



# Eurovision TV **Summit 2008**

5-9 May 2008, Lucerne, Switzerland



# Programme





# Welcome

*Dear Delegates*

*We are pleased to welcome you to the second annual Eurovision TV Summit hosted by Eurovision TV.*

*This year, all the genre meetings are open to everyone and we hope that you will be able to absorb as much of the diversity of this 5-day event as possible. The various genre meetings, together with the TV Assembly and the Common Focus day, were developed to create a unique platform for members to exchange ideas about current and future developments in public broadcasting. We aim to position this event as the only one of its kind in Europe.*

*We appreciate that you have come a long way and we are confident that the results of this conference will have rendered your journey worthwhile.*

*Sincerely,*

**Marija Nemčić**  
Chair, Television Committee



**Bjørn Erichsen**  
Director, Eurovision TV



---

Eurovision TV's priority is its members and their interests. Our collaboration provides networking within all genres of television production. We establish platforms for members to exchange ideas, which may subsequently be developed into productions or co-productions. Some 75 co-productions are in development or production, providing approximately 1900 hours of programming to members, annually. This includes animation, fiction, documentary series, competitions for young dancers and musicians, and the world-renowned Eurovision Song Contest.

Eurovision TV has launched what will become the annual Eurovision TV Summit. Open to EBU members, staff and press the Summit seeks to provide an innovative platform to exchange ideas about current and future developments in public broadcasting.

Lucerne, reputed as "the heart of Switzerland", is an ideal location for such an event. As the cultural centre of the region, and the fourth biggest Swiss agglomeration, Lucerne owes its development largely to the uniquely picturesque scenery of this region. In addition, to the various meetings during the day, participants will be able to explore the beauty of the surroundings through adjacent programmes such as dinners and excursions, or they may add a day to their journey to explore the region separately - and we are in serious negotiations with the relevant authorities on the... weather!





## General Information

Registration / Secretariat / Press 4

---

## Programme

Programme Overview	5	Eurovision Teletext & Subtitling	18
Common Focus Day	6	Eurovision Entertainment Executives	20
Eurovision Children & Youth Executives	8	Eurovision Documentary Bureau & Workshop	21
Eurovision Fiction Executives	10	Eurovision Science & Education Executives (incl. Language Producers)	22
EBU TV Committee & TV Assembly	12	Eurovision Children Documentary & Drama series	24
Eurovision Intercultural & Diversity	13	City Folk	25
Eurovision CrossMedia <sup>2</sup>	14	EBUconnect	26
Eurovision Formats Workshop	16	Speakers	28
Eurovision Music & Dance Programmes Workshop	17		

---

## Tourist Information

General information about Lucerne	38
Map of Lucerne with hotels and venues	39







# General Information

## Registration and Secretariat

### Registration

Registration will take place at each event venue and will open 1 hour prior to the start of the meeting.

However, if you wish to register earlier, please visit our secretariat.

### Secretariat

The secretariat is located on the 1st floor of the Radisson SAS Hotel.

Radisson SAS Hotel  
Lakefront Center  
Inseliquai 12  
6005 Luzern

Direct Tel: +41 (0)41 369 91 02  
Direct Fax: +41 (0)22 747 44 06  
Email: [eurovisiontv@ebu.ch](mailto:eurovisiontv@ebu.ch)

### For emergencies only

+41 (0)79 217 09 43

### Opening hours

Daily from 08:00-19:00

7th May, 08:00-18:00: The secretariat will be moved to the KKL Luzern (Europaplatz, 6005 Luzerne) due to the Common Focus Day. Please contact +41 (0)79 217 09 43

### Internet Café

An Internet Café (with free access) will be available for delegates at most venues.

### Hotel Agency

For any queries about your hotel booking, please contact:

Luzern Incoming GmbH  
(Monday to Friday, 08:00-12:00  
and 13:30-17:00)  
Arsenalstrasse 40  
CH-6010 Kriens / Luzern  
Tel. +41 (0)41 317 37 19  
Fax +41 (0)41 318 41 46  
Email: [info@luzern-incoming.ch](mailto:info@luzern-incoming.ch)



## Press

The press accreditation and information centre will be located on the 1st floor of the Radisson SAS Hotel.

Members of the Press are kindly asked to collect their badges at this location prior to the meetings.

### The following meetings will be opened to the Press

Common Focus Day (7 May)  
EBUconnect (8-9 May)  
Eurovision CrossMedia<sup>2</sup> (6 May)

### Press Contact

Jørgen Franck  
Head of Marketing and Management  
Eurovision TV  
Mobile: +41 (0)79 787 20 55



# Programme

## Programme\* Overview

May	5 Mon	6 Tue	7 Wed	8 Thu	9 Fri
	<p><b>12:00-18:30 Eurovision Children &amp; Youth - Day1</b> Radisson Hotel (room: Wasser 1 &amp; 2)</p> <p><b>13:45-19:30 Eurovision Fiction - Day1</b> Radisson Hotel (room: Pulver &amp; Dächli)</p>	<p><b>09:00-17:30 Eurovision Children &amp; Youth - Day2</b> Radisson Hotel (room: Wasser 1 &amp; 2)</p> <p><b>09:00-18:00 Eurovision Fiction - Day2</b> Radisson Hotel (room: Pulver &amp; Dächli)</p> <p><b>09:00-12:00 EBU TV Committee (am only)</b> Seeburg Hotel (room: Seeburgsaal 1-3)</p> <p><b>09:00-17:45 Eurovision Music &amp; Dance Programmes Workshop</b> Astoria Hotel (room: Astoria 3)</p> <p><b>09:00-17:45 Eurovision Formats Workshop</b> Astoria Hotel (room: Astoria 2)</p> <p><b>09:30-18:45 Eurovision CrossMedia<sup>2</sup></b> Radisson Hotel (room: Schirmer)</p> <p><b>13:00-18:00 EBU TV Assembly (pm only)</b> Seeburg Hotel (room: Panoramasaal)</p> <p><b>13:00-17:30 Eurovision Intercultural &amp; Diversity Group</b> Radisson Hotel (room: Nölli)</p>	<p><b>09:00-18:00 Common Focus Day</b> KKL (room: Luzerner Saal)</p> <p>09:00 Opening Keynote</p> <p>09:45 Proud to Present</p> <p>13:30 Creative Camera</p>	<p><b>09:00-17:30 City Folk - Day1 Screenings &amp; Exchange</b> Radisson Hotel (room: Kessel)</p> <p><b>09:00-18:00 Eurovision Science &amp; Education incl. Language Producers - Day1</b> Astoria Hotel (room: Astoria 2, 3, 4)</p> <p><b>09:00-17:45 EBUconnect - Day1</b> Casino (room: Panoramasaal)</p> <p><b>09:00-18:00 Eurovision Children &amp; Youth - Day3 Documentary series</b> &gt; to continue until 10.05.08 Radisson Hotel (room: Wasser 1 &amp; 2)</p> <p><b>09:00-12:45 Eurovision Documentary Bureau</b> Radisson Hotel (room: Kessel)</p> <p><b>09:30-17:30 Eurovision Teletext &amp; Subtitling</b> Radisson Hotel (room: Schirmer)</p> <p><b>09:45-17:00 Eurovision Entertainment</b> Radisson Hotel (room: Pulver)</p> <p><b>14:00-18:00 Eurovision Documentary Workshop</b> Radisson Hotel (room: Kessel)</p>	<p><b>09:00-16:00 City Folk - Day2 Screenings &amp; Exchange</b> Radisson Hotel (room: Kessel)</p> <p><b>09:00-16:45 Eurovision Science &amp; Education incl. Language Producers - Day2</b> Astoria Hotel (room: Astoria 2, 3, 4)</p> <p><b>09:30-18:00 EBUconnect - Day2</b> Casino (room: Panoramasaal)</p> <p><b>09:00-18:00 Eurovision Children &amp; Youth - Day4 Drama series</b> &gt; to continue until 11.05.08 Radisson Hotel (room: Wasser 1 &amp; 2)</p>
	<p><b>20:30 1<sup>st</sup> Joint Dinner</b> <b>Seehotel Hermitage</b> Reserved for Children &amp; Youth Fiction, Formats, CrossMedia<sup>2</sup>, and Music &amp; Dance participants only</p>	<p><b>19:00 Rose d'Or Award Ceremony</b> <b>Concert Hall, KKL</b></p> <p><b>21:00 EBU TV Assembly Dinner</b> <b>Montana Hotel</b> Reserved for EBU TV Assembly participants only</p>	<p><b>18:35 Common Focus Dinner</b> <b>Höhle Gruebisbalm</b> Departure of the Boat in front of the KKL Reserved for participants upon invitation</p>	<p><b>20:00 EBUconnect Dinner</b> <b>Pfistern Restaurant</b> Reserved for EBUconnect participants only</p> <p><b>Science &amp; Education Dinner</b> <b>Grand National Hotel</b> Reserved for Science &amp; Education participants only</p> <p><b>2<sup>nd</sup> Joint Dinner</b> <b>Aqua Restaurant</b> Reserved for City Folk, Children &amp; Youth, Entertainment and Documentary participants only</p>	





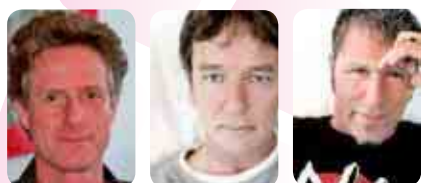
# COMMON FOCUS DAY

## *Creative Camera*

7 May

KKL, Luzerner Saal

### 09:00 Opening keynote presentation



How to renew the TV language, how to go truly multimedia, how to deliver real public service, how to give millions of euros to those who need it most, how to engage governments, how to address young audiences? All of us are searching for cross-medial concepts with high public value, huge impact, at low cost and with a strong appeal for a younger audience. A new concept will address all these questions. Three flying Dutchmen will present:

- Ruurd Bierman, member Management Board, Netherlands Public Broadcasting and member of the EBU TV Committee
- Florent Luyckx, Project manager Radio 3FM, Netherlands Public Broadcasting
- Eric Corton, Programme maker, Netherlands Public Broadcasting

### 09:45 Proud to Present



#### **Moderator – Bjørn Erichsen**

Bjørn Erichsen, Director of Eurovision TV since 2002, previously served as Managing Director of Danish Broadcasting Corporation (DR TV). He launched DR's second TV Channel DR2 and financed the first four films in the Dogma 95 project. Prior to this, he spent 10 years with DR TV as programme producer. Mr Erichsen founded and managed the European Film College in Denmark. Bjørn Erichsen will moderate:

**A presentation of clips from the best programmes in the various television genres from 2007 selected by the Eurovision experts groups and introduced by the national producer**

#### **Fiction**

"Upp Till Kamp" (SVT), presented by Christer Nilson, Göta Film

#### **Science**

"Mission Antarctique", presented by Hélène Coldefy, ARTE France

#### **Education**

"Chinese School" (BBC Open University), presented by Bill Locke, Lion Television

#### **Children & Youth**

"On the Block", presented by Sheila DeCourcy, RTÉ

#### **Entertainment**

"Eurovision Dance Contest", presented by Mark Linsey, BBC

#### **Formats**

"Village on a Diet", presented by Urs Fitze, SF

#### **Documentary**

"Bagdad High", presented by Karen O'Connor, BBC

#### **Intercultural**

"Bimbos and Burkas", presented by Franz Jennekens, NPS

#### **Crossmedia**

"The Truth about Marika", presented by Christian Wikander, SVT

#### **Branding**

"Eye Candy", presented by Donna Byrne, RTÉ / Alan James, BBC

#### **Sports**

"World Championships of Biathlon and Figure Skating", presented by Tor Aune, NRK

#### **Music & Dance**

"South American Classical Superstars", presented by Peter Maniura, BBC / Martin Schneider, ZDF

### 12:30 Lunch

Sponsored by



Eurovision TV  
Summit 2008





## 13:30 Creative Camera / Images on screen

### Moderators – Rick Senat and Bjørn Erichsen



Rick Senat worked for Warner Bros. from 1976 to 2002, where he was Senior Vice-President of Business Affairs, responsible for activities in Europe, Africa and the Middle East. He has been associated with many films, including the *Harry Potter* series, *Greystoke*, *Batman*, *Superman* and Stanley Kubrick's films. He served as Vice-Chair of the European Film College, and as Governor and Vice-Chair of the British Film Institute and Advisor to CAVA, the China Audio-Visual Association.

### The Cinematographer's craft in service of the story – Billy Williams, Cinematographer



Billy Williams has shot many films, including *Gandhi* for which he won the Oscar for Best Cinematography, *Women in Love*, and *On Golden Pond*. Before his feature debut he worked on commercials. In 1965, he shot his first feature as director of photography, *San Ferry Ann*. Since then he has completed numerous films including *Billion Dollar Brain* (1967). He has even had cameo roles in some films, such as *The Wind and the Lion* (1975), playing a British nobleman living in Tangier who is killed in a shootout with tribesmen and he appeared with singer Cher in *Suspect* (1987). Since his retirement on New Year's Day 1996 he has been travelling to conduct workshops on filmmaking.

### Mise-en-scene: the missing concept in television – Thaddeus O'Sullivan, Director



Thaddeus O'Sullivan is one of Ireland's most prominent film directors. Starting out a cinematographer on some of the most memorable independent productions of the 1980s – *Traveller* (1981), *Pigs* (1984), *On the Black Hill* (1987) – he moved across to the director's chair in the early 1990s with a multiple prize-winning film, *December Bride*, set in rural Ireland. Since then he has made his name in both film and television as, among other things, a brilliant chronicler of crime and the underworld, both in Europe (mainly Ireland) and in the United States. His two-part series *Witness to the Mob* (1998), made for NBC and Tribeca, is generally reckoned to be one of the best films about the Mafia. Currently he is finishing a coproduction on *Churchill at War*, a continuation of the prize-winning television drama *The Gathering Clouds*.

### The power of the image – Jean-Jacques Annaud, Director



The career of French director Jean-Jacques Annaud has been crowded with prizes, including two Academy Awards (one of which he won for his very first film). He is fascinated by the primitive, the elemental, the mythical – large subjects fit for the large canvas of cinema. In his artistic universe, it is image, pre-eminently, that drives the story. So he has made films where there is very little dialogue or even none at all (*Quest for Fire*, *The Bear*, *Stalingrad*, *Two Brothers*). Acting as his own producer, he chooses each of his projects carefully, and works on them sometimes for years on end. In short he is an "auteur" and a perfectionist. Among his best known movies: *In the Name of the Rose* (1986), *L'Amant / The Lover* (1992), *Seven Years in Tibet* (1997).

### High profile television drama: an international comparison – Agnieszka Holland, Filmmaker



Agnieszka Holland is one of Poland's most prominent filmmakers. She began her career as an assistant director for the Polish film directors Krzysztof Zanussi and Andrzej Wajda. Her first major film was *Provincial Actors (Aktorzy Prowincjonalni)*, 1978, which won the International Critics Prize at the 1980 Cannes Film Festival. She received an Academy Award nomination for Best Foreign Language Film in 1985 for *Angry Harvest*. Her best-known and well-regarded film was *Europa Europa* (1991), which became one of the most successful German films released in the USA, winning a Golden Globe and being nominated for Best Adapted Screenplay at the Oscars. She has recently shot three episodes of the major HBO series *The Wire*. Ms Holland is currently on the faculty as filmmaker-in-residence at Brooklyn College, City University of New York.

