

Multimedia Meets Radio

Harnessing the Power of the Audience

Geneva, 29 & 30 March 2007

radio Web 2.0 content
cross-media **podcasting**
citizen journalism you media
second life convergence tech
user generated content
blogging long tail storytelling
folksonomy **blogs** tagging
social software ipod mp3
community digital platforms video
digital rights management

Seminar organized by Radio and Technical Departments
Final Programme



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DAY 1 Thursday 29

08.30–09.30

Registration

09.30–10.45

Keynote Session: What's the Big Idea?

An introduction to concepts that are having a profound impact on our media environment

Moderator: *David Wood – EBU*

Welcome:

Raina Konstantinova, Director Radio Department – EBU

Philip Laven, Director Technical Department – EBU

Session 1

Web 2.0 – What does it mean and what does it matter?

Guillaume du Gardier – Edelman

P2P – A new paradigm for delivery?

Christian Klöckner – WDR

Broadcasting to Avatars – Taking radio to Second Life

Hilary Perkins – BBC

The shape of things to come

Michael Mullane – EBU

10.45–11.15

Coffee break

11.15–12.45

Session 2: Invasion of the podcasters

Case studies from EBU Members who are actively using podcasting

Moderators: *Reinhard Baerenz – MDR/Sputnik*

The MDR experience

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The Belgian experience

Laurent Finet and Pierre Dubois – RTBF (tbc)

The DR experience

Mads Fink – DR

12.45–14.00

Lunch

- 14.00–17.00 **Session 3: The New Synergy – User Produced Content**
Case studies and ideas from Members who are learning how exploit the potential of user-produced content
Moderator: *Tuija Aalto – YLE*
- Drawing out the YLE Audience**
Tuija Aalto – YLE
- The Manchester blogging project and beyond**
Robin Hamman and Richard Fair – BBC
- Blog.drs2.ch – Using the audience to explain**
Thomas Weibel – Swiss Radio DRS 2
- 15.30–15.45 Coffee break
- Exclusive news from Listeners**
Louise Birt – BBC
- User-generated content – the role of PSBs**
Jerome Hellio – Radio Canada
- Customer relationship management – the role of PSBs**
Greg Lowe – YLE
- 18.00 **Cocktail and networking**

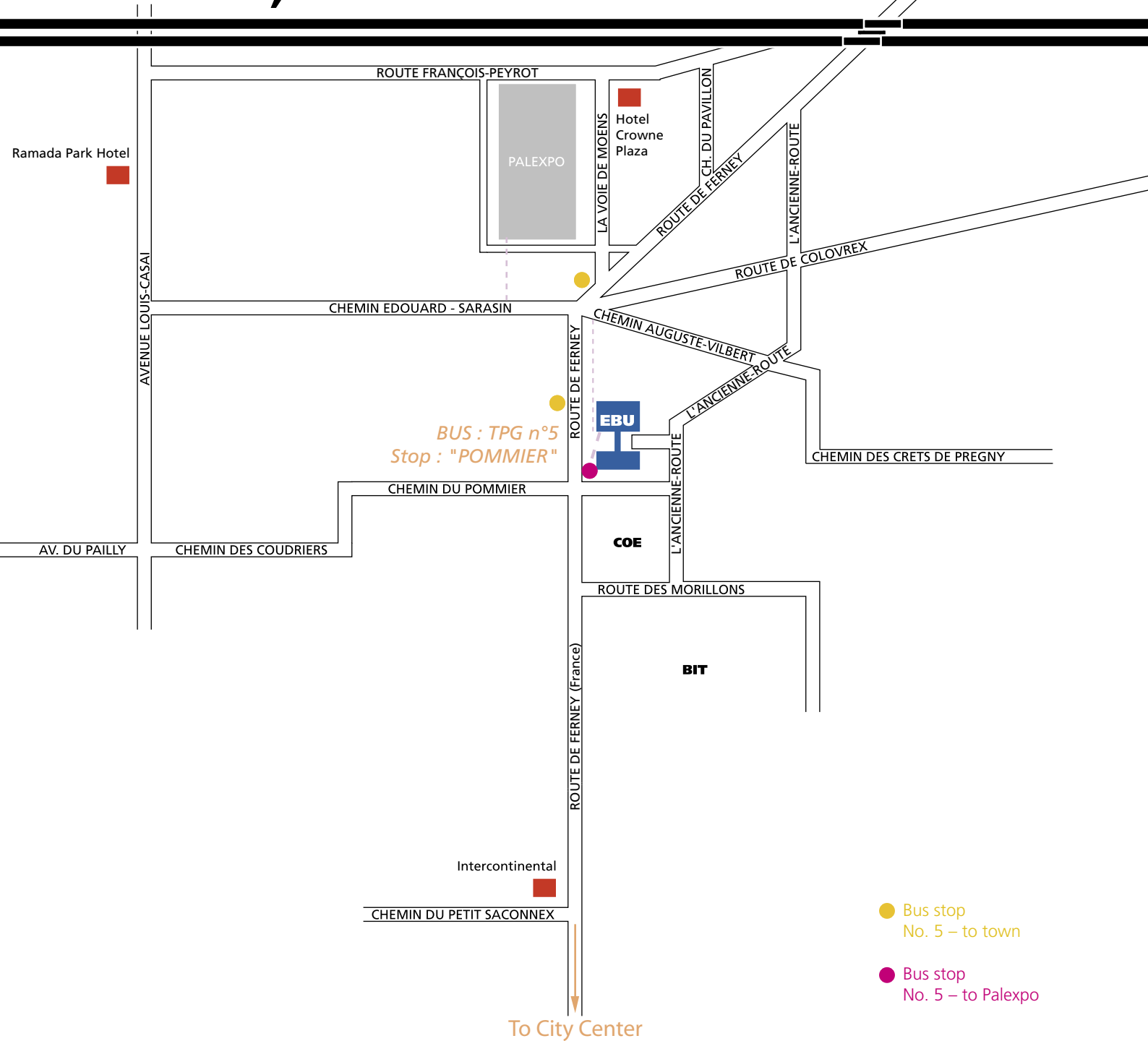
DAY 2 Friday 30

- 09.30–13.00 **Session 4: It's about the audience, stupid**
This session provides case studies of successful strategies used by broadcasters to reach and engage with their audiences
Moderator: *Jochen Spangenberg – DW*
- Teckenspråk – A new way to learn**
Gunilla Wågström Lundqvist and Ingeborg Swartling – SR
- The MX3 experience**
Samuel Vuillermoz – RSR and Dominik Born – DRS
- The Czech podcasting experience**
Jirka Malina – Czech Radio Online
- 11.30–11.45 Coffee break
- Hörspieltage – Podcasting user-generated drama**
Gisela Krone – ARD
- The past and future of the Arte website**
Silvain Gire – Arte Radio
- Conclusions**
David Wood – EBU
- 13.00–14.00 Light lunch
- 14.00–16.30 Close of the seminar



GENEVE COINTRIN

SWITZERLAND
FRANCE
(Ferney-Voltaire)



*BUS : TPG n°5
Stop : "POMMIER"*

- Bus stop No. 5 – to town
- Bus stop No. 5 – to Palexpo

VENUE:
European Broadcasting Union
 L'Ancienne-Route 17A
 Case postale 45
 CH – 1218 Grand-Saconnex
 Switzerland

