



## ABU-Rai Days AGENDA

### **Digital Transformation** **A new age of audience-led evolution** **Rai Headquarters Sala Arazzi, Viale Mazzini 14 – Rome - Italy**

#### **Day 1 – 4 July 2022**

- 09.00 (ROME)** Platform Open and Participants arrive in the Event Room  
**WELCOME TO THE#ABURAIIDAYS2022**
- 09.05** **OPENING Remarks:**  
Rai President, Marinella Soldi (via Zoom)  
ABU Secretary General, Javad Mottaghi
- 09:15 – 10:00** **Transforming how public broadcasters serve their audiences**  
*A view from the frontline*
- Special Keynotes**  
Shashi Vempati, Vice President, ABU, Prasar Bharati, India  
  
Jean Philip De Tender – Deputy Director General, EBU
- Moderator:** Alessandro Baracchini, Rainews24 journalist
- 10.00 – 10.30** **Transformation in Action: case studies from Europe and Asia**  
**Showcases:**  
Ging E. Reyes, ABS-CBN Philippines  
Kate Saunders, Head of Policy, BBC (via zoom)
- Moderator:** Alessandro Baracchini, Rainews24 journalist
- 10:30 – 10:45** **Coffee Break**
- 10:45 – 11:15** **Engagement, innovation, fun! Projects that sustained and entertained**  
*A showcase of new and digital formats*
- Speakers**  
Yasu Nagahata, Director, Programme Department, ABU  
Jean Philip De Tender, Deputy Director General EBU  
Claudio Fasulo, Deputy Director Entertainment Prime Time, Rai
- Moderator:** Simona Martorelli, International Relations and European Affairs Director, Rai

**11:15 – 12:15**      **Next generation digital tools that transform audience experience**

*Striking the right balance between PSM & User needs*

**Speakers**

Shoei SATO, NHK STRL (via zoom)

Giacomo Marchettini, Head of Editorial Scheduling, RaiPlay & Digital

Wouter Quartier, Head of Digital EBU (via zoom)

Sunil, Additional Director General, Prasar Bharati, India

Riyaad Minty, Chair, ABU DMWG, TRT Digital Platform Co-ordinator (via zoom)

**Moderator:** Alessandro Baracchini – Rainews24 journalist

**12:15 – 13:15**      **Charting our digital journey – reaching younger audiences**

*Out of the box thinking that increases audience engagement*

**Speakers**

Hyunsook Chung, EBS, Chair, ABU Kids (via zoom)

Luca Milano, Director Rai Kids, Rai

Yesim Eren, Deputy Director TRT School, TRT

**Moderator:** Alessandro Baracchini – Rainews24 journalist

**13:15 – 14:30**      **Lunch**

**14.30 – 15:30**      **Digital engagement: how digital tools unlock the access to the potential of content**

*Multiple forms of creativity and a change in the production flow*

**Speakers**

Takeshi Shibasaki, NHK (Japan)

Eric Scherer, Director Innovation and International Affairs, FRTV

LI Zhengguo, Director, Online Product Division, Bestv+, SMG (via zoom)

Antonio Arcidiacono – Director of Technology & Innovation - EBU

**Moderator:** Olya Booyar – Head of Radio ABU

**15.30 – 16.30**      **Digital content that drives diversity, inclusion, and sustainability**

**Speakers**

DS Negi, Member, Prasar Bharati Board, India

Micol Rigo, Deputy Director Rai Sustainability (ESG), Rai

Akim Mogaji, New Media Networks, UK

Robyn Scott-Vincent, Attitude Pictures, New Zealand

Francesca Scott, Diversity, Equity & Inclusion Officer, EBU (via zoom)

**Moderator:** Markus Nickel, Advisor Rai Documentaries and International Relations

**16.30 - 16.45**      **COFFEE BREAK**

**CLOSE OF DAY 1**

**17.00 –19.30**      **ROME CITY EXCURSION**

## DAY 2 – 5 July

- 09.25** Platform Open and Participants arrive in the Event Room  
**WELCOME TO THE#ABURAIIDAYS2022**
- 09.30 - 10.30** **SUPERPANEL DIALOGUE**  
**Transforming Public Service Broadcasting**  
*Challenges and opportunities of the digital revolution.*
- Speakers**  
Marinella Soldi, President, Rai  
Noel Curran, Secretary-General, EBU (via zoom)  
Gregoire Ndjaka, Secretary-General, AUB  
Iman Brotoseno, President Director TVRI Indonesia
- Modertor: Javad Mottaghi, Secretary-General ABU**
- 10.30 – 11.00** **Transformation in Action: case studies from Europe and Asia**  
**Showcases:**  
Angela Stegel, Head ABC Innovations (Australia) (via zoom)  
Frédéric Olivier, Head of Learning and Development, RTBF (via zoom)
- Moderator:** Simona Martorelli, International Relations and European Affairs Director, Rai
- 11:00 – 11:15** **Coffee Break**
- 11.15 – 12-00** **1<sup>ST</sup> PANEL DISCUSSION**  
**Creating vibrant digital communities**  
*Structure your digital space for optimal collaboration*
- Speakers**  
Davide Schiappapietra, Head, Language Content, SBS Australia  
Grace Zakka, Senior Project Manager EBU Media (via zoom)  
Sebastian Marcolin, Head of the Social Media & Traffic Building Structure RaiPlay & Digital, Rai
- Moderator:** Olya Booyar, Head Radio, ABU
- 12.00 – 12:45** **2<sup>ND</sup> PANEL DISCUSSION**  
**Challenges to transformation**
- Moderator:** Simona Martorelli, International Relations and European Affaris, Rai
- Overview from the Asia-Pacific and Europe**  
Steve Ahern, Head, ABU Academy  
Daniele Alberto Rascio, Head of Strategic Development of Platforms, Rai

**Digital Safety & Cybersecurity**

Massimo Rosso, Director ICT, Rai

Veysel Binbay, Specialist Engineer, Technology & Innovation, ABU

**12:45 – 13.45      Creating a sound digital framework for PSM**

**Speakers**

Mr Akhtar Azeem, Senior Vice President, HUM TV, Pakistan

Suranga B. M. Jayalath – Chair, ABU IP and Legal Committee, Group

Director, The Capital Maharaja Organization Limited, Sri Lanka

Elisabetta Barozzi, International Relations and European Affairs, Rai

Isabelle Dochy, European Affairs, EBU

Zhang Zhao, Prof. Copyright Centre, China Media Group (CMG)

Vice Chair, ABU IPLC (via zoom)

**13.45 – 13.55      CONCLUSIONS**  
Simona Martorelli, Director International Relations and European  
Affairs, Rai

**13.55 – 15.00      LUNCH  
END OF EVENT**