



PROGRAMME

09:00

- Welcome speech by **Věra Jourová**, Vice President of the European Commission
- Speech by **Ramona Strugariu**, Member of the European Parliament

09:30 – 10:30 / SESSION 1

NEW PRACTICES ON STANDARDS AND EDITORIAL INDEPENDENCE

Transparency, sound journalistic standards and internal safeguards can build audiences' trust and protect editorial independence. What are the latest practices and what is the industry ready to do?

BREAK

11:00 – 12:15 / SESSION 2

MEDIA VIABILITY IN THE SPOTLIGHT

To remain relevant and viable, outlets need to be able to innovate and generate sustainable revenues. We will listen to various industry representatives pitching their own innovative approaches to advertising, membership models, AI-driven personalisation and paywalls.

Panel discussion with

Ignacio Martínez de Albornoz Tarongi
Business Development Director
Henneo

Bertrand Mossiat
Regional Manager, Europe
Journalism Trust Initiative

Margo Smit
Ombudsman
NPO – Dutch Public Broadcaster

Olle Zachrison
Head of Digital News Strategy
Swedish Radio

Showcases from

Gianni Barlassina
Membership Development
Il Post

Petteri Putkiranta
President News & Feature
Sanoma Media Finland

Paola Colombo
General Manager Adtech &
Business Development
Publitalia '80

Íñigo de Juan Sainz-Planillo
Group Chief Subscriptions Officer
Unidad Editorial

13:45 – 15:30 / SESSION 3

REALITY CHECK – ADAPTING TO AUDIENCES’ HABITS AND EXPECTATIONS

The audience is king, and even more so as media outlets rely on users and consumers to stay viable. But what do audiences want, especially young people? And are media delivering?

Fishbowl conversation with

Yasmina Al-Gannabi

Audience Development Manager
Deutsche Welle

Sofie Hvitved

Futurist, Senior Advisor & Head of Media
Copenhagen Institute for Futures Studies

Meenal Thakur

Project Manager
Solutions Journalism

and... the audience!

BREAK

16:10 – 17:30 / SESSION 4

COLLABORATING FOR BETTER OUTCOMES ACROSS THE SECTOR

Innovation strategies in the media sector require cooperating on technology and pooling resources. How do news media industry actors manage to find common denominators within and beyond the industry, while competing on content? What can other organisations learn from them?

16:10

‘Pitch in’ session

Harnessing the potential of media data spaces: what do we need, what can we do.

**Intellera Consulting /
European Commission**

16:20

Panel discussion with

Dorthe Bjerregaard-Knudsen
Executive Vice President, COO
JP/Politiken Hus

Sarah Geeroms
Head of Future Media Hubs

Lukáš Šmol
Managing Director
Czech Publisher Exchange

17:05

Conversation with

Collaborations between European and Ukrainian media, with **Zakhar Protsiuk** (The Fix/Kyiv Independent)

17:30

Closing speech by **Giuseppe Abbamonte**, Director for Media Policy at the European Commission

NETWORKING EVENT