### Has creativity been killed in war reporting? – Phil Bye, War Photographer

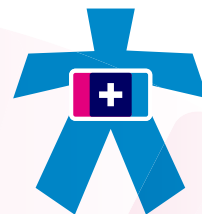


Phil Bye worked for Independent Television News – ITN of London as a news cameraman, covering major events on every continent for 20 years, including 16 wars. His work focused on news bulletins and the packages produced were from 90 seconds to five minutes in duration and always with the exigencies of deadlines. Mr Bye maintains that "at least 90% of news camerawork is getting to the right place at the right time; another 5% is controlling fear, awe and excitement long enough for the final 5% which is remembering to point and shoot the camera".

## 18:35 Dinner

Join us for an adventure to round off this interesting day. The evening will start at the KKL (pier n°6) with a cruise on Lake Lucerne, which will take us to the town of Vitznau, where we will board a cogwheel train to Grubisbalm for dinner at the Höhlenfest, an authentic Swiss cave.





The Eurovision Children & Youth Executives are invited to participate in various interactive sessions, offering new tools and insights into quality programming and developing new technologies. Apart from the traditional Pitching Session, the 2008 edition will focus on the various aspect of the Content and a whole session will be dedicated to Massively Multiplayer Online role-playing Games (MMORPGs) developed by Members. On the last two days, the participants will screen the latest documentary and drama series.

#### Day1 - 5 May 2008

12:00 – 13:30 *Lunch*

13:30 – 14:00 **WELCOME SPEECH + WHO'S WHO**

**Speaker:** Cathy Spierenburg, Children & Youth Executives Group Chair

14:00 – 16:00 **CROSSMEDIA<sup>2</sup> SESSION**

**EBU CrossMedia<sup>2</sup>:** an overview of the cross-media landscape in European public Television.

**Speakers:** Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

**Case Study:** Wakfu: When TV meets Online Gaming

**Speakers:** "Tot" (Anthony Roux), creator of "Dofus Universe" and Aton Soumache, CEO of Method Films

**Highlights from the study on global non-linear (VOD...) strategies for children**

**Speaker:** Juliette Delfaud and Laure Joslet, Cap Gemini

**Session Producer:** Julien Borde, France 3

16:00 – 16:15 *Coffee Break*

16:15 – 18:15 **PITCHING SESSION**

18:30 **END OF DAY 1**

20:30 *Welcome drinks and dinner party, Seehotel Hermitage*

#### Day2 - 6 May 2008

09:00 – 11:00 **NEW RELEASES: HIGHLIGHTS ON EBU PROJECTS 2007**

**Animation:**

Gawayn (Screening of 2 episodes)

TOM: series 2 on air, Tom publishing

The Animals of Farthing Wood DVDs

**Exchanges/Collections:**

Animals in Danger

Youth News Exchange

Erfurt Exchange

Drama and Documentary Series

**Green on Air:**

Update on project

11:00 – 11:15 *Coffee Break*

11:15 – 13:00 **PANEL DISCUSSION ON THE THEME: CONTENT IS KING!**

**Panellists:**

Jesse Cleverly, Head of Co-Production and Acquisitions Drama and Animation Department, BBC Children's

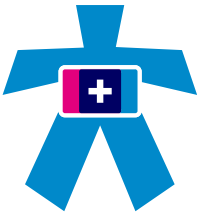
Jean-Philippe Doutrelugne, VP Cherry Picking

Jean-Philippe Randisi, VP and MD of Nickelodeon & Viacom Consumer Products

Aton Soumache, CEO Method Films

**Session Producer and Moderator:** Cathy Spierenburg





Location: Radisson SAS / Wasser 1 & 2

Date: 5-6 May

Contact Person: Anne Kornmann

+41 (0)77 438 23 07

## Programme Children & Youth Executives

### **SESSION 1: THE OBJECTIVES** by Cathy Spierenburg

Introduction: The importance of content in this media landscape  
Definition of Objectives, questions regarding objectives  
Kids Sports News

### **SESSION 2: HOW TO IMPLEMENT CONCEPTS** by Jesse Cleverly

What is the role of the broadcaster (BBC in this case)?  
What kind of organisation do we need?  
Different platforms, Cross and multimedia

Open discussion with the panellists and the public

---

13:00 – 14:15 *Lunch*

### **SESSION 3: PARTNERS** by Jean-Philippe Doutrelugne and Aton Soumache

Point of view of the different partners: In house partners, production companies, publishers...

Open discussion with the panellists and the public

---

15:30 – 15:45 *Coffee Break*

### **SESSION 4: COMMUNICATION & MARKETING** by Jean-Philippe Randisi

The licensing lifecycle (example: Dora the Explorer)

Open discussion with the panellists and the public

Wrap-up and Conclusion, by Cathy Spierenburg

---

17:00 – 17:30 **Best Drama and Documentary from the 2007/2008 Series**

17:30 **CLOSING**

---

*27,000 hours of children programmes aired on  
public service channels in 2006:  
it would take you 3 years to watch them all!*

Sponsored by



Eurovision TV  
Summit 2008



This year, the Eurovision Fiction Executives meeting will offer a special insight into a new fiction trend: the participation drama, and the opportunity to exchange views on how to tackle the challenge of a cross-medial approach in drama. Delegates will share their experiences of creating high-quality fiction content for different platforms and learn, through case studies from different countries, how politics and drama are influencing and affecting each other. The pitching session will offer the participants the opportunity to get involved in the most promising co-productions projects for the years to come.

**Day1 - 5 May 2008**

13:45 – 14:30 **OPENING**  
"Tour de table"  
Presentation of delegates

14:30 – 15:30 **GOING CROSSMEDIAL (1): INNOVATIVE CROSS-MEDIA SUCCESS STORIES  
THE PARTICIPATION DRAMA**

Case Study: "The Truth about Marika", SVT

The Lies about "The Truth of Marika"  
Participation drama  
**Speaker:** Christian Wikander, SVT

**Producer:** Stef Wouters, VRT

15:30 – 16:00 *Coffee Break*

16:00 – 17:30 **GOING CROSSMEDIAL (2) : WHAT ARE THE EUROPEAN PSB DOING?**

**EBU CrossMedia<sup>2</sup>**

An overview of the cross-media landscape in European Public Television  
**Speakers:** Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

**HOW DO STRUCTURES AND MINDS MEET IN CROSSMEDIAL TIMES?**

When a broadcaster changes its structure to crossmedial, how about the creators' mind & soul?  
**Speakers:** Stef Wouters, VRT and Wim Coessens, VRT

**Producers:**

Stef Wouters, VRT  
in cooperation with Nicoletta Iacobacci and Anne Brochot, Eurovision Interactive TV

17:30 – 19:30 **GOING CROSSMEDIAL (3)  
WORKSHOP: HOW TO BUILD TRANSMEDIA PRODUCTION**

Basics, way of thinking and how to start.  
Theory, mind-opener and brainstorm.  
Dramatic participation needed.

**Producer:** Stef Wouters, VRT

20:30 *Gala Dinner: Seehotel Hermitage*

*121,000 hours of fiction programmes aired  
on public service channels in 2006:  
it would take you more than 14 years to watch them all!*



Location: Radisson SAS / Pulver & Dächli

Date: 5-6 May

Contact Person: Nicole Jeanrenaud

+41 (0)79 376 00 16

## Programme Fiction Executives

### Day2 - 6 May 2008

09:00 – 11:00 **BBC DRAMA: WHAT BBC PRODUCES AND FOR WHICH PLATFORMS?**  
**Speaker:** Emma Broughton, Head of Development, BBC Drama

11:00 – 11:30 *Coffee Break*

11:30 – 12:30 **DRAMA THAT MAKES A DIFFERENCE (1)**

#### **POLITICAL DRAMA TODAY**

Panel discussion around films and series from Egypt, Sweden and France (TBC)

**Speakers:** Christer Nilson, Göta Film AB, Mona El Saghir, ERTU. Others TBA.

**Producer:** Liselott Forsman, YLE/FST

12:30 – 13:30 **DRAMA THAT MAKES A DIFFERENCE (2) (FOR EBU MEMBERS ONLY)**

#### **CONTENT AND STRATEGIES CONNECTING PEOPLE IN EUROPE:**

Live broadcast drama

The Night of the European Cinema

**Speaker:** Peter von Bagh, director of Bologna Film Festival

**Producer:** Liselott Forsman, YLE/FST

13:30 – 14:30 *Lunch*

14:30 – 16:00 **PITCHING SESSION (1)**

The best new co-production projects supported by EBU members (selected by the Eurovision Fiction program group)

**Charlemagne, The True Founder of Europe** - France 2 / Boréales, France

**Ink Tips** - RTVSLO / Casablanca Film & Video Production, Slovenia

**The Poor Plutocrats** - HU/MTV, Hungary

**One Summer All Together** - France 2 / Jade Productions, France

**The Class, Life After** - ERR, Estonia

**Producer:** Nicole Jeanrenaud, Eurovision TV

16:00 – 16:30 *Coffee Break*

16:30 – 17:30 **PITCHING SESSION (2)**

**The Puppeteers** - ARD/DEGETO and Bayerischer Rundfunk / Ziegler Film, Germany

**Daddy's Gone Bats** - France 2 / Made in PM, France

**The Cliff** - RUV / Pegasus Pictures, Iceland

**Results** of the Pitching Session

**Producer:** Nicole Jeanrenaud, Eurovision TV

17:30 – 18:00 **GREEN ON AIR**

**Speaker:** Torben Eriksen, Eurovision TV

18:00 **CLOSING**

18:15 – 19:00 **MEETING OF THE FICTION PROGRAMME GROUP**







The Television Assembly will bring together over 100 delegates, including the TV Directors of public service broadcasters from 56 countries to discuss and decide on their future cooperation. The Assembly represents all EBU Members in the field of television production and programming. This meeting will evaluate projects, achievements and emerging issues in public broadcasting through interactive professional discussions related to today's television landscape. In addition, the TV Assembly elects the TV Committee, which oversees the operations of the TV Department.

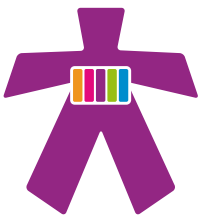
**6 May 2008**

09:00 – 12:00	<b>EBU TELEVISION COMMITTEE</b> (open to elected Members of the Television Committee only)
12:00 – 13:00	<i>Lunch</i> (open to elected Members of the Television Committee only)
13:00 – 13:10	<b>WELCOME – OPENING SESSION OF THE EBU TV ASSEMBLY</b> Jean-Bernard Münch, President, SRG SSR idée suisse Marija Nemčić, HRT, TV Committee Chair Jean Réveillon, EBU, Director General
13:10 – 13:15	<b>APPROVAL OF THE MINUTES OF THE EBU TV ASSEMBLY IN LUCERNE 2007</b> Marija Nemčić, HRT, TV Committee Chair
13:15 – 14:45	<b>EUROVISION TV REPORT 2007; STRATEGY 2008 - 2011</b> Presentation by the Eurovision TV Director and his team Question and answer session
14:45 – 15:00	<b>GREEN ON AIR</b> Presentation by Torben Eriksen, Eurovision TV Special Project Manager
15:00 – 15:20	<i>Coffee Break</i>
15:20 – 16:50	<b>NEWS AND SPORTS IN THE UNIVERSE OF TV</b> Presentation by Hans Laroës, NPO, News Committee Chair, Tor Aune, NRK, Sports Committee Vice-Chair. Followed by a round table discussion with the two presenters and Clare Duignan, RTÉ, Director of Programmes TV and Andreas Weiss, ARD, Head of International Relations
16:50 – 17:30	<b>ELECTIONS OF A NEW MEMBER OF TELEVISION COMMITTEE</b> Jørgen Franck, Eurovision TV, Head of Management and Marketing
17:30 – 17:40	<b>NEXT DAYS AND NEXT YEAR</b> Bjørn Erichsen, Eurovision TV, Director
17:40 – 18:00	<b>END OF THE 14TH EBU TV ASSEMBLY</b> Marija Nemčić, HRT, TV Committee Chair
19:00 – 20:30	<i>Open Invitation to Rose d'Or Award Ceremony at the KKL (optional)</i>
21:00	<i>Official Dinner kindly sponsored by SRG SSR idée suisse</i> <i>Montana Art Deco Hotel Luzern</i> <i>Adligenswilerstrasse 22</i> <i>6002 Lucerne</i>

Sponsored by

**SRG SSR idée suisse**





Location: Radisson SAS / Nölli

Date: 6 May

Contact Person: Pierre Duret

+41 (0)79 217 09 33

## Programme Intercultural & Diversity

This is the second yearly meeting of the Intercultural and Diversity group. As a follow up to the October meeting in Berlin, it is aimed at exchanging the co-productions organized by the Group members. It is also an opportunity for updating group members about the current projects and initiatives of members related to Cultural Diversity, and to introduce new projects.

### 6 May 2008

13:00 – 13:05 **OPENING**

Welcome by Mr. Frans Jennekens, NPS, Chairman of the IDG

13:05 – 14:30 **CURRENT CO-PRODUCTIONS**

**Evaluation of City Folk 11**

(11 participants: BHRT, CT, HRT, NPS, ORF, RTP, RTS, RTVSLO, SVT, TRT, TVC)

**Perspectives of City Folk 12**

**Evaluation of thematic exchange**

(3 participants: Czech Republic, CT; Croatia, HRT; Hungary, MTV)

**Update Beijing stories** (first called “newcomers for gold”)

14:30 – 16:00 **PRODUCTION PERSPECTIVES AND NEW PROJECTS**

**“European Barak Obamas”, UR**

**“Inter-rives”, COPEAM**

**“Faces of Russia”, Rosbalt-Media**

16:00 – 16:30 *Coffee Break*

16:30 – 16:45 **UPDATE ON DIVERSITY TOOLKIT**

(Distribution & use in trainings)

16:45 – 17:15 **UPDATE ON THE NEXT CONFERENCE ABOUT DIVERSITY AND MEDIA**

to be held in the Netherlands in November 2008

17:15 – 17:30 **MISCELLANEOUS**

17:30 **CLOSING**

*30,000 hours of documentaries aired on public  
service channels in 2006:  
it would take you more than 3 years to watch them all!*





TV is moving towards multiplatform content, because a multiplatform strategy offers producers opportunities that go beyond simply multiplying the ways broadcasters deliver content. It gives them the opportunity to create entirely new forms of programming, to establish new relationships with their audiences, and reach new target groups. Eurovision CrossMedia<sup>2</sup> will explore the impact of Internet on TV and how cross-media content is challenging our way of watching and even thinking about standard Television.

### 5 May 2008

20:30 *Opening Dinner at the Seehotel Hermitage (Seeburgstrasse 72 - 6006 Lucerne)*

### 6 May 2008

#### OBJECTIVES

Discuss the various multi-device content-distribution strategies built around TV program that :

- allow broadcasters to boost consumer loyalty and enhance the viewing experience;
- extend the brand to the largest number of platforms possible;
- reach all target groups, especially those age groups who are less interested in watching standard TV.

