



Meeting with Google / YouTube 18 September 2007 - BBC London

Objectives

- Get an overview of the Google/YouTube partnerships and the YouTube branded channels
- Review key strategic, legal, marketing, content and production issues based on case-studies
- Meet & discuss with your EBU colleagues existing partnerships and future opportunities

Venue

Conference Centre & Foyer - 5th Floor
White City building, Media Village
201 Wood Lane, London W12 7TP

Programme

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

Morning: Legal issues and Google/YouTube presentation

09:30 - 10:00 Main legal issues for licensing Members' content by Mike Griffiths, BBC Legal

10:00 - 10:15 *Coffee break*

10:15 - 10:30 Tour de table

10:30 - 12:00 The YouTube branded channels from the Google point of view by Patrick Walker, Head of the Video Partnerships team Google/YouTube, Anthony Zameczkowski, Strategic Partner Development Manager, Video EMEA, Google, Lori Scott and Theo Luke, Content Partnerships Associate incl. Q & As

12:00 - 13:00 *Sandwich lunch*

Afternoon: Contributions from EBU Members incl. Q & As

13:00 - 14:30 A global approach: TV/Radio, National/Worldwide

- BBC & BBC World - Jane Weedon, Head of Business Development
- BBC Five Live - Brett Spencer, Interactive Editor, BBC Radio Five Live
- France 24 - Stanislas Leridon, Internet & New Media Director
- NPB - Dylan van Risjbergen, manager product-development
- NPB 3FM - Kris Slood, product manager 3FM.nl Radio2.nl
- VPRO - Erwin Blom, Head of the Digital department

14:30 - 14:45 *Coffee break*

14:45 - 16:00 Experiences on smaller markets

- TV3 Catalunya - Santiago Miralles, General Manager, CCRTV Interactiva
- France 4 - Pierre Mathieu, Directeur des programmes interactifs
- TSR - Gaël Hurlimann, Project leader for tsr.ch
- RTP - Ricardo Tome, Web Projects Developer
- SVT - Are Nundal, Head of SVT Interaktiv

16:00 - 16:10 Conclusions & evaluation

Contacts

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