



16th EBU TV Assembly



The Television Assembly will bring together some 100 delegates, including the TV Directors of public service broadcasters from 56 countries to discuss and decide on their future cooperation. The Assembly represents all EBU Members in the field of television production and programming. This meeting evaluates projects, achievements and emerging issues in public broadcasting through interactive professional discussions related to today's television landscape. In addition, the TV Assembly elects the TV Committee, which oversees the operations of the TV Department.

20th April 2010 (10:00-16:00)

WELCOME – OPENING SESSION OF THE EBU TV ASSEMBLY

Ruurd Bierman, NOS, TV Committee Chair
Ingrid Deltenre, EBU, Director General

1 GOTCHA!

Youth, news and social media

- **Generation Y and Z**
Nicoletta Iacobacci, Eurovision TV, Head of iTV & Crossmedia
- **Innovative storytelling**
Jeff Gomez, CEO of Starlight Runner Entertainment
- **What if your only news source were Facebook and Twitter?**
"Behind closed doors on the Net", case study
Nicolas Willems, RBTF (tbc)

Questions & answers

Lunch

2 APPROVAL OF THE MINUTES OF THE EBU TV ASSEMBLY IN LUCERNE 2009

Ruurd Bierman, TV Committee Chair

3 EUROVISION TV REPORT 2009

Jørgen Franck, Eurovision TV, Director a.i

4 STRATEGY 2010

Jørgen Franck, Eurovision TV, Director a.i

Coffee Break

5 BYE ELECTIONS

Torben Eriksen, Eurovision TV, Head of administration

6 NEXT DAYS AND NEXT YEAR

Jørgen Franck, Eurovision TV, Director a.i.

19:30 Official Cocktail and Dinner at Château Gütsch

(Kanonenstrasse - Shuttle bus from KKL to Château Gütsch and back)

Château Gütsch has always been a very special place. From the little hilltop above the city, you'll enjoy a stunning view of Lake Lucerne and the mountains.