Obtain an overview of the innovative ways to develop the cross-media activities in the future

Present best-practice solutions in this sector

Meet and mingle with your peers from the Eurovision CrossMedia Executives Group

#### 09:30 – 09:40 **WELCOME AND BRIEF INTRODUCTION**

**Speaker:** Nicoletta Iacobacci, EBU, Head of Eurovision Interactive TV

#### 09:45 – 11:15 **EBU MEMBERS VISIONARIES**

How are the European PSB adapting their structures in this crossmedial era ?

**Moderator:** Lieven Vermaele, EBU, Technical Director

#### **Speakers :**

Laurent Souloumiac, Head of France Télévisions Interactive

Wim Coessens, VRT, Head of Digital Media

Philip Jay, BBC, Head of New Services, Future Media & Technology

Michel Mol, NPB, Head of Innovation & New Media

#### 11:15 – 11:30 *Coffee Break*

#### 11:30 – 13:15 **EBU CROSSMEDIA<sup>2</sup>**

An overview of the cross-media landscape in European public service television

**Moderator:** David Wood, EBU, Head of Emerging Media

#### **Speakers:**

Piotr Azia, Eurovision Operations, News Deputy Head

Franc Kozamernik, EBU Technical Dpt, senior Engineer

Heijo Ruijsenaars, EBU Legal Affairs, legal Adviser

Laetitia Gonnet, EBU Legal Affairs, contract lawyer

Alexander Shulzycki, Head of Strategic Information Service

#### 13:15 *Lunch*

*The meeting will start again at 16:30*

#### 16:00 – 16:30 *Coffee*

#### 16:30 – 18:45 **EUROVISION TV CROSSMEDIA CASE STUDIES**

Going crossmedial within the various genres of the Eurovision TV scope

**Moderator:** Bruno Giussani, TED Conferences European Director

#### **Case Study 1:** Documentary

The wiki of documentaries, France 5

**Speaker:** Pierre Mathieu, France Télévisions Interactive, Head of Internet

#### **Case Study 2:** Massively Multiplayer Online role-playing Games (MMORPG)

Wakfu: When TV meets Online Gaming, France 3

#### **Speakers:**

“Tot” (Anthony Roux), creator of “Dofus Universe”

Aton Soumache, General Director of Method Films





**Case Study 3: Entertainment**

The Eurovision Song Contest 2008, Eurovision TV

**Speaker:** Sietse Bakker, Eurovision Interactive TV, Project Manager

**Case Study 4: Science**

The Planet, SVT

**Speaker:** Kristofer Sjöholm, SVT, Project Manager New Media

**Case Study 5: Education**

Planet-Schule, ARD/SWR,WDR

**Speaker:** Dirk Neumann, writer and producer

**Case Study 6: Participation Drama**

The Truth about Marika, SVT

**Speaker:** Christian Wikander, SVT, Head of Fiction

**Case Study 7: internet television distribution**

iTVP – lessons from interactivity (content, viewers, distribution and marketing), TVP

**Speaker:** Katarzyna.Sadowska, TVP Interactive Media Department

---

19:00 Awards Ceremony of the Rose D'Or festival at the Concert Hall KKL

*1.5 million visitors per day were tracked on  
European public service television web sites  
in January 2008.*





The Eurovision Formats meeting is for heads of format development and those working in programme planning, sales and acquisition. It offers an opportunity for international experts to share their knowledge about new programme trends and development techniques. The pre-coffee break morning session will be held jointly with the Music & Dance Group.

## 5 May 2008

20:30 *Opening Dinner at the Seehotel Hermitage, Seeburgstrasse 72, 6006 Lucerne*

## 6 May 2008

09:00 – 09:15 **OPENING**

Markus Sterky, SVT, Sweden - Chairman Formats Core Group

09:15 – 10:15 **FORMAT WORKSHOPS**

**Presentation of Developed Formats for Discussion and Exchange**

**FORMAT 1 - Music**  
**THE MAGIC FLUTE**

**Speaker:** Thomas Beck, SF, Switzerland

10:15 – 11:15 **FORMAT 2 - Religion/Music**

**PSALM TOP 10**

**Speakers:** Maria Jämtelid, Gunnar Hofverberg, SVT, Sweden

11:15 – 11:30 *Coffee Break*

11:30 – 12:30 **FORMAT 3 - Science**

**WHAT WOULD EINSTEIN DO**

**Speaker:** Jan van Holsteyn, Teleac/NOT, Netherlands

12:30 – 14:00 *Lunch*

14:00 – 15:00 **CASE STUDIES**

**How to make a format from a programme**

**CASE STUDY 1**

**Speaker:** Kate Phillips, Head of Entertainment Development, BBC, UK

15:00 – 16:00 **CASE STUDY 2**

**Buying formats and selling success**

**Speaker:** Chris Bonney, Managing Director, Outright Distribution, UK

16:00 – 16:30 *Coffee Break*

16:30 – 17:30 **CASE STUDY 3**

**What makes a format a format**

**Speakers:** Sarah Coursey, Head of Formats & Acquisitions, Zodiac International, Sweden  
Saku Tuominen, Zodiac Group, Finland

17:30 – 17:45 **CLOSING**

Bettina Brinkmann, Eurovision TV, Head of Formats and Special events

19:00 *Open Invitation to Rose d'Or Awards Ceremony at the Concert Hall, KKL*



Location: Astoria Hotel / Astoria 3  
Date: 6 May  
Contact Person: Marie-Odile Hanson  
+41 (0)79 832 93 41

## Programme Music & Dance Programmes Workshop

The Eurovision Music and Dance Programmes Workshop will analyse recent, successful programmes and set up creative sessions with young programme makers with the aim to come up with new co-productions and/or new format ideas for classical music and dance. The pre-coffee break morning session will be held jointly with the Formats Group.

### 5 May 2008

20:30 *Opening Dinner – Seehotel Hermitage, Seeburgstrasse 72, 6006 Lucerne*

### 6 May 2008

09:00 – 09:15 **WELCOME AND INTRODUCTION**

Peter Maniura, Chairman Eurovision Music and Dance Executives group  
Anna Vasova, EBU

09:15 – 10:15 **THE MOST REMARKABLE MUSIC & DANCE PROJECTS OF THE LAST YEAR**

**Case Study N° 1**

**MAGIC FLUTE**

Thomas Beck, SF, Switzerland

10:15 – 11:00 **Case Study N° 2**

**PSALMS TOP 10**

Maria Jämtelid, Gunnar Hofverberg, SVT Suède

11:00 – 11:15 *Coffee Break*

11:15 – 12:15 **Case Study N° 3**

**LIVERPOOL NATIVITY**

Peter Maniura, BBC, UK

12:15 – 13:15 **Case Study N°4**

**ECHO STARS**

Martin Schneider, ZDF, Germany

13:15 – 14:15 *Lunch*

14:15 – 15:00 **WORKSHOP SETUP AND BRIEFING**

**&  
PARTICIPANT'S PRESENTATION**

My best / most significant / challenging / or dreadful Experience of the last 12 months

15:00 – 16:00 **WORKSHOP SESSION I**

16:00 – 16:15 *Coffee Break*

16:15 – 17:15 **WORKSHOP SESSION II**

17:15 – 17:45 **REPORT FROM WORKSHOPS IN THE PLENARY**

Conclusions

17:45 **CLOSING**

19:00 **AWARD CEREMONY OF THE ROSE D'OR FESTIVAL**

Concert Hall, KKL

*23,700 hours of art and culture programmes aired  
on public service channels in 2006:  
it would take you more than 2.5 years to watch them all!*







In 2008, for the first time, the Eurovision Teletext & Subtitling Executives will have their annual conference during the Eurovision TV Summit. Teletext, Subtitling and Access Services remain widely used and very successful services with a strong potential for the future. But how to move ahead to the digital age? The Eurovision Teletext & Subtitling meeting will focus on the latest development among the EBU Members organisations, exchange views and opinions, including the current trend in the field of Teletext, Subtitling and Access Services.

## 8 May 2008

### Morning **SUBTITLING SESSION**

**Moderator:** Sabine Wahrmann, Head of ARD Text  
**Producer:** Beat Schneider, CEO of SWISS TXT

#### 09:30 – 09:40 **OPENING**

Nicoletta Iacobacci, Head of Eurovision Interactive TV

#### 09:45 – 10:20 **DEAF AND HARD OF HEARING PEOPLE ASSOCIATIONS**

**Speakers:**

Guido Gybels, RNID (Royal National Institute for the Deaf), Director of New Technologies  
Pro Audito, Switzerland (TBC)

#### 10:20 – 10:50 **SPEECH TO TEXT**

**Live teletext news subtitling at DR using speech recognition**

A presentation of DR's experience with live news subtitling using a combination of prepared subtitles and speech recognition alongside open subtitling of foreign languages

**Speaker:** Jannik Flindt, DR, Subtitle editor

**Difficulties to face when implementing speech recognition in a traditional subtitling infrastructure**

**Speaker:** Gion Linder, SWISS TXT, National coordinator subtitling

#### 11:00 – 11:15 *Coffee Break*

#### 11:15 – 12:30 **QUALITY VERSUS QUANTITY**

**RTÉ's guidelines** for programme makers to provide pre-prepared information in order to improve the quality of live subtitles

**Speaker:** Isabel Charleton, RTÉ, Head of Access Services Television

#### **CASE STUDIES**

**Captions in Poland**

**Speaker:** Izabela Künstler, TVP, Chief Editor of Captions Department

**Experiences of Subtitling for a Minority Language Broadcaster**

**Speaker:** Emlyn Penny Jones, S4C, Head of Content Services

#### **PROFESSIONAL DISCUSSION**

Tasks and expectations for the subtitling workgroup within the EBU Teletext & Subtitling Group in order to establish the next year strategy plan

**Speaker:** Beat Schneider, CEO SWISS TXT

#### 12:30 – 14:30 *Lunch at the Aqua restaurant offered by the official sponsors of the day:*

**IMS / ITFC / Red Bee Media / Screen Subtitling Systems / SysMedia**

### Afternoon **TELETEXT SESSION**

**Moderator:** Sabine Wahrmann, Head of ARD Text

**Producer:** Zvezdan Martič, Head of Multimedia centre, RTVSLO



---

14:30 – 15:00 **KEYNOTE SPEECH**

**TELETEXT & IPTV**

IPTV over broadband DSL-networks allows not only the full tv-experience but also interactive services with a backchannel. What are the chances and possible scenarios for a teletext follow-up over IPTV, including access services such as subtitling?

**Speaker:** Klaus Merkel, IRT

---

15:00 – 15:30 **CASE STUDIES**

**NRK**

**A new spring for Grand Old Teletext**

An update on how NRK has arranged the workflow around teletext-news. Along with examples on how teletext news-content are re-used on other platforms. And finally information on how NRK are meeting the challenge regarding Digital-text-TV

**Speaker:** Sjur Knudsen, NRK News Online, Teletext, New Media

**RBB**

Their brand new integrated newsroom concept including online, Teletext, radio and TV news production

**Speaker:** Marion Brandau, RBB Berlin, Head of News at Inforadio

---

15:30 – 16:00 *Coffee Break*

---

16:00 – 17:15 **CASE STUDIES**

**ZDF**

**Speaker:** Lars Goeldner, ZDF, Teletext

**YLE**

**Speaker:** Ritva Huolman-Pitkänen, Executive Producer for YLE Teletext (TBC)

**ORF**

**Speaker:** Peter Tobisch, ORF, System Manager Teletext (TBC)

**PROFESSIONAL DISCUSSION**

Tasks and expectations for the Teletext workgroup within the EBU Teletext & Subtitling Group in order to establish the next year strategy plan

**Speaker:** Zvezdan Martič, Head of Multimedia centre, RTVSLO

---

17:15 – 17:30 **WRAP-UP & CONCLUSION**

---

17:30 **CLOSING**

---

Sponsored by





This meeting will propose projects for international co-production and identify partners. The best executives and producers in Entertainment will exchange ideas for new shows and TV events, including formatted shows in both factual and traditional entertainment genres, special events, award ceremonies, game shows and entertainment spectacles. It will also look at cross media and user generated applications.

## 8 May 2008

### 09:45 – 10:00 INTRODUCTION

Axel Beyer, Chairman Entertainment Bureau

Dele Oniya, Eurovision TV, Project Manager

### 10:00 – 10:15 PROGRAMME PRESENTATIONS

#### Introduction

Reports on a number of on-going programme developments for discussion and presentation as co-production opportunities

### 10:15 – 11:00 PROGRAMME 1: EUROVISION TALENT CONTEST

A major new Eurovision event with a unique user generated core - making it the most democratic Eurovision format to date

#### Speakers:

Danny Fenton, Zigzag Mark Baker, Mastmedia Will Stern, Hoo Ha (all UK)

Dele Oniya, Eurovision TV

### 11:00 – 11:45 PROGRAMME 2: LIFE 2.0 - MISSION POSSIBLE

A multinational format and approach for a factual entertainment series that unites Europe in pursuit of a green agenda and entertainment from the environment

**Speaker:** Paul Appleby, BBC, United Kingdom

### 11:45 – 12:00 *Coffee Break*

### 12:00 – 12:45 PROGRAMME 3: FIFPro WORLD FOOTBALLER AWARDS GALA

A format to bring a much higher profile to the highly popular arena of football awards. A revamping and re-launch of the traditional gala event into a show combining football with high value entertainment and glamour with a format to increase and enhance distribution of a sports show as entertainment television.

**Speaker:** Dele Oniya, Eurovision TV

### 12:45 – 14:15 *Lunch*

### 14:15 – 14:45 PROGRAMME 4: YOUNG OPERA SINGERS

A new show to reflect the widespread popularity of light opera, operetta and musicals and to combine it with a broad-based talent search - a Classical crossover entertainment vehicle

**Speaker:** Bert Meijer, NPO/TROS, Netherlands

### 14:45 – 15:15 PROGRAMME 5: CHRISTMAS CAROL SURPRISE

A celebrity-based international Christmas carol contest, where well known people and voices from all over Europe compete to see which country has the best carol and which has the best singer. An annual Christmas Special

**Speaker:** Axel Beyer, WDR Germany, Chairman Entertainment Bureau

### 15:15 – 15:30 *Coffee Break*

### 15:30 – 17:00 OPEN PITCH

A dedicated space for members to pitch Entertainment product that is ripe for international co-production

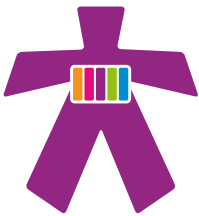
**Speaker:** Axel Beyer, WDR Germany, Chairman Entertainment Bureau

### 17:00 CLOSING

**Speaker:** Axel Beyer, WDR Germany, Chairman Entertainment Bureau

### 20:00 *Dinner at Aqua Restaurant, Inseliquai 12A, Lucerne*





Location: Radisson SAS / Kessel  
Date: 8 May (morning)  
Contact Person: Pierre Duret  
+41 (0)79 217 09 33

## Programme Documentary Bureau

The task of the elected Documentary Bureau is to decide about the strategy of the Documentary Group and to prepare its meetings.

