

# "meeting with..."



Afternoon session with Members' presentations



## EBU workshop "Meeting with Google/YouTube"

On the 18th September, the first of a series of workshops, jointly organized by Eurovision TV and EBU International Training on hot topics in the new media world was held with Google/YouTube at the BBC in London. EBU Members responded very positively to this event with over 70 participants from 30 European public service broadcasters.

### Objectives:

- To get an overview of the Google/YouTube partnerships and the YouTube branded channels of the EBU Members
- To review key strategic, legal, marketing, content and production issues based on case-studies
- To meet & discuss with the EBU Members colleagues existing partnerships and future opportunities

### 2 Sessions:

- Morning session: Legal issues and Google presentation
- Afternoon session with members only: Case studies - Contributions from EBU Members (BBC & BBC World; BBC FiveLive; France 24; NPB; NPB 3FM; VPRO; TV3 Catalunya; France 4; TSR; RTP; SVT)

*Moderator: Rahul Chakkara, Controller BBC's 24/7 interactive TV services*

### Results:

- The EBU Members welcomed this event very positively: more than 70 people registered representing 30 EBU Members
- Great feedback from: EBU Members, Google/YouTube people and our EBU colleagues representing 8 Dpts

### From the evaluation forms received:

- 70% of the participants to the meeting thought that it was very or completely useful.
- They greatly appreciated the opportunity given to them to benefit from a comparative approach of Google/YouTube partnerships and the session in which you took part was rated "very good" and "high" by 72% of the participants.
- All of this to say that we feel it was a successful "premiere".

