

Demystifying: web3.0, Metaverse, XR and NFT

PROGRAMME

THURSDAY 13 OCTOBER 2022 (09:00 – 17:30 CET)

09:00 – 09:15	Opening and objectives of the day	Stephan Heimbecher (SWR)
---------------	--	--------------------------

KEYNOTES

09:15– 9:45	web3.0: potential & limits	Thibault Schrepel (Associate Professor of Law at VU Amsterdam Faculty Affiliate at the CodeX Center (Stanford University))
09:45 – 10:15	The metaverse, XR and web3.0 creating value in the future digital economy	Carolin Wurst (SWR)
10:15 – 10:30	<i>Coffee break</i>	

SESSION 1: METAVERSE & WEB3.0, IDEAS & PROJECTS FROM MEMBERS

10:30 – 11:00	Yle	Wesa Aapro (Yle) Eelina Vartiainen (YLE)
11:00 – 11:15	ZDF	Matthias Rode (ZDF)
11:15 – 11:30	FranceTV	Kati Bremme (FranceTV)
11:30 – 12:00	BBC	Spencer Marsden (BBC)

SESSION 2: INTERACTIVE CONVERSATION TIME

12:00 – 12:45	What did we learn so far? What are the new questions?	Moderated by Hans Hoffmann
12:45 – 14:00	<i>LUNCH BREAK</i>	

SESSION 3: CASE STUDIES ON WEB3.0

14:00 – 14:30	The OA (Open Australia) Tennis Art ball experience: web3.0 & Decentraland	Ridley Plummer (OA Tennis)
14:30 – 15:00	How to create exclusive media content experiences with NFT	Federico Benincasa (personalNFT.io)
15:00 – 15:30	Milc: tokenizing the media industry	Hendric Hey (Welt der Wunder) Eugen Nussbaum (Welte der Wunder)
15:30 – 16:00	From web3.0 to the Metaverse	Antonio Arcidiacono (EBU)
16:00 – 16:30	Media and web3.0	Michelle Munsen (Eluvio)
16:30 – 16:45	<i>Break</i>	

ACTIONS FOR THE EBU - INPUTS FROM THE AUDIENCE TO SHAPE THE EBU WORKING GROUP

16:45– 17:30	1. What problems to be solved for the EBU Members? 2. Defining the terms of reference of the EBU working group and the collaboration with the Media Department	
--------------	---	--

3. **Listing the deliverables (e.g., implications of the Metaverse/web3.0 for the PMSs, proof-of-concept, pilots, liaisons with SDOs, etc.)**

17:30

END