### 8 May 2008

09:00 - 09:15 **OPENING**

Welcome by Axel Arnö, Chairman of the Documentary Group

09:15 – 10:30 **DISCUSSION ABOUT THE 2008 PLENARY MEETING OF THE DOCUMENTARY GROUP**

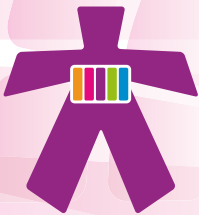
to take place in La Rochelle in June 2008

10:30 – 11:00 *Coffee Break*

11:00 – 12:45 **PREPARATION OF THE GOLDEN LINK AWARD 2008**

12:45 **CLOSING**

13:00 *Lunch*



Location: Radisson SAS / Kessel  
Date: 8 May (afternoon)  
Contact Person: Pierre Duret  
+41 (0)79 217 09 33

## Programme Documentary Workshop

An open meeting for documentary commissioning editors aimed at brainstorming about potential international co-productions, especially in the field of current affairs.

### 8 May 2008

14:00 – 14:15 **OPENING**

Welcome by Axel Arnö, Chairman of the Documentary Group

14:15 – 15:30 **THREE ONE-HOUR SESSIONS**

dedicated to three potential topics of documentary co-productions will be moderated by delegates from three different channels

15:30 – 16:00 *Coffee Break*

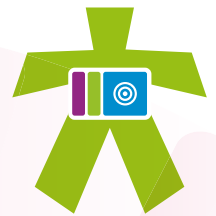
16:00 – 18:00 **SESSIONS**

to be continued

18:00 **CLOSING**

20:00 *Dinner at Aqua Restaurant, Inseliquai 12A, Lucerne*





This meeting will tackle strategic questions of PSB, newest trends in programme production and exploitation on new screens. The best 2007 productions in the fields of science, education and languages will be shown and discussed among producers and decision makers. The traditional pitching session will offer the participants the opportunity to get involved in the most promising coproduction projects for the years to come.

**Day1 - 8 May 2008**

09:00 – 09:30 **SHOWREEL: “THE BEST OF 2007 IN SCIENCE AND EDUCATION”**

09:30 – 10:30 **KEYNOTE SPEECH**

**Homo Zappiens / New Media: Chances & Challenges for Educators**

By Wim Veen, Delft University of Technology, Netherlands

10:30 – 11:00 *Coffee Break*

11:00 – 12:30 **PLENARY: “MARKET SHARE AND SUBSTANCE: A CONTRADICTION?”**

Scientific topics are of interest for a large public. But what does this mean? Which science programmes are successful in prime time – and why? Is it necessary to tell the stories of big adventures, to entertain or to explain, how the daily life is affected by the latest research? How much science is in science programmes? The examples presented should initiate a discussion about the struggle for the best ideas how to attract a large audience with substantial scientific content.

- **The Super-Comet**, ZDF

Linking documentary and fiction to bring science to the public

- **Horizon, What on Earth is wrong with gravity**, BBC

Developing new storytelling techniques for an established brand

- **Secrets of Egypt's Lost Queen and A World without Ice**, France 5

Forensic technology and climate research - finding good stories to reach a wide audience

12:30 – 14:00 *Lunch*

Dessert Speech by Stig Gustavson, Millennium Technology Prize Foundation, Chairman

14:00 – 16:00 **PARALLEL SESSIONS: PROUD TO PRESENT**

**SCIENCE**

- **Eco-crimes: Ozonkiller**, Längengrad Filmproduktion, WDR/ARTE

Crimes against Nature: The new mafia bonanza

- **The Wreck Divers / Vrakletarna**, SVT

A marine archaeological adventure

- **James May's 20th Century**, BBC

A documentary series exploring the big ideas of the last 100 years

**EDUCATION**

- **Teacherstv**, YLE

How to get better PISA (Programme for International Student Assessment) results with the help of educating teachers?

- **Discovering ecosystems: The oceans**, ARD/SWR

A DVD-ROM that brings together broadcast TV, textbook content and interactive media to send users on a virtual journey through the oceans. Films, games, and quizzes will enrich school lessons, as well as provide fun learning at home.

- **Who is the killer?**, Teleac/NOT

A game format on TV and internet on DNA facts

- **TV and Web for School**, RAI Educational

**LANGUAGE**

- **La Vida Loca**, BBC

An interactive thriller to learn Spanish

- **Language Geniuses**, Teleac/NOT

An adventure show with celebrities getting lost without Italian

- **Anaconda en français**, UR, Sweden

A cross media project for teenagers to learn French

16:00 – 16:30 *Coffee Break*



16:30 – 18:00 **PLENARY: “PROGRAM SPOTTING / INSPIRING FORMATS FROM AROUND THE WORLD”**

The good news for science producers is that within the TV factual documentary genre, BIG SCIENCE is back as a major trend. Then there's the green wave – well, it's more of a tsunami really. There's a current frenzy of formats testing the endurance of a variety of human guinea pigs in ever more dangerous and outlandish scenarios. Audiences can't get enough of the ULTIMATE, GREATEST EVER, MEGA MAN-MADE MARVELLOUS REALLY BIG THINGS. While the buzzword is EXTREME, behind the hyperbole there are some really great formats and innovative ideas from five continents.

With Alison Leigh, World Congress of Science and Factual Producers, Editorial Director

20:00 *Gala Dinner – Grand Hotel National (Lake Side)*

**Day2 - 9 May 2008**

09:00 – 10:30 **PLENARY SCIENCE & EDUCATION: PITCHING SESSION**

**PARALLEL LANGUAGE: SCREENING 1**

10:30 – 11:00 *Coffee Break*

11:00 – 12:30 **PLENARY SCIENCE & EDUCATION: PITCHING SESSION (Cont)**

**PARALLEL LANGUAGE: PITCHING SESSION**

12:30 – 14:00 *Lunch*

14:00 – 15:20 **PLENARY: “CROSS MEDIA NEW STRUCTURE, REORGANIZATION, BEST PRACTICE EXAMPLES”**

An overview of the cross-media landscape in European Public Television + Q/A

**Case Studies**

- Science: **The Planet**, SVT

A web project grew out to a documentary series

- Education: **Planet-Schule**, ARD/SWR,WDR

An online platform for teachers, students and anyone eager for knowledge

- History: **Inca-Maya-Aztec**, France TV, NHK

How to produce at the same time an English, French and Japanese platform

15:20 – 15:30 *Coffee Break*

15:30 – 15:50 **PLENARY SCIENCE & EDUCATION: ATHENAWEB**

AthenaWeb, the European audiovisual platform for science, showcases a huge library of the best scientific films and offers a large range of services and smart tools to the general public as well as to specific communities, like science communicators, film-makers, broadcasters, producers, scientists and researchers, educators and students.

15:50 – 16:10 **PLENARY SCIENCE & EDUCATION: INTER-RIVES**

With Alessandra Paradisi, Secretary General, COPEAM and Fredj Chouchane, Inter-Rives Coordinator, COPEAM/ASBU

15:30 – 16:25 **PARALLEL LANGUAGE: SCREENING 2**

16:10 – 16:25 **PLENARY SCIENCE & EDUCATION: GREEN ON AIR**

Status Report by Torben Eriksen, Eurovision TV, Special Project Manager

16:25 – 16:45 **CLOSING PLENARY: NEXT EDITION OF THE ANNUAL MEETING OF THE EUROVISION SCIENCE & EDUCATION**

Evaluation of the 2008's conference and suggestions for 2009

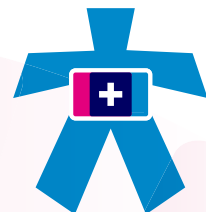
Sponsored by



THE MILLENNIUM  
TECHNOLOGY  
PRIZE



Eurovision TV  
Summit 2008



The Eurovision Children & Youth Executives have been sharing successful drama and documentary series for more than 40 years, winning numerous prizes worldwide. For more information [www.ebu.ch/en/eurovisiontv/children\\_youth/can\\_i\\_do\\_it.php](http://www.ebu.ch/en/eurovisiontv/children_youth/can_i_do_it.php)

**Day3 - 8 May 2008**

**CAN I DO IT? (CHILDREN'S DOCUMENTARY SERIES 2007/8 SCREENING)**

09:00 – 09:30 **OPENING**  
 Marion Creely, Series Executive Producer  
 Anna Vasova, Eurovision TV, Head of Collections & Exchange

10:00 – 11:15 **SCREENING I**  
 Films 1 - 4

11:15 – 11:30 *Coffee Break*

11:30 – 13:00 **SCREENING II**  
 Films 5 - 10

13:00 – 14:00 *Lunch*

14:00 – 15:30 **SCREENING III**  
 Films 11 - 15

15:30 – 15:45 *Coffee Break*

15:45 – 17:00 **SCREENING IV**  
 Films 15 - 18

17:00 – 17:15 **SELECTION**

17:15 – 18:00 **NEW SERIES**  
 Theme  
 Rules & Timetables

20:00 *Dinner at Aqua Restaurant, Inseliquai 12A, Lucerne*

To be continued:

**9 May** 09:00 – 12:30 Workshop / evaluation of the series 2007/8  
 14:00 – 18:00 Production meeting NEW series, (2008/9)

**10 May** 09:00 – 17:00 Production meeting NEW series, (2008/9)

**Day4 - 9 May 2008**

**TEMPTATIONS (CHILDREN'S DRAMA SERIES 2007/8 SCREENING)**

09:00 – 09:30 **OPENING**  
 Beryl Richards, Series Executive producer  
 Anna Vasova, Eurovision TV, Head of Collections & Exchange

10:00 – 11:15 **SCREENING I**  
 Films 1 - 3

11:15 – 11:30 *Coffee Break*

11:30 – 13:00 **SCREENING II**  
 Films 4 - 9

13:00 – 14:00 *Lunch*

14:00 – 15:30 **SCREENING III**  
 Films 10 - 14

15:30 – 15:45 *Coffee Break*

15:45 – 17:00 **SCREENING IV**  
 Films from ABU selection

17:00 – 17:15 **SELECTION**

17:15 – 18:00 **NEW SERIES**  
 Theme  
 Rules & Timetables

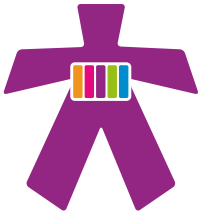
To be continued:

**10 May** 09:00 – 12:30 Workshop / evaluation of the series 2007/8  
 14:00 – 18:00 Production meeting NEW series, (2008/9)

**11 May** 09:00 – 17:00 Production meeting NEW series, (2008/9)







Location: Radisson SAS / Kessel  
Date: 8-9 May  
Contact Person: Pierre Duret  
+41 (0)79 217 09 33

## Programme City Folk

Final screenings and exchange of all the films produced in the framework of the City Folk series, coordinated by NPS and the EBU. This is a follow up of the rough cut meeting which takes place in February.

### Day1 - 8 May 2008

09:00 **OPENING**

Welcome by Mr. Erik Hogenboom, Executive Producer of the series

09:00 – 10:00 **SCREENING BARCELONA**

10:00 – 11:00 **SCREENING ZAGREB**

11:00 – 11:30 *Coffee Break*

11:30 – 12:30 **SCREENING TURKEY**

12:30 – 14:00 *Lunch*

14:00 – 15:00 **SCREENING PRAGUE**

15:00 – 16:00 **SCREENING BELGRADE**

16:00 – 16:30 *Coffee Break*

16:30 – 17:30 **SCREENING LISBON**

17:30 **END OF THE FIRST DAY OF SCREENINGS**

20:00 *Dinner at Aqua Restaurant, Inseliquai 12A, Lucerne*

### Day2 - 9 May 2008

09:00 – 10:00 **SCREENING ROTTERDAM**

10:00 – 11:00 **SCREENING LJUBLJANA**

11:00 – 11:30 *Coffee Break*

11:30 – 12:30 **SCREENING SUNDSVALL**

12:30 – 14:00 *Lunch*

14:00 – 15:00 **SCREENING AUSTRIA**

15:00 – 16:00 **EXCHANGE OF TAPES AND SCRIPTS**

16:00 **CLOSING**

End of screenings



EBUconnect is for branding and promotional managers. Good television programmes deserve to be seen and experienced broadcasters need a sophisticated strategy to inform audiences about their programmes, and about themselves. This involves appropriate branding, marketing, design and presentation. EBUconnect promises to offer at least three good ideas for participants to take home.

**Day1 - 8 May 2008**

09:00 – 09:10 **OPENING**

**Speaker:** Alan James, BBC, EBUconnect Chairman 2008

09:10 – 09:45 **KEYNOTE 1**

**Speaker:** Stephen Margarito, Head of Brand Management, T.E.A.M.  
"Branding Champions League"

09:45 – 10:45 **BRANDING I: GENERAL CHANNELS**

BBC 3, VRT/Canvas

**Speaker:** Emma Profitt, Red Bee Media, and Geert Vermeersch, VRT

10:45 – 11:15 *Coffee Break*

11:15 – 12:00 **TECHNOLOGY THAT USED TO SCARE US**

**Speaker:** Eirik Solheim, NRK and David Wood, EBU

12:00 – 13:00 **SUMMER OF LOVE**

Marketing of events

**Speakers:**

Henri L'Hostis and Karl Weege, ARTE

Anna Blaszczyk-Bachowska, TVP

13:00 – 14:15 *Lunch*

14:15 – 15:15 **THE LAUNCH OF IPLAYER AND MEDIATHEK**

How BBC and ZDF marketed their on-demand device

**Speaker:** Shelley Cook, BBC, and Robert Amlung, ZDF

15:15 – 16:30 **WORKSHOP 1a**

INAP jury "Best cross media campaign"

**Moderator:** Terry Yeton, yettoncreative

**WORKSHOP 1b**

Media planning:

**Speaker:** Claire Wildey, BBC

**WORKSHOP 1c**

Spectacular failures: Learning from "superbrands"

**Speaker:** Markus Schmidt, SevenSenses, and Klaus Schuntermann, MDR/ARD

16:30 – 17:00 *Coffee Break*

17:00 – 17:45 **INAP AWARD**

a) Best cross media campaign (see: judging workshop)

b) Best single promo of the year

c) Best film promo

d) Best seasonal or event campaign

e) Low cost high impact (promo or design)

f) Best channel/platform branding (channel, umbrella, service, show)

g) Best single design piece

**Moderator:** Alex Hefter, SF TV

20:00 *Dinner at Pfistern Restaurant, Kornmarkt 4, Lucerne*

**Day2 - 9 May 2008**

09:30 – 10:15	<b>KEYNOTE 2</b> <b>Speaker:</b> Tyler Brulé
10:15 – 11:00	<b>PRESENTATION</b> Continuity Presentation in the 21. Century <b>Speaker:</b> Yasmin Syed, NRK
11:00 – 11:30	<i>Coffee Break</i>
11:30 – 12:45	<b>WORKSHOP 2a</b> Creative briefing (part II from 2007) <b>Speaker:</b> Emma Profitt, Red Bee Media
	<b>WORKSHOP 2b</b> A. Continuity ... The Secret of Success B. Continuity .... Our Jobs are Under Threat <b>Workshop leader and session moderator:</b> Iolanda Prys <b>Chief Agitator C.R.A.P.</b> (Campaign for the Rights of Announcers in Presentation): Liz Scourfield Roberts, <b>Producer:</b> Lilian Llewelyn
	<b>WORKSHOP 2c</b> Making a career out of promotion <b>Speaker:</b> James Booth (RTÉ) including specially recorded interviews with Les Perkins, award winning DVD Producer, Jim Sheridan, 6 time Oscar nominated Director/Writer, Jonathan Baker, former Marketing Manager, Sony Pictures, Tony Baxter, Senior vice President: Walt Disney Imagineering and Martin Lambie-Nairn, world leading TV design and branding expert
12:45 – 13:00	<b>TREND SPOTTING</b> How tomorrow's fashion is discovered today <b>Speaker:</b> Herman Konings, <a href="http://www.nxt.be">www.nxt.be</a>
13:00 – 14:45	<i>Lunch</i>
14:45 – 15:45	<b>CREATIVE WRITING</b> <b>Speaker:</b> Terry Yeton, yettoncreative
15:45 – 16:45	<b>BRANDING II: NEWS</b> NRK, TV2 Newschannel, VRT News <b>Speaker:</b> Michael Dyrby, TV 2 Arne Helsingen, NRK Yves Podevyn, VRT
16:45 – 17:30	<b>EYE CANDY</b> A showcase of inspirational Promotions and Branding work from Europe and beyond. <b>Speaker:</b> Donna Byrne, RTÉ
17:30 – 18:00	<b>AWARD CEREMONY</b> INAP Award 2008 <b>Speaker:</b> Alex Hefter, SF and Alan James, BBC
18:00	<i>Reception</i>

