



Engage, use and reach out to new audiences

MEETING WITH...FACEBOOK

European Broadcasting Union Headquarters,
Geneva, Switzerland, 15 January 2010

With an audience of more than 350M active users in the world Facebook has become the phenomenon in the online World.

In the same time, like commercial competitors, PSBs are strengthening their online offers and more content is becoming available on multiple platforms.

The Eurovision iTV & CrossMedia group is exploring the number one social media and how its rising power can be harnessed by broadcasters to help them reconnect with the 'lost generation'.

Objectives

- Meet with Facebook representatives and get an overview of some applications enabling broadcasters and other content providers to reach stronger results with fewer resources, both in strategic and production terms;
- Learn how to engage new audiences by using Facebook tools and platform;
- Review EBU Members' first experiences with Facebook (content & format; production and workflow; business issues) and bring ideas and best practices home.

Who should attend:

- EBU active or associate Members, and approved participants.
- Head of future media strategy, cross media/cross platform distribution, digital media social media.
- Programme makers and professionals in charge of cross-media programme development.

Friday 15 January 2010

- 9:30 - 10:00 Registration & Coffee - Conference room Montreux
- Moderator** Stanislas Leridon, **Multimedia Director of Audiovisuel Extérieur de la France (RFI, France 24 and TV5Monde)**
- 10:00 - 10:10 **Welcome**
by Ingrid Deltenre, Director General, EBU, Switzerland
- 10:10 - 10:20 **Introduction**
by Nicoletta Iacobacci, Head of interactive TV & Crossmedia, EBU, Switzerland
- 10:30 - 12:30 Morning session - Facebook presentations**
by Laura González-Estéfani Ramiro, Growth Manager Spain
and Andreas van de Castel, Growth Manager Germany
- Representatives from the Facebook European Growth Management team will give an overview on existing collaboration with broadcasters and other content providers both from a strategic/business and production/technology point of view.
- Incl. Q & As and coffee break
- 12:30 - 14:30 Buffet lunch
- 14:30 - 17:30 Afternoon session - EBU Members' experiences with Facebook**
- RTVE**
by Rosalia Lloret, Director Interactive Media, Spain
- The ARD Experience with Facebook**
by Dominik Schilling, ARD Online Coordinator, Germany
- Using Facebook for news**
by Gaël Hurlimann, Head of Multimedia Operations, News Dpt at TSR Switzerland
- RTBF**
by Pierre Bonte, Cross-Media Marketing Manager, Belgium
- Coffee break
- Better to experience than wait**
by Marja Heinonen, D.Soc.Sc., Head of Devt, News Sport, Regions, YLE Finland
- FRANCE TELEVISION**
by Pierre Mathieu, Head of Internet Marketing, France
- VRT**
by Arnaud Wils, Digital Media Advisor, Belgium
- Fishing where the fish are**
by, Martin Fisch, Digital Strategy Germany at ZDF
- 17:30 - 17:45 **Wrap-up and conclusions by the moderator**
- 17:45 - 18:00 Coffee break
- 18:00 - 18:20 **Social Applications: The Future of Mobile**
by Henri Moissinac, Director of Mobile, Facebook