**, SVT
A web project grew out to a documentary series
- Education: **Planet-Schule**, ARD/SWR,WDR
An online platform for teachers, students and anyone eager for knowledge
- History: **Inca-Maya-Aztec**, France TV, NHK
How to produce at the same time an English, French and Japanese platform

Speakers:

Kristofer Sjöholm, SVT, Project Manager New Media
Dr. Dirk Neumann, Producer, ARD/SWR
Birgit Keller-Reddemann, Head of Education Department, ARD/WDR
Pierre Mathieu, France TV Interactive

Producer: Philippe Bijvoet, VRT, Director / Editor
in cooperation with Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

15:20 – 15:30 *Coffee Break*

15:30 – 15:50 **PLENARY SCIENCE & EDUCATION: ATHENAWEB**

AthenaWeb, the European audiovisual platform for science, showcases a huge library of the best scientific films and offers a large range of services and smart tools to the general public as well as to specific communities, like science communicators, film-makers, broadcasters, producers, scientists and researchers, educators and students.

www.athenaweb.org

Moderator and Producer:

Kathleen Van Damme, Labtomea sprl, Managing Director



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Speaker:

Caroline Radjabali, Labtomedias sprl, AthenaWeb Coordinator

15:50 – 16:10 **PLENARY SCIENCE & EDUCATION: INTER-RIVES**

With

Alessandra Paradisi, Secretary General, COPEAM
Fredj Chouchane, Inter-Rives Coordinator, COPEAM/ASBU

15:30 – 16:25 **PARALLEL LANGUAGE: SCREENING 2**

- **Una Casa en España**, YLE, Finland

A reality show and web-based Spanish course

- **Lab Story**, RAI, Italy

A sitcom with children from various countries

- **Teens in London**, ARD/WDR, Germany

A documentary about English teenagers

Producer: Christiane Leigemann, ARD/WDR, Producer, Editor

16:10 – 16:25 **PLENARY SCIENCE & EDUCATION: GREEN ON AIR**

Status Report

By Torben Eriksen, Eurovision TV, Special Project Manager

16:25 – 16:45 **CLOSING PLENARY: NEXT EDITION OF THE ANNUAL MEETING OF THE EUROVISION SCIENCE & EDUCATION**

Evaluation of the 2008's conference and suggestions for 2009