# Speakers

A > B

## A

**Amlung, Robert**  
EBUconnect



Robert Amlung is head of New Media at ZDF. He joined Germany's national public broadcaster in 2001, holding several posts in the new media sector. Robert is a TV news journalist by training, with a strong background in IT as well. Before working for ZDF, he worked in ARD's central newsroom in Hamburg, and was in charge of several innovation projects in TV news. In 1996, he founded ARD's news website [tagesschau.de](http://tagesschau.de)

**Appleby, Paul**  
Eurovision Entertainment



Paul Appleby is a BAFTA award-winning producer with 25 years of experience in the BBC's Natural History Unit, most recently as the mastermind of Saving Planet Earth. This season of 36 programmes used 20 different platforms, created the new BBC charity - the BBC Wildlife Fund - and raised £1.6m from the public. A BBC Creative Facilitator, Paul has developed the Life 2.0 project with a steering group from broadcasters across Europe, to create a new form of factual entertainment. [www.bbc.co.uk/savingplanetearth](http://www.bbc.co.uk/savingplanetearth)

**Aune, Tor**  
Common Focus Day + EBU TV Assembly



Tor Aune started his career at NRK as a radio journalist in 1971. He transferred to TV Sports in 1980 as reporter/presenter. After a couple of years, he was enticed by the Lillehammer Winter Olympics and worked there as a director of Information and Media Services from 1990-1994. He came back to the mother house as Head of Sports in 1995 and is presently Head of Sports Rights. He has been 1st Vice-President of the EBU Sports Committee since 2003.

**Axel, Arnö**  
Eurovision Documentary Bureau and Workshop



Axel Arnö is Chair of the Eurovision Documentary Group and has been a commissioning editor at Sveriges Television (SVT) since 1996. He was the editor of SVT's flagship current affairs magazine Striptease and later created and managed the investigative documentary strand Dokument inifrån. He has commissioned numerous awardwinning domestic and international co-productions such as Why we Fight, The Beautiful Game and The Road to Europe.

**Azia, Piotr**  
Eurovision CrossMedia?



Piotr worked as a EBU producer before becoming Deputy Head of News, in charge of the Eurovision News Exchange at the European Broadcasting Union. [www.eurovision.net/news.azia.info](http://www.eurovision.net/news.azia.info)

## B

**Baker, Mark**  
Eurovision Entertainment



Mark set up format house Mast Media in 2000. Since then, he has divided his time between devising new formats and overseeing commissions. He has been Executive Producer on Mast

formats including ITV1's The Big Call and Oblivious (in the UK & US), Style High Club for Discovery and the Yes No Game Show for Bravo. He has also consulted on other Mast shows including quiz Judgemental for BBC1, reality-dating show Final Score for Sky One and Sports Idol reality series Born To Win for BBC1.

**Beck, Thomas**  
Eurovision Formats Workshop



Dr. Thomas Beck was born in Kiel, Germany. He studied musicology, literature and theatre science in Erlangen, Germany. Dr. Beck performed as a jazz musician and worked as a journalist before he entered the world of theatre as an opera dramaturge in 1992. In 1998 he changed to Swiss National Television where he became head of the music department in 2000.

**Bierman, Ruurd**  
Common Focus Day



Member of the Management Board, Netherlands Public Broadcasting since 2003 and in charge of TV, radio and new media programming. Since 1998 Chairman of the EBU Eurovision Song Contest organizing committee and since 2000 Vice-Chairman of the EBU TV Committee.

**Bijvoet, Philippe**  
Eurovision Science & Education incl. Language Producers



Philippe Bijvoet is Director at the VRT. He specialized in science, technology and history programmes. In 1985 he started producing modular based programmes for a more effective use in classrooms. Since 1996 he has been working for science magazines and documentary series. In the past years he specialized in reformatting of science documentaries. He is currently vice-chairman of the Science & Educational experts group.

**Booth, Jim**  
Common Focus Day + EBUconnect



Jim Booth is the Creative Director of RTÉ, the Irish National Broadcaster and movies are the love of his life. He is very proud to be working for a company that places home production before profit. He is also Chair of Promax/BDA Europe 2007. Mr. Booth commutes weekly between the UK and Ireland, and considers Dublin Airport his second home.

**Brochot, Anne**  
Eurovision Science & Education Executives incl. Language Producers + Fiction + Children & Youth + Teletext & Subtitling + CrossMedia?



Anne Brochot is Project Manager of the Eurovision Interactive TV Unit since 2002 working with various web and New Media projects. She joined the EBU in 2001 and the Eurovision Children & Youth Unit. Before 2001 she worked in the TV business in France within broadcasters Arte, France 5 and producing & distributing company Télé Images.

**Broughton, Emma**  
Eurovision Fiction



Emma Broughton has worked in the BBC since 1996, both in the commercial arm [BBC Worldwide], and in BBC drama. For the last six years,





## C > D

she has worked in development in the BBC Films area and in-house Drama Production.

Brûlé, Tyler  
EBUconnect



Born in Canada and based in the UK for the past 18 years, Tyler Brûlé began his career as a reporter for the BBC before turning to print journalism. In 1996 he launched Wallpaper\* magazine, which became an instant publishing success and award-winning international phenomenon. Since 2003, Tyler Brûlé has continued his editorial endeavours, creating two television series for BBC Four, The Desk and Counter Culture. Tyler has a regular column for the International Herald Tribune and also contributes to the New York Times Magazine. In February last year, Tyler launched Monocle magazine, a monthly magazine on global affairs, business, culture and design.

Byrne, Donna  
Common Focus Day + EBUconnect



Donna Byrne is Deputy Head of Promotions at RTÉ. Captivated by the bright lights and great shops of London, she spent 8 years commuting from her home in Dublin to work for numerous UK Channels. She returned to her Irish roots, and the Irish rain, 10 years ago. RTÉ has been her creative home ever since.

**C**  
Charleton, Isabel  
Eurovision Teletext & Subtitling



She joined the legal division in RTÉ in the 1980s, then moved to television production covering such positions as television director and promotions editor. As well as responsibility for access services she is in charge of weather presentation and manages the play-out of the two television channels, RTÉ One and RTÉ Two.

Chouchane, Fredj  
Eurovision Science & Education incl. Language Producers



Fredj Chouchane was born in Kalaa-Kébir (Tunisia). Since 1996 he has been a scriptwriter, presenter and producer of radio and television programmes. His career has included positions at Radio-Télévision Tunisienne, in the Tunisian Ministry of Culture and at ASBU (Arab States Broadcasting Union).

Cleverly, Jesse  
Eurovision Children & Youth



Jesse Cleverly is Head of Co Production and Acquisitions for the Drama and Animation Department at BBC Children's. During his time in this role, Mr. Cleverly has developed and executive produced six live action television series, and overseen the production and the delivery of a number of large animation commissions and acquisitions including Aardman Animation's Shaun the Sheep.

Coldefy, Hélène  
Common Focus Day

Hélène Coldefy is the Head of Specialist Factual department since May 2003 in Arte France. She is responsible for documentaries in science, ancient history and for the Sunday evening.

## Speakers



Hélène Coldefy 46 years old, worked from 1989 to 2000 as an author and a journalist for documentaries and scientific magazines for public TV channels. From 2000 to April 2003, she worked as a commissioning editor for France.

Cook, Shelley  
EBUconnect



Shelley spent 8 years at Starcom Worldwide, a commercial media agency, working across both Australian and London offices before moving to the BBC in June 2007. She is now a Group Head in the Media Planning department of the BBC Marketing Communications and Audience (MC&A) division. She is directly responsible for delivering media strategy across new media platforms including [bbc.co.uk](http://bbc.co.uk).

Corton, Eric  
Common Focus Day



Eric Corton presents That's Live on Radio 3FM every Saturday evening. He has been playing in a band for years and attends the Academy of Acting as he would like to be an actor. He also presents a music programme on TV.

Coursey, Sarah  
Eurovision Formats Workshop



Sarah Coursey is the Head of Formats and Acquisitions at Zodiak International, the super-indie format distributor of the Zodiak Group AB, and has a serious passion for comedy. She is proud to be working for a company that truly represents the perfect blend of nationalities and backgrounds, with 21 production companies from Finland to India in the group. [www.zodiakinternational.com](http://www.zodiakinternational.com)

Creely, Marion  
Eurovision Children Documentary Series



Marion Creely, RTÉ TV producer and Executive Producer of the Eurovision Children's Documentary Series, specialises since 2002 in children's programmes. Marion has given master classes in documentary making for the EBU, the ABU, Zepelin, NTU and RTÉ. She is currently organising a conference on Youth Media in Dublin for April 2008 and is chair of Irish Youth Media Development. [Marion.Creely@rte.ie](mailto:Marion.Creely@rte.ie)

Crompton, Sally  
Eurovision Science & Education incl. Language Producers



Sally's teaching and research focus has spread from technology and its influence on environment, health, education and disability. She believes in using every means possible to inspire and open doors to education and in developing and sustaining partnerships for their mutual benefit. [www.open2.net](http://www.open2.net)

**D**  
DeCourcy, Sheila  
Common Focus Day



Sheila de Courcy has been making television programmes for over 20 years across all genre including Factual, Music, Documentary and Current Affairs. As Head of Young Peoples pro-



grammes, a position she took up in 2004, she commissions an average of 6 hours of original content every week for RTÉ's THE DEN broadcast and on-line.

**Delfaud, Juliette**  
Eurovision Children & Youth



Juliette Delfaud has 8 years' experience in the media sector as managing consultant for Capgemini Consulting Telecom, Media & Entertainment. She has worked extensively on marketing offer definition for new media (Internet, iTV,

TVoDSL, mobile TV and VOD), and on development, programming & programming strategies for private and state-owned TV channels, nationally and internationally.

**Dixelius, Malcolm**  
Eurovision Science & Education incl. Language Producers



In 1971-93: SVT staffer working as news reporter, presenter and editor. Nine years stationed in Moscow as SR/SVT correspondent. 1993: Independent producer of documentary films, specializing in portraits, history and popular science.

Internationally awarded for CCCP Hockey (FICTS 2004), nationally for Russian Mafia (1994) and The Laser Man (Kristallen 2006). Founder of Dixit International, manager of Deep Sea Productions. [www.deepsea.se](http://www.deepsea.se) / [www.dixit.se](http://www.dixit.se)

**Doutrelugne, Jean-Philippe**  
Eurovision Children & Youth



Cherry Picking is a new indie company specialized in the 'character property management' in Europe, the company will propose its expertise to several categories of rightholders including audiovisual producers, book publishers and toys companies.

Prior to Cherry Picking, Jean-Philippe Doutrelugne has spent the last 14 years in the Dargaud-Dupuis Group (European leader of comic books publishing). He successively headed the book sales department in Belgium (1995), the international publishing rights management department (1999) and studded up the Paris-based international TV distribution team in 2000. [doutrelugne@yahoo.fr](mailto:doutrelugne@yahoo.fr)

**Duignan, Clare**  
EBU TV Assembly



With a career as a radio producer and as a television producer-director, periods as Head of Features Television, Head of Independent Production, and Head of Production, Television, Clare became Director of Programmes, Television in

2003. In this post she is responsible for all of RTÉ Television's home produced programmes, both in-house and commissioned, across RTÉ's two television channels.

**Dyrby, Michael**  
EBUconnect



Michael Dyrby is head of News at TV 2 in Denmark. He started working as news editor at TV 2/News in 1994. Three years later he was promoted to managing editor and deputy head of News. Then in 2003 he became head of News

and Current Affairs. In 2003-04 Michael was a member of the think tank set up by the Danish Ministry of Science, Technology and Development with the aim of promoting the understanding of scientific work. [www.tv2.dk](http://www.tv2.dk)

**E**  
**El Saghir, Mona**  
Eurovision Fiction



On June 1983 Mona El Saghir started her career in the Egyptian Radio and TV Union as a script review specialist in Foreign Production film and video classification dept. On January 1985, she became a Sr. script review specialist in addition

to translation and editing activities in the same department. On March 2001, she took over the position of General Manger of the same department. On July 2005 she became the Head of the Egyptian TV Central Dept. of Film & Video Classification (Arabic and Non Arabic Production).

**Eriksen, Torben**  
EBU TV Assembly, Eurovision Fiction + Science & Education + Children & Youth + CrossMedia<sup>2</sup>



Torben Eriksen, Master of Science in Economics. Currently working at the EBU as Special project manager for the Green on Air project. 2001 – 2007: Deputy Managing Director at Danish

Broadcasting Corporation (DR). Responsible for new media services at DR as well as teletext and digital text for digital TV services. 2003 – 2007: Chairman of the Online Service Group at the European Broadcasting Union (EBU/EUR). [www.eurovisiontv.com/en/eurovisiontv/green\\_on\\_air.php](http://www.eurovisiontv.com/en/eurovisiontv/green_on_air.php)

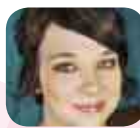
**F**  
**Fenton, Danny**  
Eurovision Entertainment



As well as being Managing Director of Zig Zag, Danny has overseen the launch of Zig Zag offices in New York, Manchester and he Executive Produces all Zig Zag content. He is also the founder of NIPA (New Independent Producers Alliance).

Zig Zag have produced over 300 hours of programming both UK and internationally and their programmes have ranged from successful entertainment formats.

**Ferm, Jonna**  
Eurovision Science & Education incl. Language Producers



Jonna Ferm works as an executive multimedia producer in YLE's Learning & Science Department. She is in charge of maintaining and developing learning tools and the Science Department's Internet solutions. Previously she

worked in radio as a journalist, host and producer and she has also worked in TV productions.

**Fitze, Urs**  
Common Focus Day



Urs Fitze studied Media & Education at the University of Zurich and the Sorbonne/Paris III, where he obtained a bachelor's degree and a master's in Cinema. From 1990 to 2005 he worked in a variety of fields as director, editor, author and producer. Since 2005 he has been developing programmes for Swiss television in the arts and entertainment sectors.

