



CREATING SUCCESSFUL INNOVATION HUBS

Hosted by VRT, Belgium, Monday 4 July 2022

SESSION 1

INTRODUCTION (10:00 – 11:15 CEST)

A crash course in starting an Innovation Hub Presentation, questions and possible participation to Future Media Hubs	Sarah Geeroms (VRT)
How can EBU Members survive in the current technology environment? Presentation and questions	Antonio Arcidiacono (EBU)
How to make Innovation happen at PSM	Hans Hoffmann (EBU)
The EBU's activities in Content Innovation, and potential cooperation on technology innovation	Wouter Quartier (EBU)

SESSION 2

ROUND TABLE DISCUSSION – LED BY ROBERT AMLUNG ZDF (11:30 – 12:30 CEST)

- **Ideas for re-inventing Innovation as we come out of Covid**
- **What is the optimum balance between technology driven innovation and content-driven innovation?**
- **The merits of Incremental versus Radical Innovation**
- **Initial conclusions**

12:30 – 14:00

Sandwich Lunch

SESSION 3

RAPID PERSONAL VIEWS ON THE POTENTIAL 'HOT BUTTONS' FOR INNOVATION TODAY (14:00 – 15:00 CEST)

The most promising areas for Innovation today	Robin Ribback (SRG-SSR)
The most promising areas for Innovation today	Gino Alberico (RAI)
The most promising areas for Innovation today	Judy Parnall (BBC)
The most promising areas for Innovation today	Jouni Frilander (YLE)
The most promising areas for Innovation today	Toru Imai (NHK)
The most promising areas for Innovation today	Sebastian Demuth (SWR)

SESSION 4

INVESTIGATING THE PROSPECTS FOR INTERNAL COMPANY CONSIDERATION TO SET UP AN INNOVATION LAB (15:00 – 16:15 CEST)

Plenary – icebreaker question “how is Innovation seen in your organisation”
Breakouts discussion sessions
<ul style="list-style-type: none"> • What challenges do PSM have on an organisation level and national framework • Ideas how PSM could anchor and embrace innovation in their organisations • How to resource and finance EBU wide innovation activities • Concrete suggestions what to start/accomplish between today and follow up meeting in September.
Ideas, and tentative expressions of interest (without commitment) in studying the value of Innovation Hubs in the organisation.
Suggestions for how the EBU might help members with Innovation
Conclusions and Future Plans towards the September workshop