

EUROPEAN NEWS MEDIA _FORUM

Provisional programme

When: Thursday 10 November 2022 (9:00 to 17:30)

Where: 'The Square' convention center in Brussels

How: Hybrid event, with onsite presence of speakers

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9:00 – 10:30

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?

Panel discussion with **Bertrand Mossiat** (Journalism Trust Initiative), **Olle Zachrisson** (Swedish Radio) and more...

*** Break ***

11:00 – 12:15

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 much more.

Showcases from **Gianni Barlassina** (Il Post), **Pavica Knezović** (Svijet Kulture) and more...

*** Lunch break ***

13:45 – 15:30

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** (Deutsche Welle), **Sofie Hvitved** (Copenhagen Institute for Futures Studies), **Meenal Thakur** (Solutions Journalism) and **the audience**.

*** Break ***

16:10 – 17:30

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?

- 'Pitch in' session: Harnessing the potential of media data spaces: what do we need, what can we do (**Intellera Consulting/ European Commission**).
- Panel discussion with **Sarah Geeroms** (Future Media Hubs), **Lukáš Šmol** (Czech Publisher Exchange) and more...

From 17:30 : Networking event