

TECHNOLOGY & INNOVATION SUMMIT AND 30th TECHNICAL ASSEMBLY

PROGRAMME

THURSDAY 13 JUNE 2024

1. OPENING

09:30	Welcome	Noel Curran	Director General, EBU
		Antonio Arcidiacono	Director of Technology & Innovation, EBU
		Michael Nugent	Deputy Director of Technology, ERT; Chair of the Technical Committee

2. HOST KEYNOTE

10:00	All content, for everyone, everywhere – a core challenge for PSM, past, present and future	Stefano Ciccotti	CTO, Rai
10:20	– <i>Break</i> –		

3. LOOKING BEYOND EUROPE

10:50	Looking East: Media innovation in China seen from Europe	Sandrine Roustan	Director General, Content Division, RTBF
11:10	Looking West: The new Toronto Broadcast Center, built for flexibility	(TBC)	

4. TECHNOLOGY FOR TRANSFORMATION

11:30	PANEL Strategic decision-making in times of cost pressure and change	Ansofi Eriksson	CIO, Sveriges Radio
		Aditi Pandey	Head Commercial Projects, Vendor management & Partnerships, NRK
		Richard Waghorn	CTO, RTÉ
		Willem Vermost	Head of Media Production Facilities, VRT
12:15	– <i>Lunch break</i> –		

TECHNOLOGY & INNOVATION SUMMIT AND 30th TECHNICAL ASSEMBLY

5. PUSHING THE ENVELOPE OF WHAT IS POSSIBLE TODAY

14:00	Paris 2024, the Olympics of innovation	Frédéric Brochard Romuald Rat	CTO, France Télévisions Head of Technology Innovations & AI, France Télévisions
14:20	Audience experience – bringing the Olympics in UHD to Spain	Víctor Sánchez García	Chief Operating Officer of TVE, RTVE

6. THE FUTURE OF MEDIA PRODUCTION AND DISTRIBUTION

14:40	The vision for media production in 2030	Sanna Tornivaara	Head of Media Technology, Yle
15:00	Beyond WRC – the vision for distribution	Elena Puigrefagut Walid Sami	Senior Project Manager, EBU Senior Project Manager, EBU
15:20	5G Production in practice	Morten Brandstrup	Head of News Technology, TV2 Denmark
15:40	– <i>Break</i> –		

7. AI AND MEDIA DATA SPACES

16:10	Media Data Spaces in the age of AI	Anssi Komulainen	Project Director, Finnish Innovation Fund Sitra
16:30	Intelligence in collaboration – AI as an opportunity for European Broadcasters	Robert Amlung Andreas Gruen	Head of Digital Strategy, ZDF Head of Technology, ZDF
16:50	ChatGPT and beyond: Domain knowledge and applied science for AI in media	Alberto Messina	Principal Applied Scientist on AI & Media, Rai

8. TECHNOLOGY & INNOVATION AWARDS

17:10	T&I AWARDS CEREMONY		
	Winners of the T&I Award and Young Technology Talent Award 2024	Michael Nugent	Deputy Director of Technology, ERT
	The EBU T&I Collaboration Hub	Antonio Arcidiacono	Director of Technology & Innovation, EBU
		Pavlo Kondratenko	Project Manager Media Production over IP, EBU
		Paola Sunna	Senior Project Manager, EBU
17:30	– <i>End of Day 1</i> – – <i>Evening programme</i> –		

TECHNOLOGY & INNOVATION SUMMIT AND 30th TECHNICAL ASSEMBLY

30TH TECHNICAL ASSEMBLY

FRIDAY 14 JUNE 2024

9. OPENING OF THE TECHNICAL ASSEMBLY

08:45	Report of the TC and the T&I Department activities including state of cooperation with big tech	Antonio Arcidiacono	Director of Technology & Innovation, EBU
		Michael Nugent	Deputy Director of Technology, ERT; Chair of the Technical Committee

10. ACTIVITY REVIEW

09:15	A brief look back, and a look ahead		
	SP Smart Media Production	Stephan Heimbecher	Head of CC Production & Infrastructure, ARD/SWR; SP Co-Chair
		Tatjana Mladenovic	Lead Data Manager, BBC; SP Co-Chair
	SP Media Infrastructures & Cybersecurity	Phil Tudor	Principal R&D Engineer BBC; SP Chair
	SP Distribution	Roland Beutler	Programme Distribution Strategy, Spectrum Manager, ARD/SWR; SP Chair
	SP Products	Jörgen Bang	Product Owner, SR; SP Chair
	SP Spectrum	David Hemingway	Senior Distribution Manager, BBC; SP Chair
10:00	– Break –		

TECHNOLOGY & INNOVATION SUMMIT AND 30th TECHNICAL ASSEMBLY

11. TECHNICAL COMMITTEE ELECTIONS

10:30	Chair election		
	1st Vice-Chair election		
	2nd Vice-Chair election		
	Committee election		

12. PROUD TO PRESENT

Ca 10:30	New talent career paths, new thinking for lean media	Giorgio Ventre	Scientific Director, Apple Developer Academy, Università Napoli Federico II
Ca 10:50	ARD's technology transformation	Michael Eberhard Tobias Rahn	Director of Technology and Production, ARD/SWR Head of the Digital Transo
Ca 11:10	Immersive sound production at the new BR building	Stefanie Schmitt Gerhard Wicho	Project Manager, ARD/BR Production Engineer, ARD/BR
Ca 11:30	– <i>Election closed</i> –		
Ca 11:30	– <i>Coffee break</i> –		
Ca 11:50	PoC: Woman's soccer in the cloud	(TBC)	
Ca 12:10	Evolution of T&I services	T&I	T&I
Ca 12:30	C2PA	(TBC)	BBC

13. WHAT IS YOUR VISION?

12:50	ROUNDTABLE The new TC leadership team	Chair of the new Technical Committee	
-------	--	---	--

14. WRAP-UP

13:20	Takeaways	Michael Nugent Antonio Arcidiacono	Deputy Director of Technology, ERT; Chair of the Technical Committee Director of Technology & Innovation, EBU
13:30	– <i>Lunch break</i> –		
15:00	– <i>End of the TA</i> –		