

EBU

OPERATING EUROVISION AND EURORADIO

NETWORK & LEARN
INTEGRATED MEDIA
PRODUCTION
STRATEGIES
10-11 DEC 2012
EBU, GENEVA

PROGRAMME

Jointly organized by
EUROVISION ACADEMY and EBU Technology & Innovation

Dear Colleagues,

Welcome to our Network & Learn dedicated to the Integrated Media Production Strategies (IMPS) strategic programme.

Launched one year ago by the Technology & Innovation department of the EBU, IMPS is a cross-disciplinary initiative involving EBU News and EUROVISION ACADEMY. It aims to provide a roadmap to help EBU Members move towards more integrated approaches to producing media content. News is at the heart of the Public Service Media relationship with its audiences and, taking this into account, the initial focus of IMPS is on the integration of production in the News realm

One of the great values of IMPS is its transversal approach: the programme concentrates on the change management, organizational, editorial and technical issues surrounding the transition to a cross platform, cross media production.

Whether you have been part of the IMPS from the start, or are a newcomer to the group, the Network & Learn is an excellent opportunity to:

- review the lessons learned from the 4 theme visits which took place in 2012, i.e. Radio Bremen, YLE News, VRT News and RTBF Info and start answering questions such as “do tri-media journalists really exist?” or “can you really have a single production platform for TV, Radio and Online?”
- explore how the initial findings can be used by Newsrooms that are in the process of integration,
- discuss and network with newsroom managers, journalists, engineers all involved in the construction of their cross-media, cross-platform newsroom.

We hope that these two days will prove fruitful for you and for your organization.

Moderator: Henrik K. Hansen, EUROVISION ACADEMY Faculty, Denmark

MONDAY 10 DECEMBER

OPENING SESSION: IMPS – WHAT ARE THE LESSONS?

13:00 – 13:05

Introduction from IMPS Chair

Herbert Tillmann, BR, Germany

13:05 – 13:20

**News consumption: changing habits and their impact on
broadcasters**

Henrik Keith Hansen

FINDINGS 1: MANAGEMENT 101 – ARE YOU READY FOR THE CHANGE?

13:20 – 13:45

Vision – implementation – pay-off?

Atte Jääskeläinen, YLE, Finland

13:45 – 14:10

Reshaping the newsroom

Simon Ward, BBC News, United Kingdom

14:10 – 14:35

Bringing radio, TV & online under one roof: a critical look

Brigitte Vermeersch, VRT, Belgium

14:35 – 15:00

Panel discussion

15:00 – 15:30

Coffee break

FINDINGS 2: EDITORS – TOOLS

15:30 – 16:00

NLE (Non-Linear Editing) systems at the BBC

Andy Quested, BBC, United Kingdom

16:00 – 16:30

NRK's NLE system comparisons

Hans Terje Flatlandsmo, NRK, Norway

16:30 – 17:00

Panel discussion

FINDINGS 3: USE CASES

17:00 – 17:30

BBC Newsroom video production technical architecture

Andy Bocking, BBC, United Kingdom

17:30

End of Day 1

17.30 – 19.30

Cocktail & Networking

TUESDAY 11 DECEMBER

FINDINGS 3: USE CASES (cont.)

09:30 - 10:00

EBU TTF News Exchange in practice

Justyna Kurczabinska, EBU, Switzerland

10:00 - 10:30

SRF News production with OpenMedia

Dieter Fahrni, SRF, Switzerland

10:30 - 11:00

Coffee break

FINDINGS 4: EMERGING PRACTICES & SKILLS

11:00 - 11:20

The increasing need for short, targeted and mobile News

Emmanuel Rottey, VRT, Belgium

11:20 - 11:40

Multimedia News desk

Dorothee Krumpke, Radio Bremen, Germany

11:40 - 12:00

The cross-media journalist: a view from the field

Camilla Thorning, DR, Denmark

12:00 - 12:30

Panel discussion

FINDINGS 5: TOOLS AND APPS

12:30 - 12:55

Metadata and search engines in practice: what does a journalist need to know?

