

PROGRAMME

TUESDAY 21 MARCH 2023 (08:45-18:00 CET)

OPENING

08:45 – 09:00	Opening	Hans Hoffmann (EBU)
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SESSION 1: DATA-DRIVEN SUCCESS (09:00 – 10:30)

Moderated by Kim Viljanen (Yle)

09:00 – 09:25	The role of the CDO – best practices for a data-driven PSM organization	Christian Vogg (SSR-SRG)
09:25 – 09:50	Streaming wars and technology trends	Magnus Svensson (Eyevinn Technology)
09:50 – 10:15	Commercializing data safely and successfully	Hamza Khan (Nasdaq)
10:15 – 10:30	Roundtable	

10:30 – 11:00 *Break and Demo Pitch*

SESSION 2: SEMANTIC CONTENT CATALOGUES (11:00 – 12:30)

Moderated by Tatjana Mladenovic (BBC)

11:00 – 11:25	Rethinking genre vocabulary to improve the quality and descriptiveness of tagging metadata	Saara Pietikäinen (Yle) Kim Viljanen (Yle)
11:25 – 11:50	Interior design knowledge in IKEA's product catalogue	Katariina Kari (IKEA)
11:50 – 12:15	Understanding our content better through graph-like connections	Tom Hodgkinson (BBC)
12:15 – 12:30	Roundtable	

12:30 – 14:00 *Lunch break and Demo Pitch*

SESSION 3: DATA STRATEGY (14:00 – 15:30)

Moderated by Alberto Messina (RAI)

14:00 – 14:25	A 3rd-party Electronic Programme Guide platform for linear and on-demand	Randi Volle (NRK)
14:25 – 14:50	Gaia-X	Francesco Bonfiglio (GAIA- X aisbl)
14:50 – 15:15	Data documentation tools for more effective analysis	Samuli Pöntinen (Yle) Olli Salakari (Yle)
15:15 – 15:30	Roundtable	

15:30 – 16:00 *Break and Demo Pitch*

DATA TECHNOLOGY SEMINAR

AN EBU EVENT

SESSION 4 : GETTING MORE FROM CONTENT (16:00 – 18:00)

Moderated by Alexandre Rouxel (EBU)

16:00 – 16:30	Roundtable: Generative AI. How will it impact our field? Will, or should, organizations think differently about data?	
16:30 – 17:00	Content chapterization for audio news bulletins	Ivan Thomas (Radio France) Allaoua Benchikh (Radio France)
17:00 – 17:30	Database of known fakes – a searchable graph of enriched debunks	Eneya Georgieva (Ontotext)
17:30 – 18:00	French presidential election of 2022 – Zemmour, a statistical anomaly	Nicolas Hervé (INA)

End of Day 1

DATA TECHNOLOGY SEMINAR

AN EBU EVENT

WEDNESDAY 22 MARCH 2023 (09:00-18:00 CET)

SESSION 5: DATA GOVERNANCE (09:00 – 10:30)

Moderated by Alexandre Rouxel (EBU)

09:00 – 09:20	Applying a responsible data strategy and governance in PSM	Ruth Kuehn (DW)
09:20 – 09:40	Data law – an overview of the European Union's (hyper)activity	François Lavoit (EBU)
09:40 – 10:00	The truth about data standards	Rowan de Pomerai (DPP)
10:00 – 10:20	From silos to 'team of teams'	Samuel Profumo (RTBF)
10:20 – 10:30	Roundtable	
10:30 – 11:00	<i>Break and Demo Pitch</i>	

SESSION 6: ONTOLOGY AND STANDARDS (11:00 – 12:30)

Moderated by Kim Viljanen (Yle)

11:00 – 11:30	EBUCorePlus – the advanced ontology for media	Jürgen Grupp (SWR)
11:30 – 12:00	IPTC Sport Schema – the next generation of sports data	Brendan Quinn (IPTC)
12:00 – 12:30	Metadata facets in production and distribution	Jared Thomas (BBC)
12:30 – 14:00	<i>Seated Lunch and Demo Pitch</i>	

SESSION 7: AUDIENCE DATA (14:00 – 15:30)

Moderated by Tatjana Mladenovic (BBC)

14:00 – 14:25	Measuring total audience – the state of play for PSM	Francesca Cimino (EBU)
14:25 – 14:50	Audience analytics at NRK – present and future	Kristian Tolonen (NRK)
14:50 – 15:15	Amplifying insights via user accounts	Martyna Blass (BBC)
15:15 – 15:30	Roundtable	
15:30 – 16:00	<i>Break and Demos Pitch</i>	