**Flindt, Jannik**  
Eurovision Teletext & Subtitling  
Masters degree in English from Copenhagen Business School 1982. Has worked in subtitling since 1983. Joined DR in 1988,



## F > J



subtitling for fiction and non-fiction. Since 1990 has also been subtitling news at DR. Since 1998 mainly working with news subtitling and since 2006 also doing live news subtitling using speech recognition.

Forsman, Liselott  
Eurovision Fiction



Within YLE / Finland, Liselott Forsman worked with both factual and fictional programmes, both for TV and radio, and in two languages (Finnish and Swedish). She has a vast experience of making, presenting and producing youth, culture, drama and crossover programming. Today she is the head of Fiction within the Swedish programming in YLE. Before taking the chair of the EBU Fiction Group, she was the chairperson of the Northvision Drama Group.

## G

Giussani, Bruno  
Eurovision CrossMedia?



Bruno Giussani is a writer and the European Director of the TED Conferences. He has authored books and articles on technology-led innovation and its social impact. He is a member of the Board of the Knight Fellowship at Stanford University. He lives in Switzerland and blogs at [www.LunchOverIP.com](http://www.LunchOverIP.com).

Gonnet, Laetitia  
Eurovision CrossMedia?



Laetitia Gonnet has a postgraduate degree in Business Law from the Jean Moulin University in Lyon, France, and a postgraduate degree in Copyright & Related Rights Law (UK, USA, and EU) from King's College, London. She started her career as a lawyer at Danone SA and Evian. She joined the EBU in 2004, where she works in the Legal Department as a contract lawyer.

Gustavson, Stig  
Eurovision Science & Education incl. Language Producers



Stig Gustavson is Chairman of the Board of the Technology Academy Finland. He is also Chairman of the Board of several major Finnish corporations, Chairman of the Board of trustees: Tampere University of Technology and Arcada University of Applied Sciences. [www.millenniumprize.fi](http://www.millenniumprize.fi)

## H

Haltia, Leila  
Eurovision Science & Education incl. Language Producers



Leila Haltia works as Project Manager for Teachers' TV / Finland. She's been working at YLE, Finnish Broadcasting Company, as Journalist, Producer and Managing Editor for Educational Programmes.

Harris, Alan  
Eurovision Science & Education incl. Language Producers  
Dr. Alan Harris is a Senior Scientist at the German Aerospace Center's (DLR) Institute of Planetary Research in Berlin. He leads research projects in Solar-System science, supervises research

## Speakers



students, and lectures at universities. His present research interests include observations and modeling of the physical properties of near-Earth asteroids. In January 2004 Dr. Harris was appointed Chairman of the European Space Agency's Near-Earth Object Mission Advisory Panel. In recognition of his research the asteroid 7737 was named after him in July 1999. <http://solarsystem.dlr.de/KK/>

Helsingen, Arne  
EBUconnect



Arne Helsingen (49) has been working at Norwegian broadcaster NRK since 1998. He has been channel controller, commissioning editor in such diverse genres as News, Sport, Entertainment, Regional information, Culture and Drama, and is currently head of Programming and head of Television. [www.nrk.no](http://www.nrk.no)

Hofverberg, Gunnar  
Eurovision Formats Workshop



Gunnar Hofverberg is executive producer of programs that deals with society in the aspects of religion and outlook on life at SVT in Umeå.

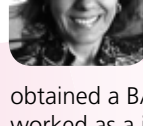
Hogenboom, Erik  
Eurovision Intercultural and Diversity Group + City Folk



Erik Hogenboom is chief editor of PREmtime a weekly TV programme of NPS about Dutch multicultural society. He is also the executive producer of City Folk, a co-production of the Eurovision Intercultural and Diversity Group, and coordinator of the PRIX EUROPA IRIS, the European media award for multicultural TV programmes. After his graduation he worked for about ten years as a freelance documentary radio maker for several Dutch broadcasting companies, before joining the Netherlands Programme Service (NPS).

## I

Iacobacci, Nicoletta  
Eurovision Science & Education Executives incl. Language Producers + Fiction + Children & Youth + Teletext & Subtitling + CrossMedia?



Since 2006 Nicoletta Iacobacci has been in charge of Eurovision TV Interactive at the European Broadcasting Union. Born in Rome, she obtained a BA in fine arts then moved to the USA where she worked as a journalist/reporter. She obtained a Masters degree in communication arts (computer graphics) in 1987 and was one of the web pioneers. In 2002 she moved back to Italy to take charge of RAI Interactive Factory. Today, she coordinates Eurovision TV New Media activities.

## J

James, Alan  
EBUconnect



Alan James started his career in advertising, after graduating in Economics from University College London. He worked for Dorland and then moved onto to Ogilvy and Mather, where he became Television Buying Director for its media arm. Mr.



# Speakers

J > L

James joined the BBC in 1998 as its first Head of Media Planning. He oversees the use of promotional airtime across all BBC Television Channels; domestic, international and commercial including UKTV, national radio networks and BBCi, the BBC's online and interactive service.

**Jämtelid, Maria**  
Eurovision Formats Workshop



Maria Jämtelid is leading the program developing unit at SVT in Umeå. She has worked as producer of entertainment programmes, musical documentaries, gameshows and factual programmes.

**Jay, Philip**  
Eurovision CrossMedia<sup>2</sup>



Philip Jay has worked in television and new media in the UK for over 10 years. Now at the BBC he is responsible for developing and launching new strategies, services and new forms of distribution for the BBC's content, on television platforms. He launched the BBC's first on-demand/catch-up TV trials on cable TV platforms in the UK. Currently, the work of his team includes developing the BBC iPlayer on TV, Push VOD on PVRs, and a number of IPTV initiatives at the service and platform levels. [www.bbc.co.uk](http://www.bbc.co.uk)

**Jennekens, Frans**  
Common Focus Day + Eurovision Intercultural and Diversity Group + City Folk



Frans Jennekens has been manager of Diversity at Dutch public broadcaster NPS (Netherlands Programmes Service) since 2008. He is also chairman of the EBU's Eurovision Intercultural and Diversity Group. Jennekens has been initiating and organizing projects concerning diversity in the company since 2001. He has also been chief editor of a daily news programme, is an award-winning radio and television documentary maker, and studied educational sciences at the University of Nijmegen. [www.nps.nl](http://www.nps.nl)

**Jörg, Daniele**  
Eurovision Science & Education incl. Language Producers



Daniele Jörg is currently working as series editor for diverse science TV formats at Westdeutscher Rundfunk (WDR-TV). Her experiences include more than ten years as the series producer of Quarks&Co, the flagship science magazine on WDR, and three years as commissioning editor for science documentaries for WDR and Arte. Daniele Jörg was previously a science producer for Zweites Deutsches Fernsehen (ZDF) and has reported for the Deutschlandradio. She has won numerous prestigious awards for her journalistic work. [www.quarks.de](http://www.quarks.de) / [www.wdr.de](http://www.wdr.de)

**Joslet, Laure**  
Eurovision Children & Youth



Laure Joslet is a principal for Capgemini Consulting France. She has 10 years of consulting experience in the telecom & media industries. Her expertise includes strategy, marketing and corporate restructuring.

**K**  
Keller-Reddemann, Birgit



Eurovision Science & Education incl. Language Producers

Birgit Keller-Reddemann is now head of TV editorial department Education at WDR (Westdeutscher Rundfunk), conceptional and editorial supervision of Planet Wissen and Planet Schule. She is working as an editor and TV producer since almost 20 years after Studies in the field of political sciences, communication sciences and history at the Westfälische Wilhelms Universität, Münster from 1978 to 1985. [www.planet-schule.de](http://www.planet-schule.de) / [www.planet-wissen.de](http://www.planet-wissen.de)

**Kujala, Tapio**  
Eurovision Science & Education incl. Language Producers



Tapio Kujala is the Head of Learning and Science Department in Finnish Broadcasting Company (YLE). Previously, he worked as Commissioning Editor of Learning and Science for YLE Teema channel. Before YLE, Mr. Kujala worked as the Head of Training in the Media department of a polytechnic school for nine years.

**Künstler, Izabela**  
Eurovision Teletext & Subtitling



Pianist, theatre historian, journalist and screenwriter. Since 1991 has been working for Polish Television. Joined the Captions Department when it was founded in 1994. In August 2006 she became chief editor of the Captions Department and since 2007 she has been one of the first audio describers in Poland. [www.napisy.itvp.pl](http://www.napisy.itvp.pl)

**L**  
Laroës, Hans  
EBU TV Assembly



Hans Laroës (52) is editor-in-chief of NOS-News. He has that job since the end of 2006, when NOS brought all of its news departments together to form a cross medial news organization. He is also president of the NewsCommittee of the EBU. [www.nosjournaal.nl](http://www.nosjournaal.nl) / Blog: [weblogs.nos.nl/hoofdredactie/](http://weblogs.nos.nl/hoofdredactie/)

**Leigh, Alison**  
Eurovision Science & Education incl. Language Producers



Alison Leigh is Editorial Director of the annual WORLD CONGRESS OF SCIENCE and FACTUAL Producers, where leading international producers and executives join together to share experiences and ideas about the latest trends in our genre. Previously Alison was Executive Producer of the ABC TV Science Unit, in Sydney Australia. [www.wcsfp.com](http://www.wcsfp.com)

**L'Hostis, Henri**  
EBUconnect



Henri L'Hostis has over 20 years of experience in radio & TV. Currently, he is Head of Broadcasting and Sound Design at ARTE, where he is responsible for on-air design, programme trailers and promotions, broadcast scheduling, management of audio-visual archives, programme copies and technical quality checks as well as the multilingual broadcast control room. Mr. L'Hostis has a degree from the Ecole Supérieure de Réalisation Audiovisuelle in Paris. He has won a range of awards with his work, including Promax, from ADC Art Directors Club in Berlin, Medientage in Munich, EBU "Presentation", EBUconnect, and





## L > N

the Red Dot Award in Essen.

Linsey, Mark  
Common Focus Day



Mark became Executive Editor for BBC Entertainment Commissioning in February 2007. He has been in television for 20 years and during that time built up a reputation as a quality producer in Entertainment programming. Mark has a wide range of formatting and production experience and has made programmes for most of the main UK channels. Mark won a Silver Rose at Montreux for Best Entertainment Programme in 2001 with the hidden camera comedy game show *Obvious*.

Locke, Bill  
Common Focus Day



Bill Locke is head of History and Special Projects at Lion Television. Recent productions include *Ape to Man*, a special film for the History Channel telling the story of the discovery of human evolution (recent winner of an Emmy for best documentary script and the US Academy of Science's best television programme award). Bill is executive producer of the international *Schools* series. From 1995-97 Bill lived in Ethiopia, making films for the BBC World Service, a variety of non-governmental organisations and the United Nations. [www.liontv.co.uk/\\_london/about/bill\\_locke.html](http://www.liontv.co.uk/_london/about/bill_locke.html)

Luyckx, Florent  
Common Focus Day



Since January 2003 Station manager/Project manager of Radio 3FM. Responsible, together with the editorial staff, for the policy of the station. His background is the pop music business and he was a DJ in the early days of his career. For Radio 3FM he has introduced several successful cross-media concepts.

**M**  
Maniura, Peter  
Common Focus Day + Eurovision Music & Dance



Peter Maniura is currently the Head of Television Classical Music and Performance for the BBC. His production department is responsible for all the BBC's key factual and performance output of music and dance programmes including *The BBC Proms*, opera from the Royal Opera House and Glyndebourne and ballet productions. Peter was appointed a member of the Royal Victorian Order in the Queen's Golden Jubilee Honours for his work in producing *Prom at the Palace* at Buckingham Palace as part of the Jubilee celebrations.

Martic, Zvezdan  
Eurovision Teletext & Subtitling



Zvezdan Martić (1963) joined TV Ljubljana, later known as TV Slovenija (part of RTV Slovenija) as an electronics student at the University of Ljubljana and was a journalist for the daily newscast. After his engineering degree, he specialized in science and technology. In 2001 he inaugurated the multimedia centre at RTV Slovenija.

Mathieu, Pierre  
Eurovision Science & Education incl. Language Producers +



Eurovision TV  
Summit 2008

## Speakers



CrossMedia<sup>2</sup>

After a masters in applied management IT from Lyon University, Pierre Mathieu joined La Cinquième in 1996 where he developed the channel's Internet activities and its first website.

After the channel's merger with Arte, he was appointed head of the Internet service at La Cinquième-Arte in 1999. In 2001, he was appointed head of Internet services at France 5. He moved to France Télévisions Interactive in 2005 as head of interactive programming for France 5. He took charge of the France 4 website in 2006, then in February 2008 he became head of Internet programming. He is also the chairman of the CTF Multimedia Group and worked with NHK on the Japan Prize. [www.linkedin.com/in/pierremathieu](http://www.linkedin.com/in/pierremathieu) / [www.france5.fr](http://www.france5.fr)

McCarthy, Catherine

Eurovision Science & Education incl. Language Producers



Catherine McCarthy is a Commissioning Executive for the BBC. She commissions programmes on behalf of the BBC/The Open University partnership, particularly in the areas of Science, Technology, Arts and History. She has a

background in Educational Broadcasting and has worked at the BBC in a number of commissioning and production roles. She has been involved in many of the BBC's Landmark series such as *Life in Cold Blood* and *Nature of Britain*. [www.bbc.co.uk](http://www.bbc.co.uk)

Merkel, Klaus

Eurovision Teletext & Subtitling



Klaus Merkel, born in 1966, graduated as an telecommunications engineer from the Technical University in Munich. He joined IRT in 1992.

Since 1995 he has been working in programme distribution over various digital platforms, including interactive applications. Since 2004 IPTV has been the main focus of his work.

Mol, Michel

Eurovision CrossMedia<sup>2</sup>



Michel Mol was appointed as Director of Innovation and New Media at Netherlands Public Broadcasting (NPB) in March 2007. Mol, previously with McKinsey&Company, director of Grey Interactive and formerly a private entrepreneur, joined Netherlands Public Broadcasting in 2001 as head of the Internet Division. [www.linkedin.com/in/MichelMol](http://www.linkedin.com/in/MichelMol)

**N**

Neumann, Dirk

Eurovision Science & Education incl. Language Producers + CrossMedia<sup>2</sup>



Educated as a marine biologist, Dirk Neumann had his first film experience as field assistant and scientific advisor for part of the BBC's *Life of Mammals* in New Zealand in 2000. Since 2002

he has been working as a writer/director/producer in the science and education department of SWR German public television, creating films on nature and science subjects. [www.planet-schule.de](http://www.planet-schule.de)

Nikel, Markus

Eurovision Science & Education incl. Language Producers

Since graduating in Philosophy and Linguistics at the University of Hamburg, Germany, Markus has been working as an author,

# Speakers

N > R



producer and editorial supervisor of educational and factual television programmes and multi-media productions. For RAI, he has worked on a variety of programmes and websites and he represents RAI Educational in EBU projects. Since 2004, he has also been the programme manager for the annual Basel\_Karlsruhe Forum on Educational and Societal TV and Media. [www.educational.rai.it](http://www.educational.rai.it) / [www.bakaforum.net](http://www.bakaforum.net)

**Nilson, Christer**

Common Focus Day + Eurovision Fiction



Christer Nilson is currently managing Director of GötaFilm. Having spent 10 years freelancing in the film and TV business, he worked at the Gothenburg City Theatre for 6 years as producer and marketing manager. He set up Götafilm in 1989. Since then he has been the managing director and has produced and coproduced a great number of feature films, prime-time drama series, documentaries and short films. He is also visiting professor in The Production of Film at HV, University West in Sweden.