Xavier Jacques-Jourion, RTBF, Belgium

12:55 - 13:20

Mobile journalism

Solveig Merkel, SWR, Germany

SUMMING UP

13:20 - 13:30

Top ten countdown of integration lessons

Discussion and questions from the floor

Henrik Keith Hansen & Herbert Tillmann

13:30

*End of "Network & Learn" & evaluation
Followed by a sandwich lunch*



MODERATOR

Henrik K. Hansen

EUROVISION ACADEMY Faculty, Denmark

Henrik Keith Hansen has worked with editorial leadership, management and organisational development primarily in public broadcasting for almost ten years at mid-management and top-management level at the Danish Broadcasting Corporation. Altogether he has 20 years of experience from the media industry.

Today he is a senior management consultant and leadership trainer. He is part of the faculty of trainers at EBU and also works as a management consultant and trainer for a number of big international, national and regional European broadcasters.

His leadership and management specialities are: Creating and implementing visions and strategies, creating and leading the fully convergent newsroom, organizational development, change management, branding of company identity and key values, communication strategy, workflow and editorial procedures, recruiting, HR and staff development, coaching, feedback.



OPENING SESSION

Herbert Tillmann

Director Production and Engineering, BR, Germany

- Joined the Bayerischer Rundfunk , a german public broadcaster on March 1973
- Director of Engineering of the Bayerischer Rundfunk since January 1, 1995
- Director Production and Engineering of Bayerischer Rundfunk since August 2008
- Chairman of the Production and Technical Commission (PTKO) at the ARD public broadcasting company from January 2005 to December 2008
- initiated the Free TV Project, is a co-founder of the Free Universe Network (FUN) and represents ARD in the DVB
- member of Strategy-group of ARD Broadcasting Company
- Supervisory board chairman of Bavarian Digital Radio (BDR) and representative of the Bavarian Broadcasting Corporation in the company general meeting of the Bavarian Media Technics GmbH (BMT).
- Initiator and organization of Bavaria Digital Radio (BDR) for DAB.
- Member of Technical Assembly in the EBU and TLO
- Chairman of IMPS
- Member of management of "Münchner Kreis"
- Herbert Tillmann was awarded the Cross of Order of Merit of the Federal Republic of Germany on 21 July 2003



FINDINGS 1

Atte Jääskeläinen

Yle, Finland

Atte Jääskeläinen is Director of News & Current Affairs in Yle, Finnish Broadcasting Company, since 2007. His division is responsible of Yle's regional operations and sports programming, as well.

He was CEO and Editor in Chief of Finnish News Agency STT 2004-2006 and served as journalist, economic editor and political editor in the leading Finnish daily Helsingin Sanomat 1990-2004.

Atte Jääskeläinen holds LL.M from University of Helsinki.



Simon Ward

Assistant Editor, Newswire, BBC, United Kingdom

Simon Ward is an Assignment Editor in BBC Newsgathering looking after a new team called News Intake. This team will bring together video and audio intake operations in the new Broadcasting House. The audio part of the operation brings Simon back to where he started 18 years ago as a radio trainee for BBC Radio in Liverpool. He has been a launch producer on BBC News 24 (now the BBC News Channel) and worked as a field producer for the flagship BBC One bulletins. He was an output editor on the News Channel and in 2008 helped establish the BBC's Multimedia Newsroom and its own internal news agency, BBC Newswire.

Brigitte Vermeersch

VRT, Belgium

Brigitte Vermeersch was Manager of the VRT News Project, the first cross media project which implied the digitization of the VRT radio, TV, and online news rooms and their integration into one single floor in June 2007. This news project led to the reforms that turned the VRT into a cross media and digital organisation. After the news project Brigitte Vermeersch was also Manager of the DIVA Project, the digitization of the VRT archives. In February 2010 she became the spokesperson of the VRT management and in charge of the VRT communications department. In February 2012 she returned to VRT-news as a senior journalist and coordinator of the social - economic desk.





FINDINGS 2

Andy Quested

Head of Technology BBC HD & 3D, BBC, United Kingdom

Andy Quested was a much sought-after editor with BBC Resources for many years, working on programmes as diverse as *The Human Body* and *Keeping Up Appearances* but about ten years ago Andy gave up the life of a hermit editor and moved into the sunshine and bright lights of the BBC Technology Group.

