

# BIG DATA: A GAME CHANGER FOR PSM?

## PROGRAMME

### Day 1 – Tuesday 22 March 2016

#### 9:30 - 17:30

##### 9:30 - 10:00

*Arrival of participants and refreshments*

##### 10:00 - 10:15

#### WELCOME AND INTRODUCTION

*Jean-Paul Philippot, EBU President, Administrator-General of RTBF*

##### 10:15 - 11:00

#### KEYNOTE

*Robin Goad, Head of analytics, Financial Times Group*

##### 11:00 - 12:00

#### WHO IS MY AUDIENCE? MEASURING TRENDS AND GAINING INSIGHT

Big data can help future-proof audience measurement techniques. It is also a tremendous tool to deepen insights into audience behaviour within a fragmented media landscape.

Moderator:

*Alina Fichter, Journalist, BR*

Building a market currency for video measurement

*Bas de Vos, Managing Director, SKO*

Third-party data sources: how can they help?

*Pierre-Nicolas Schwab, CRM Manager, RTBF*

Using social media to measure emotions

*Jean-Luc Jaquier, Director of Operations, EPFL Media Lab*

##### 12:00 - 13:00

*Lunch*

# BIG DATA: A GAME CHANGER FOR PSM?

**13:00 - 14:00**

## **RICHER, SMARTER CONTENT: DATA REINVENTING THE CONSUMER EXPERIENCE**

Big data is increasingly used to enrich content and storytelling. Coupled with media's own values and editorial policies, it can also help them adapt their programming and commissioning choices.

Moderator:

*Maïke Olij, NOS Audience Insights Consultant and Eurovision Academy faculty member*

Case study: Generation What?

*Margaux Missika, Executive Producer, Upian*

Case study: Covering elections

*Minna Rantama, Director of Electoral Services, Zef and Jon Pablo Laiseca Blanco, Chief Digital Editor, Cadena SER*

**14:00 - 15:00**

## **TRUST ME, I KNOW YOU: USING DATA RESPONSIBLY AND SECURELY**

How do you reinforce public trust in the use of personal data? What would be the most effective tools and tactics?

*Do Not Track*: Interactive webseries looks at your data and reveals who you are, by Christiane Miethge, Project Leader, Deputy Head of Multimedia Storytelling, BR – followed by a moderated panel discussion

Moderator:

*Peggy Valcke, Professor in law, KU Leuven*

Panelists:

*Prof. dr Patrick Van Eecke, Partner, DLA Piper*

*Lucy Campbell, Marketing Director TV & Digital, RTÉ*

*Anne Groothuis, Legal expert, NPO*

**15:00 - 15:15**

*Coffee break*

**15:15 - 15:30**

## **LOOKING AHEAD**

### **DATA PROTECTION: BUSINESS RISK OR BUSINESS OPPORTUNITY?**

*Ludovic Levy, Big Data Vice-President, Orange*

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**15:30 - 16:15**

## **RIISING REVENUES: WHERE IS THE VALUE? WHAT ARE THE PITFALLS?**

Using data for branding, targeted advertising or editorial choices represents a significant investment, including changes in mindset or management. How do you reap the benefits of these investments?

Moderator:

*Jörg Blumtritt, CEO, Datarella*

Panelists:

*Martin Greenbank, Head of Advertising R&D, Channel 4*

*Pierre-Nicolas Dessus, Director of Digital Marketing, France Télévisions*

*Ludovic Levy, Big Data VP, Orange*

**16:15 - 17:15**

## **MY FAVOURITES: DEVELOPING (AND RETAINING) DIGITAL AUDIENCES**

Digital content reaches audiences through a variety of media and platforms. Big data solutions are being developed to provide a better user experience notably via recommendation systems.

Moderator:

*Alberto Messina, R&D Coordinator, RAI Centre for Research & Technological Innovation*

Panelists:

*Jonathan Peachey, myBBC Head*

*Michaël de Lucia, Head of Media Innovation, RTS*

*Aleksi Rossi, Head of Audience Insight, YLE*

**17:15 - 17:30**

## **CLOSING REMARKS**

*Interview by Alina Fichter, Journalist, BR of*

*Guillaume Klossa, Big Data Initiative leader, Public Affairs & Communications Director, EBU*

**19:30 - 21:30**

*Cocktail reception kindly hosted by RTS*

# BIG DATA: A GAME CHANGER FOR PSM?

**Day 2, Wednesday 23 March 2016**

**09:00 – 13:00**

**EBU MEMBERS ONLY**

**09:00 - 09:30**

*Registrations and welcome coffee*

**09:30 - 13:00**

During parallel participative sessions, EBU Members are invited to share views on the role of big data practices for PSM, exchange best practices and reflect on ways forward.

**09:30 – 10:50**

## **WORKSHOP SESSION 1 - RECOMMENDATION SYSTEMS**

*Jointly moderated by Robert Amlung, Head of Digital strategy, ZDF; Michaël de Lucia, Head of Media Innovation, RTS and Michael Barocco, Senior Project Manager, EBU*

## **WORKSHOP SESSION 2 - BUILDING TRUST WITH OUR AUDIENCES**

*Moderated by Lucy Campbell, Marketing Director TV & Digital, RTÉ*

**10:50 - 11:10**

*Coffee break*

**11:10 – 12:30**

## **WORKSHOP SESSION 3 - DATA JOURNALISM**

*Moderated by Marianne Bouchard, Communications Director at Global Editors Network*

## **WORKSHOP SESSION 4 - MANAGEMENT AND SKILLS FOR A BEST USE OF DATA**

*Moderated by Mark Wray, Head of Training, BBC Academy and and Eurovision Academy faculty chair*

**12:30 – 13:00**

## **WRAP-UP AND NEXT STEPS**

*By the Big Data Initiative steering committee*

**13:00 – 14:00**

*Lunch*