EBU
OPERATING EUROVISION AND EURORADIO

TECHNOLOGY & INNOVATION SUMMIT
AND 30th TECHNICAL ASSEMBLY

TECHNOLOGY & INNOVATION SUMMIT

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; TC Chair

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	– *Break* –		

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: Rethinking the Toronto Broadcast Center for flexibility**	François Legrand	Senior Director, Engineering, CBC/Radio-Canada

4. TECHNOLOGY FOR TRANSFORMATION

11:30	**PANEL**	Annsofi Eriksson	CIO, Sveriges Radio
	Strategic decision-making in times of cost pressure and change:	Richard Waghorn	CTO, RTÉ
	A realistic look at AI in the media business	Willem Vermost	Head of Media Production Facilities, VRT
12:15	– *Lunch break* –		

5. PUSHING THE ENVOLOPE OF WHAT IS POSSIBLE TODAY

13:45	**Paris 2024, the Olympics of innovation**	Frédéric Brochard	CTO, France TV
		Romuald Rat	Head of Technology Innovations & AI, France TV
14:05	**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

14:25	**The vision for media production in 2030**	Sanna Tornivaara	Head of Media Technology, Yle
14:45	**Beyond WRC – the vision for distribution**	Elena Puigrefagut	Senior Project Manager, EBU
		Walid Sami	Senior Project Manager, EBU
		Darko Ratkaj	Senior Project Manager, EBU
15:15	**5G Production in practice**	Morten Brandstrup	Head of News Technology, TV2 Denmark
15:35	*– Break –*		

7. AI AND MEDIA DATA SPACES

16:00	**Media Data Spaces in the age of AI**	Anssi Komulainen	Project Director, Finnish Innovation Fund Sitra
16:20	**Intelligence in collaboration – AI as an opportunity for European Broadcasters**	Robert Amlung	Head of Digital Strategy, ZDF
16:40	**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

17:00	**T&I AWARDS CEREMONY**		
	Winners of the T&I Award and Young Technology Talent Award 2024	Michael Nugent	Deputy Director of Technology, ERT
		Antonio Arcidiacono	Director of Technology & Innovation, EBU
	The EBU T&I Collaboration Hub	Pavlo Kondratenko	Project Manager Media Production over IP, EBU
17:30	*– End of Day 1 –* *– Evening programme –*		

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
	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	Cath Westcott	Senior Distribution Manager, BBC; SP Vice-Chair
		Susanne Rath	Senior Engineer, ARD/BR; SP Vice-Chair
10:00	– *Break* –		

11. TECHNICAL COMMITTEE ELECTIONS

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

TECHNOLOGY & INNOVATION SUMMIT
AND 30th TECHNICAL ASSEMBLY

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	Director of Technology and Production, ARD/SWR
		Tobias Rahn	Head of the Digital Transo
Ca 11:10	**Immersive sound production at the new BR building**	Stefanie Schmitt	Project Manager, ARD/BR
		Gerhard Wicho	Production Engineer, ARD/BR
Ca 11:30	– *Election closed* –		
Ca 11:30	– *Coffee break* –		
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**	Judy Parnall	Head of Standards & Industry, BBC R&D

13. WHAT IS YOUR VISION?

12:50	**ROUNDTABLE** **The new TC leadership team**	Chairs of the new Technical Committee	

14. WRAP-UP

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