**Nixon, Tony**

Eurovision Science & Education incl. Language Producers



M. Nixon is a senior lecturer in Information Systems, a member of the Department of Systems and Communications. He chairs the Postgraduate Information Systems Programme and taught courses across a range of subjects including Astronomy, Engineering Mechanics, Nano Technology and Logic Design. His main research interest are in XPS Xray Photoelectron Spectroscopy, Open source teaching, Complex systems and emergence. <http://systems.open.ac.uk/page.cfm>

## O

**O'Connor, Karen**

Common Focus Day + Eurovision Documentary Workshop + Documentary Bureau



Karen O'Connor is the Head of London Factual at the BBC. Karen is responsible for London Factual Production and aims to drive quality and innovation in content and across platforms. Prior to taking up this position Karen was Acting Commissioning Editor for BBC News & Current Affairs. Her television career began over 20 years ago and her credits include being Deputy Editor on Panorama and Newsnight and Editor of the international documentary strands Correspondent and This World.

**Olding, Paul**

Eurovision Science & Education incl. Language Producers



Paul Olding is a documentary film maker working within the science department at the BBC. His credits include 'What on Earth is Wrong with Gravity' (2008), a road trip across the USA with Physicist Dr Brian Cox; the HiDef exploration of the most powerful force on our planet in 'Earth: The Power of the Planet' (2007); the dubious story of millionaire Robert Clarke Graham and his quest to breed intelligence in the drama documentary 'The Genius Sperm Bank' (2006). [www.bbc.co.uk/horizon](http://www.bbc.co.uk/horizon)

## P

**Paradisi, Alessandra**

Eurovision Science & Education incl. Language Producers



International Relations and Media Expert: since 2004, Alessandra Paradisi is Secretary General of COPEAM, the permanent conference of audiovisual operators in the Mediterranean area, with a wide network of broadcasters and other players in the audiovisual sector on all sides of the Mediterranean Sea. She has also worked at RAI (Radiotelevisione Italiana) for several years. Since 2008, she works in the Institutional Department as Head of International Relations.

**Phillips, Kate**

Eurovision Formats Workshop



Kate Phillips is currently an Executive Editor for Development, BBC Entertainment. Kate oversees development for all of BBC In House Entertainment. She creates development that's focused, formatted, slot driven, with interactivity and the international market at its heart. From 2005 – 2007 Kate was Head of Development at BBC Children's, incorporating CBeebies and CBBC. Previously Kate owned her own format company Mast Media. She has produced entertainment shows that include Comic Relief and The Big Breakfast.

**Podevyn, Yves**

EBUconnect



Yves Podevyn is creative director at VRT. He started as a director of news and current affairs. Later on he specialized in directing multi-cam productions (talkshows, entertainment, etc.). His last production was the Junior Eurovision Contest 2005 for EBU. After that he became art director for VRT and branded several programmes. Since last March he has been creative director for VRT-Production.

**Poubeau, Perrine**

Eurovision Science & Education incl. Language Producers



Commissioning Editor, Acquisitions and International Co-productions, France 5 Perrine Poubeau began her career in the television industry in 1997 at La Cinquieme, now known as France 5, one of the France Televisions Groupe channels. In 2001, Perrine's interest in the international side of the business led France 5's Department of Acquisitions and International Co-productions. In recent years Perrine has developed a number co-productions with international partners.

**Profitt, Emma**

EBUconnect



Emma Profitt is a senior account director at Red Bee Media and has been with the company for five years. She has worked on TV channel identity branding for BBC & UKTV, most recently managing the re-launch of BBC Three, alongside running promotional campaigns for Sport, Children's, Comedy and Youth programmes. In 2006 she worked as marketing manager at BBC Three. [www.redbeemedia.com](http://www.redbeemedia.com)

## R

**Radjabali, Caroline**

Eurovision Science & Education incl. Language Producers



Communications Senior Consultant, AthenaWeb Coordinator: A journalism and criminology graduate, Caroline works in the area of communication strategy and management, and media





## R > S

networking. As an officer working in the field for the United Nations Development Programme, she specialized in public affairs and communication. During the last four years, she has held the position of coordinator of the European Association of City Televisions.

Randisi, Jean-Philippe  
Eurovision Children & Youth



Jean-Philippe Randisi is senior vice-president and managing director, Nickelodeon and Viacom Consumer Products, Europe, Middle East, Africa (NVCP EMEA). Randisi oversees MTV Networks International's (MTVNI) licensing efforts across EMEA. He also directs all strategic planning and business operations for NVCP EMEA, and the management of NVCP EMEA offices in Amsterdam, Berlin, London and Paris. Based in London, Randisi is responsible for developing licensing and merchandising opportunities for MTVNI's.

Richards, Beryl  
Eurovision Children Drama Series



Beryl has been executive producing the Children's Drama series for the last four years. She also writes and directs TV drama, specialising in children's drama and comedy. Beryl has helped create many popular series, for which she has been awarded three BAFTA's, an RTS, a British Comedy Award, the Prix Jeunesse, and two International EMMY nominations. Her recent credits are All about Me, The Franken Twins, and My Life as a Popat. She has written three feature scripts, two are currently in development.

Ruijsenaars, Heijo  
Eurovision CrossMedia<sup>2</sup>



Heijo Ruijsenaars has been a Legal Advisor at the EBU since 1998. His legal expertise lies in the new media and new technologies sector, international copyright, and sports and news broadcasting. Specializing in intellectual property law, Heijo worked in entertainment law for a German law firm in Munich and during an internship at the Walt Disney Company, Burbank (USA). In 1997, he obtained a doctorate with a comparative law thesis on character merchandising from the University of Leiden in the Netherlands.

Sadowska, Katarzyna  
Eurovision CrossMedia<sup>2</sup>



Katarzyna Sadowska has worked for Polish Television for 3,5 years. She currently manages a team responsible for marketing and development in Interactive Media Department. [www.itvp.pl](http://www.itvp.pl)

Schmidt, Markus  
EBUconnect



Markus Schmidt worked in advertising before he became Creative Director of Germany's leading entertainment channel ProSieben. In 1999 he founded the award winning in-house agency SevenSenses. Since 2005 he is CEO and Creative Director of UnitedSenses, the global creative network with offices in L.A., New York, Munich, Copenhagen, Moscow,

Johannesburg and Beijing. He has won over 100 BDA & Promax.

Schneider, Beat  
Eurovision Teletext & Subtitling



Since 2001 Beat Schneider (1960) has been working with SWISS TXT, Swiss Teletext Inc., a subsidiary of Swiss public broadcaster SRG SSR. He started out as head of Human Resources and coordinated the subtitling services at national level. From 2005 to 2006 he headed the project for the creation of four language-regional multimedia centres within SRG SSR. In December 2006 he became CEO of SWISS TXT.

Schneider, Martin  
Common Focus Day + Eurovision Music & Dance



After a few years as a teacher and lecturer for Music Education Martin Schneider joined ZDF's music department in 1986, developing and introducing formats like the Music Quiz Allegro, a Music Magazine and the Award Winners' Show ECHO. In recent years he was responsible for international documentary (co-) productions and for event productions like the New Year's Eve Concert of the Berlin Philharmonic Orchestra or EBU's Welcome Europe!

Schneider, Stefan  
Eurovision Science & Education incl. Language Producers



Stefan Schneider was born in 1960 in Düsseldorf and trained as an actor and dancer in Cologne, London and Paris. In 1990 he began his work as an author and director. Since 1998 he collaborates with Gruppe 5 Filmproduktion and produces and directs scientific and historical programs for German and International broadcasters. Since 2007 he heads the Science and factual Department of Gruppe 5 Filmproduktion. [www.zdf.de/ZDFde/inhalt/7/0,1872,7002599,00.html](http://www.zdf.de/ZDFde/inhalt/7/0,1872,7002599,00.html)

Schuntermann, Klaus  
EBUconnect



Klaus Schuntermann has always been fascinated with television. To the disappointment of his parents, he also excelled at this activity. Striving to find some balance, he was given drawing and painting lessons. He soon exhibited great creative skills. With these three virtues, his future professional career was thus already set. Having obtained a university degree in design, he started to work as Creative Director On-Air for MDR Television in Leipzig.

Schytt, Anna  
Eurovision Science & Education incl. Language Producers



Anna Schytt is the head of the Science Unit at SVT. She is editorial manager and executive producer of the science magazine programme, the science documentaries and science programmes in SVT's Knowledge Channel. A geologist by training, she has worked for 20 years in science journalism in radio and TV. Today, she frequently lectures on science journalism at Swedish universities. In 2004, she was awarded an honorary doctorate by Stockholm University. <http://svt.se/vetenskap>

Sjöholm, Kristofer  
Eurovision Science & Education incl. Language Producers+





CrossMedia<sup>2</sup>

Project manager and interactive developer for web and new media technologies at SVT since 2002. Worked with various web projects mainly in the current affairs, culture and documentary section. The Planet web site won the Special Commendation award in the Internet Exploration category at Prix Europa 2007. <http://svt.se/planeten/>

Solheim, Eirik  
EBUconnect



Mr. Eirik Solheim is project manager and Strategic Advisor at the New Media Department of the Norwegian Broadcasting Corporation. He leads projects involving enhanced TV, broadband, mobile and IPTV. His experience includes years of

work as a consultant in the media and entertainment industry for Accenture and he is also a successful blogger with the award winning site called [eirikso.com](http://www.eirikso.com). [www.eirikso.com](http://www.eirikso.com)

Soumache, Aton

Eurovision Children & Youth + CrossMedia<sup>2</sup>



Producer, founder and president of Onyx Films, Method Films and MKO Games. Aton Soumache started in television production via the cinema in 1996, when he founded Onyx Films, through which he produced over 30 short films and 6

feature-length films that have received awards all over the world, including *L'Homme sans tête* and *Renaissance*. Very early on he also became interested in producing animation series, and set up Method Films in 1998, which is now one of the leading companies producing 3D films in France. In a bid to extend the worlds created by these companies into the interactive dimension, Aton Soumache and Nathanael Karmitz set up the video game development company MKO Games which now employs more than 100 people.

Stern, William

Eurovision Entertainment



William left London College of Printing with a degree in Media Studies and joined MTV as part of their internship where he became an AP. He continued working in TV production with the likes of Janet Street Porter for the BBC. Wil-

liam was Business Director at Skaramoosh where he met Ceri Passmore before starting Hoohah in January 2007. Hoohah are a new model creative company for the multi-platformed, interconnected digital age.

Syed, Yasmin

EBUconnect



Yasmin Syed, born in London 1966, grew up in the mountains in Norway. Studied theater/music at Pacific Lutheran University in Tacoma Washington. Since moving back to Norway (1988) worked in the Norwegian music/entertainment

business. Syed has been working as a continuity presenter at NRK1 to and fro since 1999. She has also worked in live-shows at NRK during the last 10 years. April this year she also started as a continuity producer. [www.yasminsyed.com](http://www.yasminsyed.com)

T

Tuominen, Saku

Eurovision Formats Workshop



Saku Tuominen founded Broadcasters, the leading Finnish independent production company in 1990 and has since produced more than 100 TV shows. Formats created by him have been optioned in more than 30 countries and licenced in more than 10. Born in 1967, he has a degree from the Helsinki Business School Of Economics. Now he is part of the Zodiak and in charge of international development in Zodiak Distillery. He has also written two books, one about creativity, the other about pasta.

V

Van Damme, Kathleen

Eurovision Science & Education incl. Language Producers



Senior Communications Consultant: after studies in contemporary art history in Brussels and Montréal, Kathleen continued her career in the fields of communication, audiovisual and ICT. For the last 20 years, she has assumed the positions of audiovisual and multimedia producer and taken on advisory missions for the European Commission directly related to the media and independent producers. Since 1996, Kathleen has led several European Commission audiovisual communication contracts.

Van Holsteyn, Jan

Eurovision Science & Education incl. Language Producers



Jan van Holsteyn started his career as a writer of English language courses for different publishing houses. He got involved in Teleac's language programme production in the early eighties and has since been responsible for a very wide range

of projects and programmes as one of Teleac/NOT's project managers. He has recently also been involved in international acquisitions and coproductions. [www.teleac.nl](http://www.teleac.nl)

Veen, Wim

Eurovision Science & Education incl. Language Producers



Wim Veen is a full professor at Delft University of Technology, Faculty of Technology, Policy and Management, where he teaches corporate learning. He is also a consultant for educational institutions, private companies and governmental authorities. Wim Veen's research focuses on new concepts and strategies for ITC enhanced learning in private companies and regular educational institutions. <http://www.tbm.tudelft.nl/>

Vermaele, Lieven

Eurovision CrossMedia<sup>2</sup>



Lieven Vermaele was appointed Technical Director of the European Broadcasting Union (EBU) on 24 May 2007. Mr Vermaele began his career at VRT, the Flemish Belgian broadcaster, where he worked on the broadcaster's digital roadmap

with a focus on transmission, ICT, digital radio and television and new media projects. After six years with VRT, he moved to Alcatel-Lucent where he was in charge of the strategy, marketing and portfolio management. He obtained his Master of Science in Engineering from the University of Ghent, before pursuing post-graduate studies in various. [www.ebu.ch/en/technical/seminars/index.php](http://www.ebu.ch/en/technical/seminars/index.php)

Von Bagh, Peter

Eurovision Fiction



## W > Y



M. Von Bagh is the writer of some 30 books, including "World Film History". Film historian and TV director, he has worked for many radios. M. Von Bagh is the Artistic director of two film festivals: Il cinema ritrovato in Bologna (Italy) and Midnight Sun Film Festival in Lapland (Finland).

### W

Wahrmann, Sabine

Eurovision Teletext & Subtitling



Sabine Wahrmann (1961) is head of ARD Text, Germany's most popular nationwide teletext service with a strong reputation for sports and news. She holds an MA degree in communication science, politics and history from the Free University in Berlin. After several years in radio journalism as a reporter and presenter she moved to the management of digital media production for online and teletext services. She has also been the chairwoman of the EBU Teletext Group since 2005.

Webb, Mick

Eurovision Science & Education incl. Language Producers



Having worked for the BBC in factual and educational programme production in both radio and television, for the past seven years Mick Webb has run the languages section of the BBC website and overseen the move from linear television-based learning digital, interactive platforms, such as the Internet. He also became interested in a new mixed-genre approach combining entertaining and immersive qualities of a POV narrative with interactive learning features and users' own contributions. [www.bbc.co.uk/languages](http://www.bbc.co.uk/languages)

Weege, Karl

EBUconnect



Karl Weege studied music and moved on to become soundmaster at the theatre in Frankfurt/Main (Germany). In 1992 he was hired to help start ARTE, the Franco-German cultural channel as audio designer. He lives and works in Strasbourg, France.

