

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>Break</i>	
SESSION 1: METAVERSE & WEB3.0, IDEAS & PROJECTS FROM MEMBERS		
10:30 – 11:00	Yle	Wesa Aapro (Yle) Elina 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: Do Metaverses disrupt or support traditional TV?	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	<ol style="list-style-type: none">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 Department3. Listing the deliverables (e.g., implications of the Metaverse/web3.0 for the PMSs, proof-of-concept, pilots, liaisons with SDOs, etc.)	
17:30	<i>END</i>	