

TECHNOLOGY & INNOVATION SUMMIT AND 31st TECHNICAL ASSEMBLY

THURSDAY 05 JUNE 2025

1. OPENING

09:30	Welcome notes	Antonio Arcidiacono	Director, EBU Technology & Innovation
	100 years of innovation, and setting our sights on the next 100 years	Michael Eberhard	CTO, SWR/ARD; Chair of the TC
		Kevin Bakhurst	Director General, RTÉ

2. KEYNOTE – POSITIONING FOR CHANGE

10:00	Navigating changes to deliver transformation	Richard Waghorn	CTO, RTÉ
10:30	– Break –		

3. PSM IN DISRUPTIVE TIMES – WHAT ABOUT OUR INFRASTRUCTURES?

11:00	Our relationship with dominant Cloud and AI providers – what are our Strategic Asks?	Hans Hoffmann	Deputy Director, EBU T&I
11:10	France TV's Cloud strategy	Frédéric Brochard	CTO, France Télévisions
11:30	SVT's private data cloud in a new world – strategic choices, the why and how	Adde Granberg	CTO, SVT
11:50	PANEL	Adde Granberg	CTO, Swedish Television
	Can we still rely on US-based technology providers? Can we have a sovereign cloud and sovereign AI?	Frédéric Brochard	CTO, France Télévisions
		Michael Eberhard	CTO, SWR/ARD; Chair of the TC
	A conversation with PSM strategists and new European hyperscalers	David Kohn	IT Project Manager, ARD Cloud Platform Team, SWR/ARD
		Johann Baermann	Senior Partner Sales Manager, STACKIT
		Antonio Arcidiacono	Director T&I, EBU
12:40	– Lunch break –		

4. PROMINENCE IN THE AGE OF AI SEARCH

14:00	How digital access, emerging business models, and PSM's roles are being revolutionized	Stefan Kollinger	Chief Innovation Officer Technology and Digitalization, ORF; Chair EBU Think Tank
14:20	Prominence in the car	Ben Poor	Senior Project Manager, EBU
14:40	One marketplace to rule them all	Sébastien Noir	Deputy Director, EBU Technology & Innovation
15:00	– Break –		

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5. RESILIENT AND DIRECT-TO-CONSUMER DISTRIBUTION

15:30	5G Broadcast, the state of the art	Jordi Gimenez Gandia	Head of 5G-MAG
15:45	PANEL How close is direct-to-device distribution over 5G Broadcast?	Vittoria Mignone Johann Mika Thomas Stockhammer	R&D Manager, Rai CINO, ORS Group Senior Director Technical Standards, Qualcomm

6. TOWARDS AGILE PRODUCTION

16:10	Transforming technology, evolving content production: project Orion	Brian Wynne Orla Lydon	Head of Technology & Infrastructure, RTÉ Senior Project Manager, RTÉ
16:30	Demystifying DMF and MXL	Willem Vermost	Senior Project Manager, EBU
16:50	VRT's virtual production journey, so far	Stijn Lehaen	CTO, VRT

7. TECHNOLOGY & INNOVATION AWARDS

17:10	Technology & Innovation Award ceremony <ul style="list-style-type: none"> • Runners-up • Award winner Young Technology Talent Award		
17:30	– <i>End of Day 1</i> – – <i>EBU evening programme</i> – Johnnie Fox's , the highest pub in Ireland Shuttle busses leave from the RTÉ campus at 18:00 Food is served at 19:30 Irish live music		

Programme continues on the next page

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(EBU Members only)

FRIDAY 06 JUNE 2025

8. OPENING OF THE TECHNICAL ASSEMBLY

09:00	Report of the T&I Department activities	Antonio Arcidiacono	Director of Technology & Innovation, EBU
09:15	Report of the Technical Committee And: Insights from the US study tour and perspectives for cooperation	Michael Eberhard	CTO, SWR/ARD; Chair of the TC

9. ACTIVITY REVIEW

09:40	EBU Strategic Programmes Impact in the past year, and planning ahead		
	SP Smart Media Production	Stephan Heimbecher	Head of CC Production & Infrastructure, ARD/SWR; SP Co-Chair
	SP Media Infrastructures & Cybersecurity	Phil Tudor	Principal R&D Engineer BBC; SP Chair
	SP Distribution	Roland Beutler	Programme Distribution Strategy, Spectrum Manager, ARD/SWR; SP Chair
	SP Products	Ben Poor (on behalf of Jörgen Bang)	Senior Project Manager, EBU Product Owner, SR; SP Chair
	SP Spectrum	David Hemingway	Senior Distribution Manager, BBC; SP Chair
	EBU Think Tank	Natasha Westland	Senior Technology Demonstrator, BBC; Vice Chair, EBU Think Tank
10:30	– Coffee break –		

10. INNOVATION HIGHLIGHTS 2025

11:10	Technology talent for the future – keeping the flow of ideas up	Hélène Rauby-Matta	Business Development Manager, EBU Academy
11:20	Resilience and strategic infrastructures	Bram Tullemans	Senior Project Manager, EBU; 5G-EMERGE

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11:30	PSM-certified devices – leapfrogging gatekeepers	Roland Beutler	Programme Distribution Strategy, Spectrum Manager, ARD/SWR; SP Chair
11:40	Austrostream – the ORF-controlled streaming box	Michael Wagenhofer	CEO, ORS
11:55	Relevance in news with C2PA	Romuald Rat	Managing Director TechLab, France Télévisions
12:05	Neo – AI-liquified news for EBU members	Sébastien Noir	Deputy Director, Head of Software Engineering, EBU T&I
12:15	AI Sandbox	Alexandre Rouxel	Senior Project Manager, EBU

11. WRAP-UP

12:25	Summary of the Cloud Sovereignty survey Takeaways	Hans Hoffmann	Deputy Director, EBU Technology & Innovation
		Michael Eberhard	CTO, SWR/ARD; Chair of the TC
		Antonio Arcidiacono	Director of Technology & Innovation, EBU
12:30	– <i>Lunch break</i> –		
14:00	– Site visit RTÉ facilities –		
15:00	– END OF THE EVENT –		