Weidenbach, Thomas

Eurovision Science & Education incl. Language Producers



Managing director of the LÄNGENGRAD Filmproduktion in Cologne. Writer, director and producer of more than 40 documentaries for WDR/ARD, ZDF, ARTE, SWR, BR, France3, SF-SRG. He received more than 30 international film awards. Major topics: environment, natural history, medical science, science & history, biographies, current affairs. Recent productions: Eco-Crimes: Crimes against nature, Countdown on the Yangtze: The Three-Gorges-Dam in China, Unlocking Pharaohs Cellar. LÄNGENGRAD produces regularly magazine-type films for the science-show W wie Wissen on ARD-television. [www.laengengrad.de](http://www.laengengrad.de)

Wikander, Christian

Common Focus Day + Eurovision Fiction + CrossMedia<sup>2</sup>



Christian was born in 1960. Since 1985 he has been working with various kinds of drama productions, coproductions and TV mini-series, such as The Master, Big City Life, Three Crowns, Hotel

## Speakers

Caesar, Saltön 2, En sprika i kristalen, Upp till kamp, The Truth about Marika (iEmmy Award, Cannes 2008). Currently Christian is the Head of Drama at SVT Väst (Swedish Television).

Wischnewski, Dirk

Eurovision Entertainment



Dirk Wischnewski est directeur général de TalentRun, leader des sites web de karaoké et fournisseur de services en Allemagne. Dirk a accumulé 10 ans d'expérience dans le secteur de l'Internet. Avant de diriger TalentRun, il a occupé des fonctions de direction à eBay Allemagne et Espagne pendant plus de six ans. [www.TalentRun.de](http://www.TalentRun.de)

Willey, Claire

EBUconnect



Currently Head of Marketing Planning at the BBC overseeing prioritised marketing activity for TV, radio and online. With over ten years experience in the media business, successfully leading and directing media planning teams to provide viewing analysis and insights to inform and recommend media strategies for numerous BBC campaigns and channel propositions.

Wood, David

EBUconnect + CrossMedia<sup>2</sup>



David Wood is Head of Emerging Media at the European Broadcasting Union (EBU) in Geneva. He is a graduate of the Electronics Department at Southampton University in the UK and the Popov National Academy of Telecommunications, Odessa, Ukraine. He worked for the BBC and the former IBA in the UK, before joining the EBU. [www.ebu.ch](http://www.ebu.ch)

Wouters, Stef

Eurovision Fiction



Stef Wouters started his career with a broad range of positions, including Location Hunter, Floor Manager, Director, and Line Producer of several drama series at BRT, BRTN and VRT. His productions include Windkracht 10 (Gail force 10), Stille Waters (Silent waters), Flikken (Cops), and Witse – conception & startup. Since 2001, he has worked as Head of Production for VRT-television, Head of Production for Skyline Film & Television, Producer at ASPE - VTM drama series 10x90min, Creative Producer, Fiction & Crossmedia Platforms, and Head of Fiction. Currently, he is Head of Drama Production at VRT.

### Y

Yeton, Terry

EBUconnect



As well as over 35 years as a Creative Director at the forefront of UK TV promotions (BBC, ITV, and The History and Biography Channels) Terry Yeton BA Hons ATC began his career as a trained teacher and still lectures in several UK Colleges and Universities. His TV experience ranges from Graphic Design, Promotion and Presentation Production and Direction, to Creative Direction and now training and consultancy. He runs the Promax UK Sky Student Awards and in 2006 he was presented with a Promax UK Lifetime Achievement Award.



# Lucerne information

## Location & History

Lucerne is the capital of the Canton of Lucerne and in many respects the most important city in Central Switzerland. It is the cultural centre of the region and the fourth biggest Swiss agglomeration. Lucerne owes its development firstly to its geographical location on the important north-south transport axis, sandwiched between the Swiss Plateau and the Alps at the threshold to Central Switzerland, and secondly to the uniquely picturesque scenery of this region.



## Climate

Lucerne is situated at the end of Lake Lucerne at 436 meters above sea level and nestled between gently rolling hillsides. The relatively low to medium temperature should not discourage you. Warm and cold temperatures are fairly well balanced with the changing seasons.

## Currency

Swiss Franc / CHF

## Language

German

## Sights

### Chapel Bridge

Constructed in the first half of the 14th century as a part of the city's fortifications and named after St. Peter's Chapel, which is located nearby.

### Water Tower

This octagonal tower - over 34 meters high (111.5 ft.) - was built around 1300 as part of the city wall and used as an archive, treasury, prison and torture chamber.

### Jesuit Church

The first large sacral Baroque church in Switzerland; constructed in 1666 by Father Christoph Vogler for the Jesuits.

### Franciscan Church

Typical medieval Gothic mendicant architecture, built in the second half of the 13th century.

### Water Spike

Technically, this is a unique sight. The so-called «spikes» are lowered into or withdrawn from the water manually to regulate the water level of Lake Lucerne.

### Spreuer Bridge

This bridge was completed as a part of the city fortification in 1408.

### Musegg Wall

A part of the rampart walls built in 1386; the wall is still almost entirely intact. Three towers are open to the public: Schirmer, Zyt and Männli.

### Old City Squares

Historical buildings clad in frescos border the Old Town on the right bank of the River Reuss at a few picturesque squares.

### Hof Church

Main cathedral for the city, as well as the St. Leodegar and St. Maurice religious center. A Benedictine monastery was founded here in the 8th century.

### Lion Monument

"The dying Lion of Lucerne" is one of the world's most famous monuments.



### For further information, visit Lucerne Tourism

#### Luzern Tourismus AG

Zentralstrasse 5

6002 Luzern

Tel. +41 (0)41 227 17 17

Fax +41 (0)41 221 17 18

luzern@luzern.org



# Map

## Meeting Locations *Lieux des réunions*

### RADISSON

Hotel Radisson  
Lakefront Center  
Inseliquai 12  
Tel. +41 (0)41 369 90 00  
Fax +41 (0)41369 90 11

### SEEBURG

Hotel Seeburg  
Seeburgstrasse 53-61  
Tel. +41 (0)41 375 55 55  
Fax +41 (0)41 375 55 50

### CASINO

Grand Casino Luzern  
Haldenstrasse 6  
CH-6006 Luzern  
Tel. +41 (0)41 418 56 56  
Fax +41 (0)41 418 56 55

### KKL

Kultur und Kongresszentrum Luzern  
Europaplatz 1  
Tel. +41 (0)41 226 71 31  
Fax +41 (0)22 747 44 25

### ASTORIA

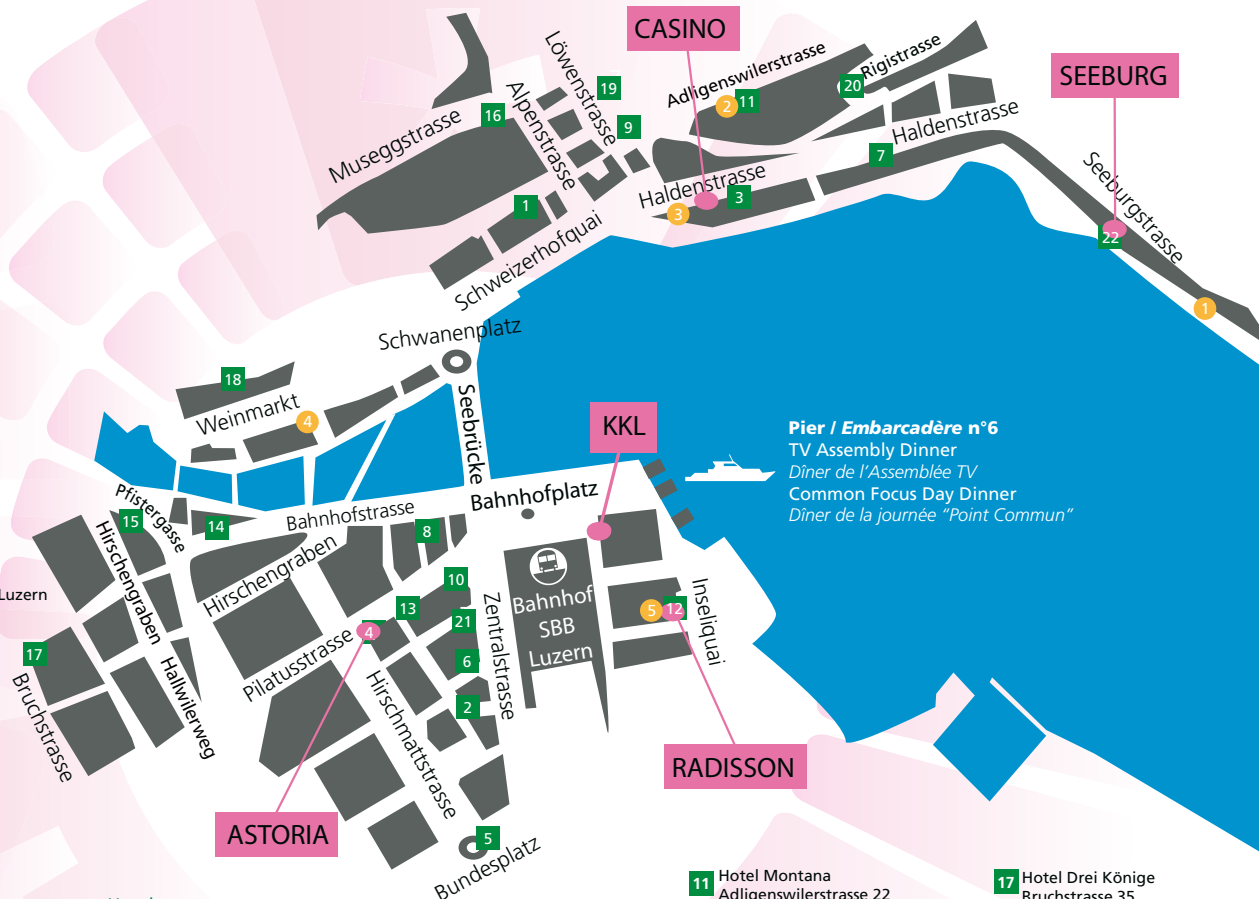
Hotel Astoria  
Pilatusstrasse 29  
Tel. +41 (0)41 226 88 88  
Fax +41 (0)41 210 42 62

## Dinners *Dîners*

- 1 Seehotel Hermitage  
Seeburgstrasse 72
- 2 Hotel Montana  
Adligenswilerstrasse 22
- 3 Grand Hotel National Luzern  
Haldenstrasse 4
- 4 Unfthaus Zu Pfistern Restaurant  
Kornmarkt 4
- 5 Aqua Restaurant  
inseliquai 12A

## Hotels *Hôtels*

- |   |   |   |   |
|---|---|---|---|
| <ol style="list-style-type: none"> <li>1 Hotel Schweizerhof<br/>Schweizerhofquai<br/>Tel. +41 (0)41 410 04 10<br/>Fax +41 (0)41 410 29 71</li> <li>2 Hotel "The Hotel"<br/>Sempacherstrasse 14<br/>Tel. +41 (0)41 226 86 86<br/>Fax +41 (0)41 226 86 90</li> <li>3 Hotel Palace<br/>Haldenstrasse 10<br/>Tel. +41 (0)41 416 16 16<br/>Fax +41 (0)41 416 10 00</li> <li>4 Hotel Astoria<br/>Pilatusstrasse 29<br/>Tel. +41 (0)41 226 88 88<br/>Fax +41 (0)41 210 42 62</li> <li>5 Hotel Cascada<br/>Bundesplatz 18<br/>Tel. +41 (0)41 226 80 88<br/>Fax +41 (0)41 226 80 00</li> </ol> | <ol style="list-style-type: none"> <li>6 Hotel Continental<br/>Murbacherstrasse 4<br/>Tel. +41 (0)41 228 90 50<br/>Fax +41 (0)41 228 90 59</li> <li>7 Hotel Europe<br/>Haldenstrasse 59<br/>Tel. +41 (0)41 370 00 11<br/>Fax +41 (0)41 370 10 31</li> <li>8 Hotel Flora<br/>Seidenhofstrasse 5<br/>Tel. +41 (0)41 227 66 66<br/>Fax +41 (0)41 227 66 77</li> <li>9 Hotel Hofgarten<br/>Stadthofstrasse 14<br/>Tel. +41 (0)41 410 88 88<br/>Fax +41 (0)41 410 83 33</li> <li>10 Hotel Monopol<br/>Pilatusstrasse 1<br/>Tel. +41 (0)41 226 43 43<br/>Fax +41 (0)41 226 43 44</li> </ol> | <ol style="list-style-type: none"> <li>11 Hotel Montana<br/>Adligenswilerstrasse 22<br/>Tel. +41(0) 41 419 00 00<br/>Fax +41(0) 41 419 00 01</li> <li>12 Hotel Radisson<br/>Lakefront Center, Inseliquai 12<br/>Tel. +41 (0)41 369 90 00<br/>Fax +41 (0)41 369 90 11</li> <li>13 Hotel Schiller<br/>Pilatusstrasse 15<br/>Tel. +41 (0)41 226 87 87<br/>Fax +41 (0)41 226 87 90</li> <li>14 Hotel Wilden Mann<br/>Bahnhofstrasse 30<br/>Tel. +41 (0)41 210 16 66<br/>Fax +41 (0)41 210 16 29</li> <li>15 Hotel Balestor<br/>Pfistergasse 172<br/>Tel. +41(0) 41 249 22 22<br/>Fax +41(0) 41 249 22 33</li> <li>16 Hotel de la Paix<br/>Museggstrasse 2<br/>Tel. +41(0) 41 418 80 00<br/>Fax +41(0) 41 418 80 90</li> </ol> | <ol style="list-style-type: none"> <li>17 Hotel Drei Könige<br/>Bruchstrasse 35<br/>Tel. +41 (0)41 248 04 80<br/>Fax +41 (0)41 248 04 90</li> <li>18 Hotel Krone<br/>Weinmarkt 12<br/>Tel. +41 (0)41 419 44 00<br/>Fax +41 (0)41 419 44 90</li> <li>19 Hotel NH<br/>Friedenstrasse 8<br/>Tel. +41 (0)41 418 33 33<br/>Fax +41 (0)41 418 35 35</li> <li>20 Hotel Royal<br/>Rigistrasse 22<br/>Tel. +41(0) 41 419 46 46<br/>Fax +41(0) 41 419 46 40</li> <li>21 Hotel Waldstätterhof<br/>Zentralstrasse 4<br/>Tel. +41 (0)41 227 12 71<br/>Fax +41 (0)41 227 12 72</li> <li>22 Hotel Seeburg<br/>Seeburgstrasse 53-61<br/>Tel. +41 (0)41 375 55 55<br/>Fax +41 (0)41 375 55 50</li> </ol> |
|---|---|---|---|



**Pier / Embarcadère n°6**  
TV Assembly Dinner  
Dîner de l'Assemblée TV  
Common Focus Day Dinner  
Dîner de la journée "Point Commun"





Eurovision TV



**EBU-UER**

L'Ancienne-Route 17A  
Po Box 45  
CH-1218 Grand-Saconnex GE  
Tel. +41 (0)22 717 24 25  
Fax +41 (0)22 747 44 25  
eurovisiontv@ebu.ch  
www.eurovisiontv.com  
www.eurovisiontvsummit.com



08



SRG SSR **idée suisse**



MONDO TV FRANCE

قناة الجزيرة للأطفال  
Al Jazeera Children's Channel

