

## ABU-RAI Days: Innovation Meets Culture Digital Media and Cultural Heritage

20-21 March 2018, Rome, Italy

**Draft Agenda, 21 11 2017**

### Day 1 – Innovation in Action

RAI Headquarters, Viale Mazzini 14, Sala Arazzi

<b>Tentative time</b>	<b>Topic</b>	<b>Description</b>	<b>Format</b>
09.30-11.45	Welcome remarks	Introductory remarks from RAI and ABU on the new partnership in digital content creation	
	Global trends in digitization and market convergence: what's next?	A Keynote examining the latest technological and market trends that prompt media organizations to develop digital strategies	Keynote
	New media and multi-platform tools for content creation	Services and strategies of broadcasters used to respond to the evolving consumption patterns to enhance the user experience through new media and multi-platform services.	TBC
11.45-12.00	Coffee break		
12.00-13.00	Turning Big Data into Big Value	How to capture the audience needs and provide better personalized digital services through the elaboration of data	TBC
13.00-14.00	Lunch break		
14.00-16.00	Content Innovation in Radio, Television and the Digital Space: non-linear and transmedia storytelling to engage mobile audiences	Exchange practical examples in all genres, of effective digital and transmedia storytelling, new formats, methodologies and media convergence on radio, TV and online	TBC

	Digitizing PSM: from theory to practice	Discuss how to implement innovative digital strategies and manage a workforce that is multi-skilled and does not work in the traditional silos of radio/tv/online. Share lessons learnt and takeaways that can help other broadcasters in their digital transition	TBC
16.00-16.15	Coffee break		
16.15-17.15	Using technology to Innovate: at the crossroad between broadcast and broadband	Showcase of latest technologies (HBBTV, from 4K to 8K, UHD, to AR/augmented reality, VR/virtual reality, mobile technologies), and share their knowledge on how to build multiplatform services for audiences.	TBC
17.15-17.30	Conclusion	Wrap ups and concluding remarks	
20.00 -	Gala dinner		

## Day 2 – Cultural Heritage in the Digital Age

Augustus, Corso Vittorio Emanuele II, 203

<b>Tentative Time</b>	<b>Topic</b>	<b>Description</b>	<b>Format</b>
09.30-10.30	PSM at the intersection between arts and digital technologies	This section is organized in the context of the European Year of Cultural Heritage. Showcase how broadcasters are experimenting with digital tools and technologies in order to revitalize their cultural identities and heritage, using memory, storytelling and digital archives to create a platform of cultural expression.	TBC
10.30-13.00	Experiencing the cultural icons of Rome	A study tour of practical applications of digital technology and innovation services used for the preservation and promotion of cultural heritage	Study tour
13.00-14.30	Lunch break		
14.30 – 17.00	Guided tour in Rome		