THE POTSDAM SUMMIT
THE EURORADIO CULTURAL FORUM
11 OCTOBER 2019
POTSDAM
Linear Radio versus On-Demand

As radio reaches its centenary, on-demand audio presents us with unprecedented challenges and opportunities. Streaming and podcasts are disrupting the medium and creating ways to reach new audiences and tell new kinds of story. What does our future hold?

Denis Nowlan
Chair, EBU Culture Group
Head of Station Management BBC Radio 3, Radio 4, Radio 4 Extra
PROGRAMME
FRIDAY, 11 OCTOBER 2019

Linear Radio versus On-Demand

09:15 - 09:30 Arrival of the participants

09:30 - 09:45 From Revolution to Renaissance – Introduction and presentation of the day
Denis Nowlan, Chair of the EBU Culture Group, Head of Station Management BBC Radio 3, Radio 4, Radio 4 Extra (BBC/United Kingdom)

09:45 - 10:00 The Golden Age Is Here: Just Embrace Non-linear Radio
Silvain Gire, Créateur et responsable d’Arte Radio (France)

10:00 - 10:20 Creating Content for Curious Young Minds
Rhian Roberts, Digital Commissioning Editor, Speech and Classical Music Radio (BBC/United Kingdom)

10:20 - 10:40 Building Trust in the Digital Era
Justyna Kurczabinska, Eurovision News Exchange and News Strategy Lead (EBU)

10:40 - 11:00 Culture Prime – Sharing Culture on Social Media
Sandrine Treiner, France Culture Director (Radio France)

11:00 – 11:25 Coffee break

11:25 – 11:40 Cultural Radio Reloaded: Czech Radio Vltava, a case study
Jaroslava Haladová, Editor-in-Chief (CR/Czech Republic)

11:40 – 11:55 Kulturstripa – The Making of a Cultural Talk Show
Tone Donald, Editor (NRK/Norway)

11:55 – 12:10 Playing with Ludwig van… Beethoven for the Gaming Generation
Wolfram Kähler (ARD-WDR/Germany)

12:10 – 12:30 Finding a Young Audience for Classical Music
Alan Davey, Controller, BBC Radio 3, BBC Proms and BBC Orchestras (BBC/United Kingdom)

12:30 – 13:00 General discussion
Election of a new EBU Culture Group

13:00 – 14:00 Lunch

14:00 – 16:00 THE BIG DEBATE – “LINEAR VS. ON-DEMAND”

Introduction by:
Cilla Benkö, Swedish Radio-Director General (SR/Sweden)

The New Emperors of the Audio Universe
Maria Dietrichson, Strategist (SR/Sweden)

Addresses by:
James Purnell, BBC Director, Radio & Education (BBC/United Kingdom)
Noel Curran, European Broadcasting Union Director-General (EBU)
Alexander Wrabetz, ORF Director-General (ORF/Austria)

The Floor Is Yours

16:00 Conclusion
Denis Nowlan