

# PRODUCTION TECHNOLOGY SEMINAR

AN EBU EVENT

Pioneering tomorrow's media tech, today

## PROGRAMME

TUESDAY 28 JANUARY 2025

### OPENING

09:15 – 09:30 **Transformative tech, the enabler for modern storytelling** EBU

### SESSION 1: KEYNOTES

Moderated by TBC

09:30 – 10:00 **Transforming a modern media company** Pål Nedregotten (NRK)

10:00 – 10:30 **France TV's tech vision** Frédéric Brochard (France Télévisions)

10:30 – 11:00 **Verification, fact-checking and authentication** Ruth Kuehn (DW)  
Bahareh Heravi (University of Sussex)

11:00 – 11:30 **Media consumption and trends**

11:30 – 12:00 *Break and demos*

### SESSION 2: GETTING FIT FOR THE FUTURE

Moderated by TBC

12:00 – 12:45 **PANEL** Janne Yli-Äyhö (YLE)  
Michael Eberhard (SWR)  
Hegemarie Kallestad (TV2.no)  
**Shaping a future-ready digital tech department and strategy**

12:45 – 14:00 *Buffet Lunch in the foyer + demos*

### SESSION 3: BECOMING SOFTWARE-FIRST, CLOUD-ENABLED AND DATA-DRIVEN

Moderated by TBC

14:00 – 14:45 **PANEL** Malte Blumberg (SWR)  
Alexandra Jonsson (SVT)  
Katerina Persson (SVT)  
**What's the right Cloud strategy for PSM?**

14:45 – 15:05 **The virtual OB Van for production**

15:05 – 15:25 **TBC**

15:25 – 15:45 **All new tech, for an all new America's cup regatta experience** Stephen Nuttal (America's Cup)

15:45 – 16:15 *Break and demos*

### SESSION 4: TRANSFORMATION CASE STUDIES

Moderated by TBC

16:15 – 16:35 **Live production using the Apple Vision Pro (B2B)** Erik Lovgren (NRK)

16:35 – 16:55 **compl-ai.org, an open source evaluation framework for Gen AI**

16:55 – 17:15 **New workflows for classical music productions** Rami Lindholm (YLE)

17:15 – 17:35 **C2PA – a demystification** Romuald Rat (France TV)  
(DALET)

17:35 – 17:55 **Automated AI-based composition of video reports** Dennis Quandt (RheinMain Hochschule)

*End of Day 1*

## PROGRAMME

WEDNESDAY 29 JANUARY 2025

### STREAM A TUTORIALS – ROOM MONTREUX

09:00 – 10:30 **Synthetic media detection**

10:30 – 11:00 *Break and demos*

11:00 – 12:30 **ADM/S-ADM production & contribution, ST2110 enabled**

10:30 – 11:00

### STREAM B TUTORIALS – ROOM GENEVA

09:00 – 10:30 **Content production today with Gen AI**

10:30 – 11:00 *Break and demos*

11:00 – 12:30 **C2PA implementation strategies**

12:30 – 14:00 *Buffet Lunch in the cafeteria + demos*

### SESSION 5: KEYNOTES

Moderated by TBC

14:00 – 14:30 **Building and launching a European LLM** Christoph Schmidt (Fraunhofer IAIS)

14:30 – 15:00 **Standards development for AI** Jamoussi Bilel (ITU)

15:00 – 15:30 **How to become a data driven and AI enabled org** Matthew Blakemore (Caramba.ai)

### SESSION 6: IMPLEMENTING AI IN PRACTICE

Moderated by TBC

15:30 – 15:50 **Assessing AI skills to prepare the workforce for the challenges ahead**

15:50 – 16:10 **How to select AI projects using the RICE Score**

16:10 – 16:30 **Benchmarking SearchGPT**

16:30 – 17:00 *Break and demos*

### SESSION 7: AI FRONTIERS IN MEDIA

Moderated by TBC

17:00 – 17:20 **AI tools for newsroom – what works and what doesn't**

17:20 – 17:40 **PSMGPT – findings from the December EBU Workshop** Sébastien Noir (EBU)

17:40 – 18:00 **AI for Accessibility**

18:00 *End of Day 2*

19:00 – 23:00 **Social event**

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THURSDAY 30 JANUARY 2025

### SESSION 8: KEYNOTE

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09:00 – 09:30 **TBC**

### SESSION 9: BIG TECH CRYSTAL BALL SESSION – WHAT TO EXPECT UNTIL 2026

Moderated by TBC

09:30 – 09:50 **Microsoft** Andy Beach (Microsoft)

09:50 – 10:10 **Google**

10:10 – 11:30 **AWS** Steph Lone (AWS)  
Thomas Edwards (AWS)

10:30 – 11:00 *Break + demos*

### SESSION 10: CROSS INDUSTRY INITIATIVES DRIVING TECH

Moderated by TBC

11:00 – 12:20 **Moving to IP, Cloud, and data centres – EBU Members' requirements**

11:20 – 11:40 **The "Media Exchange Platform"**

11:40 – 12:00 **Media cybersecurity – protecting the industry**

12:00 – 13:00 *Lunch break and demos*

### SESSION 11: FUTURE MEDIA DATA SPACES AND SUPPLY CHAIN

Moderated by TBC

13:00 – 13:20 **TAM/TAMS: Time Addressable Media** Thomas Heritage (BBC)

13:20 – 13:40 **EBU QC Implementation Group** Andrew Dunne (BBC)

13:40 – 14:00 **Media Data Spaces and collaboration in the production chain** Regis Flad (ISAN)

14:00 – 14:30 *Break and demos*

### SESSION 12: MASTERS OF OUR OWN FUTURER&D&INNOVATION?

Moderated by

14:30 – 15:15 **PANEL**  
**What is good R&D&i (Research, Development and Innovation)?**

### SESSION 13: CALLS TO ACTION

Moderated by

15:15 - 15:35 **Sustainability – what can be done?**

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## SESSION 14: WRAP-UP

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15:35 – 16:00    **A look back, and a look ahead**

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16:00

*End of PTS 2025*

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## DEMONSTRATIONS

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1	<b>TAM/TAMS (Time Addressable Media)</b>	
2	<b>QC</b>	Andrew Dunne (BBC)
3	<b>XRECO - EU PROJECT</b>	
4	<b>TRANSMIXR - EU PROJECT</b>	
5	<b>C2PA</b>	Badr Taddist (EBU)

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