

EBU Data Science Workforce kick-off event

Group scope

The Data Science Workforce is a working group of the Personalization Strategic Program. This program is concentrating initially on the area of personalisation in digital services and will address different aspects impacting the user experience in online services, but with a focus on pragmatic steps to accompany and encourage EBU Members on their journeys. The Strategic Program will liaise closely with its sister group – “Online Distribution”.

Why? Our goal is to enable the creation of an active community of data science experts that can benefit from their shared resources, expertise and experience. Our data science workforce, time and technical resources are limited, while all the broadcasters are facing similar challenges developing our data science strategy.

What and How? We are organizing a data science workshop to kick-off this community.

Participants will actively share their current activities and challenges, and brainstorm a framework for long-term day-to-day collaboration.

Who is this for? The Data Science Workforce is for **those that work with data on their day-to-day: data scientists, data engineers, data analysts, and user/audience researchers.** All the topics discussed in the kick-off event and in the community will be within the scope of these roles. This group is not for business developers, marketers, product owners or managers, although you can participate in the kick-off event as an audience, if you wish.

When and Where? The event will take place in **January 17th-18th** in RTS and EBU facilities in **Geneva, Switzerland.**

How to register? In order to help us release the final schedule (with exact starting and finishing times of the full event) we encourage you to register asap using the [registration form](#) **no later than December 18th.** For questions contact joan-isaac.biel@rts.ch.

How much does it cost? Attendance to the event is free for EBU members. RTS and EBU will provide the facilities, coffee and lunch to all participants.

Important dates:

- **Deadline for participants to register to the event: December 18th.**
- **Deadline to provide a title for your presentation: January 8th.**

Agenda draft

This draft agenda is opened to be modified based on your feedback. Our aim is to start not earlier than 10 on the 1st day and to finish no later than 5pm on the 2nd day. However, the exact schedule will depend on the number of participants and presentations.

Day 1

- **Welcome:** Introduction to the EBU Personalization Strategic Program.
- **Data Team's presentations:** Each team/broadcaster will have a 25 min slot for a full presentation (i.e. including an overview and a technical part, as explained below). **We expect at least one full presentation per broadcaster and team. If multiple teams from a broadcaster are attending, each team can have a full presentation. In addition, we can allocate extra 15min for other team members that want to give a technical presentation. The short presentations will take place after all the full presentations.**

Day 2:

- **The state of KPIs adoption.** This session is aimed to share and commonly assess the level of usage of KPIs in our broadcasters and the current challenges for their adoption (this includes discussing about what are the specific KPIs, what are they used for, how were defined, etc.). The format of this session is yet to be decided.
- **Brainstorming: Building a persistent community of Data Scientists across PSMs in EU:** The goal of this session is to brainstorm a framework that can sustain a long-term collaboration between data scientists that is as well relevant on their day-to-day work (sharing technical resources, expertise, experiences, etc). The format of this session is yet to be decided.

How to prepare your team's presentation:

We recommend the following structure for your presentation:

Part I: Overview of current data science activities in your team (max 10min)

You should provide a balance of **context** and **detailed information** for other data experts to understand what are your main activities towards personalization and recommendation, what are your expertise, and what are your current challenges. This may include:

- Scope context of your team's work: goals; team organization, stakeholders and customers; daily activities; working methodologies used (e.g agile), KPI's. **Include one slide of your team members and explicitly include their expertise (for potential future reference of the EBU workforce).**

- Timeline of achievements and existing products including personalization and recommendation.
- Overview of data & tools for personalization and recommendation: what data sources and volume (user behavior data, user personal data, content metadata), what technological (big-data) stack/pipeline, volume of data processed, what login and GDPR strategy.
- Current data science challenges and Roadmap for 2019 (highlight potential subjects of future collaboration with other members of the workforce).

Part II: Data science in detail: what worked, what didn't (max 15min)

Choose a technical issue that you have solved (or you are working on) and that you think it's worth sharing. Explain what worked, and most importantly, what did NOT work. Potential topics include:

Considerations on data collection

Processing and systems

Personalization and recommendation algorithms

Data science experiments

User analysis and modeling

Visualization

Metadata enrichment

Evaluation metrics and A/B testing

We recommend you leave at last 5min for Q&A and the end of your presentation.