Since 2005, Andy has been leading the BBC's high definition technology strategy as Head of Technology for HD and leading the work for the BBC's automated quality control project. He also chairs the EBU strategic Quality Control programme.

During 2010 the BBC started a series of transmission and production 3D trials. As part of this Andy has also taken on the role of Head of Technology for the BBC's 3D output and strategy. Part of his role is to be part of the process of developing standards for 3DTV production and international programme exchange.

As part of the process of developing 3DTV standards, Andy was asked to become an ITU Special Rapporteur with the task of examining the current world 3D production status and providing a report with recommendation at the September 2011 and April 2012 ITU meetings in Geneva. Andy also chairs the EBU 3D group.

Hans Terje Flatlandsmo

NRK, Norway

Hans Terje works as a Project Manager at NRKs Technology Division, in the department of Filebased Production. He has been working in NRK for six years. He is part of the team developing filebased production workflows in NRK.

He has previously worked for three years at TV2 Norway and five years as an Video and Broadcast consultant.

Hans Terje has experience with a broad range of editing systems and storage solutions.



FINDINGS 3

Andy Bocking

Head of Technology News, BBC, United Kingdom

Andy is currently the Head of Technology for BBC News where he leads on the technical strategy and development for BBC News.

Andy has worked for the BBC for the past 33 years working in a wide range of roles across TV and Radio and has played a significant role in development and implementation of both Audio and Video production systems for the BBC.





Justyna Kurczabinska

EBU, Switzerland

Justyna Kurczabinska is currently the secretary of the EBU News Committee and manager of the Transition to File Project (TTF) for the News Exchange. Justyna arrived at EBU in 2001 from Polish Television TVP where she worked as a reporter and news programme editor. Prior to 2010, she worked as a Eurovision Special Events Producer and News Exchange editor.

Her education includes linguistics, journalism and European integration studies.



Dieter Fahrni

SRF, Switzerland

Since 2011: Chief of staff of the director SRF

Main subjects: board affairs, corporate development, workflow related projects, relations to production company, training-department.

Before: 10 years assistant of the editor in chief (head of news department)

Before: 15 years in TV (magazine and news) as journalist

Emmanuel Rottey

Online editor-in-chief, Social Media in News gathering,
VRT, Belgium

Emmanuel Rottey (1977) is currently editor-in-chief for the online news content of the Flemish Public Broadcaster VRT. Before that he worked as a journalist for the television news and as an editor and presenter for the current affairs program Terzake, both at VRT.



Dorothee Krumpke

Radio Bremen, Germany

Since September this year I work as managing editor at the multimedia news desk at Radio Bremen. Before that I worked for several years as political journalist for Radio Bremen (Radio) and newspapers. I studied at University of Paderborn and Illinois State University (M.A. in American Literature, History, Sociology).





Camilla Thorning

DR, Denmark

Camilla Thorning works as a journalist since 1998.

At the moment she anchors a TV News programme at DR. Before that she has worked at the political desk for 12 years and as a foreign correspondent for half a year. Both as a cross media journalist and VJ. I was the first that DR hired as a cross media journalist.



FINDINGS 5

Xavier Jacques-Jourion

RTBF, Belgium

Xavier Jacques-Jourion is Head of Archives at the Radio-télévision belge de la Communauté française de Belgique (RTBF), the Belgian French-speaking public broadcaster. He started his career as a sound engineer in Radio in 1997, then turned to project management in 2007 before joining the Archives in 2009. Over the years, he has led various projects at the interface between broadcasting technology, information technology and content. Aside from the daily tasks of archiving and retrieval for both TV and Radio, the RTBF Archives department is in charge of charting the future in terms of metadata for the whole company. Xavier holds a MBA from the Solvay Brussels School of Economics and is a member of the FIAT/IFTA Media Management Commission.

Solveig Merkel

SWR, Germany

Solveig Merkel has been working for the Suedwestrundfunk since 2007, primarily as a news reporter for radio and internet. She is engaged in new technical broadcast developments and the integration of social media in traditional broadcast news coverage.



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