SESSION 8: REACHING THE AUDIENCE (16:00 – 18:00)

Moderated by Hanna Lukashevich (Fraunhofer IDMT)

16:00 – 16:30	Explainable recommender systems for PSM	Paolo Cremonesi (ContentWise, Politech Milano)
16:30 – 17:00	Explaining recommender systems to product owners: understanding the benefits and potential biases	Pavel Kordík (Czech Technical University, Recombee)
17:00 – 17:30	Post-impressionism – from machine metrics to human insights	Iain Hoare (BBC)
17:30 – 18:00	Evaluating the coverage of a scientific topic on YouTube	Lorenzo Canale (RAI)

End of Day 2

19:30 – 22:30 *Social event on [Le Bateau Genève](#)*

DATA TECHNOLOGY SEMINAR

AN EBU EVENT

THURSDAY 23 MARCH (09:00-15:45 CET)

	ROOM MONTREUX SESSION 9: AI FOR PRODUCTION (09:00 – 10:30) Moderated by Alberto Messina (RAI)		ROOM GENEVA SESSION 10: NLP FOR MEDIA (09:00 – 10:30) Moderated by Paolo Casagrande (RAI)	
09:00 – 09:30	AI in vision – high quality video production and content automation	Maurizio Montagnuolo (RAI)	Explainable text similarity	Benjamin Kempinski (ArgML)
09:30 – 10:00	Automated high-volume lower-tier sports production	Are Tverberg (TV2 N)	Microservices at your service – testing NLP tools in the European Language Grid	Tiina Lindh-Knuutila (Lingsoft)
10:00 – 10:30	Building an efficient video analysis platform for Deep Learning	Bram Zijlstra (Media Distillery)	Using free-text queries to perform visual search in video archive	Lubos Steskal (TV2N)
10:30 – 11:00	<i>Break and Demo Pitch</i>			

	ROOM MONTREUX SESSION 11: CONTENT MONITORING (11:00 – 12:30) Moderated by Hanna Lukashovich (Fraunhofer IDMT)		ROOM GENEVA SESSION 12: SERVING AI (11:00 – 12:30) Moderated by Paolo Casagrande (RAI)	
11:00 – 11:30	The MeVer toolset for tackling media disinformation	Olga Papadopoulou (CERTH - ITI) Nikos Sarris (CERTH - ITI)	Trainotate – an innovative approach to future productions serving AI	Mark Guelbahar (Transfermedia production services)
11:30 – 12:00	STORA off-air television preservation	Joanna White (BRITISH FILM INSTITUTE)	LandmarkNER – generating training data for landmark recognition	Constantin Förster (BR)
12:00 – 12:30	Media monitoring and AI in the age of audiovisual abundance	Enrico Menduni (ISIMM)	Integrating open knowledge-bases and AI tools	Alberto Messina (RAI) Maurizio Montagnuolo (RAI)
12:30 – 14:00	<i>Lunch Break and Demo Pitch</i>			

DATA TECHNOLOGY SEMINAR

AN EBU EVENT

SESSION 13: GET VALUE FROM ARCHIVES (14:00 – 15:30)

Moderated by Kim Viljanen (Yle)

14:00 – 14:25	data.ina.fr – a portal to promote media analytics	Axel Roche-Dioré (INA)
14:25 – 14:50	AI experiments for improved findability in the SVT media archive	Mikaela Åstrand (SVT) Sally Ståhl (SVT)
14:50 – 15:15	When AI met the archive – challenges and milestones at RTVE	Virginia Bazán Gil (RTVE)
15:15 – 15:30	Roundtable	
15:30 – 15:45	Wrap-up / next year	

15:45

End of DataTech 2023

DEMOS IN THE FOYER

1	CERTH/MediaVerse - Media Asset Annotation and Management	Nikos Sarris (CERTH - ITI)
2	The EBUCorePlus CDK	Alexandre Rouxel (EBU)
3	Data isn't power, knowledge is power – knowledge-driven data reconciliation with Piloté	Guillaume Rachez (Perfect Memory)
4	Media Distillery - AI-based video analysis to improve UX and content discovery	Adrian Arroyo Mirantes (Media Distillery)
5	AI voices in Media	Andrey Esaulov (BotTalk)
6	Conversy AB - Voice biometric metadata for citizens and journalists	Johan Classon (Conversy AB)
7	SRG SSR - Content Research & Timelines	Curdin Capol (SRF) Travis Lee (SRF) Sofia Orlova (SFR) Romain Haenni (SRG-SSR)
8	AI-based subtitling in every-day workflows	Maarten Verwaest (limecraft)