



Eurovision CrossMedia²: Meeting with Social Media



Eurovision CrossMedia² will explore the social media sphere and how its rising clout can be harnessed by broadcasters to help them reconnect with the "lost generation". The morning session will include a keynote presentation and presentation from representatives from social media companies. The afternoon one, will be dedicated to case studies where EBU members that are using social media platforms & tools to market and distribute their content will share and discuss their experiences.

5 May 2009

OBJECTIVES

- Meet with leading actors from the social media sphere & get acquainted with existing tools and platforms;
- Learn how to "spread your content like butter" and tap into new audiences by using social media tools and platforms;
- Review EBU Members' first experiences with social media (context & rationale; production and set-up; outcome & future steps) and bring ideas and best practices home.

09:00 – 09:15 WELCOME & PRELIMINARY REMARKS

Moderator of the morning session: Bruno Giussani, European Director of TED Conferences

09:15 – 10:15 KEYNOTE PRESENTATION (Incl. Q & As): OBAMA FOR AMERICA 2008

How to win a political campaign using social media

Speaker: Joe Rospars, New Media Director for Obama for America 2008 & Founding Partner, Blue State Digital

10:15 – 12:45 SESSION I - MEET LEADING ACTORS OF THE SOCIAL MEDIA SPHERE

10:15 – 10:35 MYSPACE

Speaker: Rebekah Horne, Managing Director of MySpace Europe & Vice President, Fox Interactive Media Australia and New Zealand

10:35 – 11:00 Coffee Break

11:00 – 11:20 BEBO & OPEN MEDIA INITIATIVE

Speaker: Nicole Vanderbilt, VP International, Bebo

11:20 – 11:40 SMEET: NEW INTERACTION & SOCIAL VIEWING FOR TV Case study: The virtual Eurovision Song Contest world

Speaker: Burckhardt Bonello, Smeet

11:40 – 12:00 THE NEW JOOST

Speaker: Henrik Werdelin, Chief Creative Officer, Joost

12:00 – 12:45 BUZZ GROUPS & PANEL DISCUSSION

12:45 – 14:30 Networking lunch (short meetings & demos)

14:30 – 17:30 SESSION II: EBU BROADCASTERS ENGAGE WITH SOCIAL MEDIA CASE STUDIES

EBU Broadcasters engage with social media

Speakers:

VRT, Filip Fastenaekels

ARTE, Joël Ronez, Head of Internet

RTVE, Rosalia Lloret, Director of Interactive Media

BBC, Chris Vallance, BBC iPM

Channel 4, Adam Gee, Channel 4 New Media Commissioner

RTÉ, Joe Zefran, Head of Internet Development

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Case Study 1: 14:30 – 15:00

Case Study 2: 15:00 – 15:30

Case Study 3: 15:30 – 16:00

16:00 – 16:30 *Coffee Break*

Case Study 4: 16:30 – 17:00

Case Study 5: 17:00 – 17:30

17:30 – 17:45 **PITCH YOUR IDEA OR PROJECT TO YOUR COLLEAGUES**

17:45 – 18:00 **Lessons and ideas: What can I take home?**

Each buzz group come up with one item (lesson / idea) to take home

Evaluation

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