HORIZONS
AN EBU EVENT

THE MEDIA DISTRIBUTION AND PLATFORM TECHNOLOGY CONFERENCE

14–15 NOVEMBER 2023

DAY 1: THE CONFERENCE

10:00	**Welcome to Horizons 2023**	Antonio Arcidiacono, Director of Technology & Innovation, EBU
		Peter MacAvock, Head of Distribution, Platforms & Services, EBU
10:15	**Keynote: Future of media – scenario planning**	Bugge Holm Hansen, Head of Innovation & Technology, Copenhagen Institute for Future Studies
10:45	**The future of distribution in a digital-first BBC**	Eleanor Van Heyningen, Head of Digital Partnerships, BBC
11:15	*Break*	
11.30	**From Amazon to Zattoo: where PSM should be and how to get there**	Jørgen Bang, Product Owner, Sveriges Radio & Chair of EBU Strategic Programme on Products
12:00	**A journey to user-centricity: insights from the birth and growth of a streaming platform**	Léo Marti, Lead UX Designer for Play Suisse, SRG SSR
12:30	**The Smart and FAST ways to watch TV: a new era of viewing behaviour**	Will Davies, Senior Media Analyst, EBU Media Intelligence Service
13:00	*Networking Lunch*	
14:00	**What do people really do in cars? The latest research on in-car media habits**	Tomas Granryd, Head of Voice Products, Sveriges Radio
14:30	**All that we don't yet understand about where energy for streaming goes in the real world**	Benjamin Schwarz, Devices Workgroup Lead, Greening of Streaming
15:00	**Living on the edge – leveraging satellites, 5G networks and edgecasting for smarter content delivery**	Thijs Feryn, Technical Evangelist, Varnish Software & Felix Hessinger, CTO, Arctic Space
15:30	*Break*	
16:00	**Tech strategy for broadcasters in the age of super aggregation**	Ed Barton, Research Director, Caretta Research
16:30	**DVB-I: a positive start, but where to next?**	Francesc Mas, Project Engineer, 3Cat
17:00	**Live radio streaming over mobile networks: are we there yet?**	Andrew Murphy, Lead Research Engineer, BBC R&D
17:30	**5G Broadcast: when will it fulfil its promise…and where?**	Fabio Graglia, Senior Innovation Manager, Rai Way
18:00	*End of Day 1*	
19:00	Head downtown for food, drinks and networking on **Le Bateau Genève**	The boat is moored between the Jardin d'Anglais and the Jet d'Eau fountain.

DAY 2: THE UNCONFERENCE

You, our participants, will build the agenda for Day 2 of HORIZONS 2023. Visit the wiki to propose session ideas. (EBU website login required – create an account here.)

The unconference format is designed to foster collaboration, innovation, and meaningful connections encouraging active participation and open discussions. Unlike a traditional conference, there is no predetermined agenda or speaker line-up; instead, the participants shape the topics and discussions throughout the day. The success of this unconference relies on your active involvement, so come prepared to share, learn, and be inspired!

Here's what to expect:

1. **Opening circle**: in the morning, attendees propose session topics or workshops they'd like to lead or participate in. Be prepared to share your ideas or challenges you'd like to address and don't be shy—everyone's input is valuable! The wiki is used the brainstorm ahead of the event.
2. **Agenda creation**: Based on the proposed topics, we will collaboratively create the event's agenda. This ensures the day's content is relevant and engaging for all participants.
3. **Unconference sessions**: In each session, attendees are encouraged to actively participate, ask questions, and share their expertise. The session host should aim to foster a dynamic, interactive environment where everyone's voice can be heard.
4. **Networking & collaboration**: Breaks between sessions provide informal networking and collaboration opportunities.
5. **Closing circle**: At the end of the afternoon, we will reconvene for a closing session to reflect on our experiences, share insights, and explore potential next steps or collaborations stemming from the day's discussions.

SCHEDULE

09:00-09:45	**Opening circle – building the agenda**
10:00-11:00	**Unconference sessions – block 1**
11:00-12:00	**Unconference sessions – block 2**
12:00-13:00	*Lunch & Demonstrations*
13:00-14:00	**Unconference sessions – block 3**
14:00-15:00	**Unconference sessions – block 4**
15:00-15:15	*Break*
15:15-16:15	**Unconference sessions – block 5**
16:15-17:00	**Closing circle – session reports and feedback**
17:00	*End of Day 2*