

Innovating Media Economics Programme

- 09.00h** Registration
- 09.30h** Symposium 1 **5th Private Television in Europe Symposium on 'Due prominence in smart and digital television environments'**
- Room -
The Arc
- Prof. Dr. Ramon Lobato (RMIT University) & Prof. Dr. David Hesmondhalgh (University of Leeds) on *the importance of set-top-boxes*
 - Prof. Dr. Karen Donders (imec-SMIT, Vrije Universiteit Brussel) on *interfaces in platform economies*
 - Ms. Kate Biggs (Ofcom) on *new regulatory approaches to deal with due prominence*
 - Panel discussion with Mr. Magnus Brooke (ITV), Ms. Kathleen Colpin (DPG Media), Mr. Lieven Vermaele (VRT), Mr. Peter Vindevogel (Telenet) and Dr. Anna Herold (European Commission) on *the pro's and con's of imposing regulation to ensure due prominence*
- 09.30h** Symposium 2 **Smart Media Meetup on 'Artificial Intelligence and natural Language Processing'**
- Room -
Studio 311
- Prof. Dr. Tom Willaert (AIlab, Vrije Universiteit Brussel) on *Tracking causal relations in the news: the European Odyceus project*
 - Mr. Maarten Verwaest (CEO and Founder Limecraft) on *AI and automated content enrichment*
 - Mr. Nicolas Deruytter (ML6) on *NLP-driven content customisation*
 - Mr. Stef Nimmegeers (Bothrs.com) on *Conversational bots for interactive media experiences*
 - Mr. Tom Pauwaert (alexandria.works) on *Self learning systems for improved knowledge extraction*
- 12.00h** Lunch Kindly offered by DPG Media

<p>13.00h Key note and panel discussion</p> <p>Room - The Arc</p>	<p>Key note speaker: Mr. Guillaume Klossa (Founder of think thanks EuropaNova and Civico Europa, Special advisor to European Commission Vice-President Mr. Andrus Ansip for the Digital Single Market) <i>Towards European Media Sovereignty: How a new EU industrial media strategy can foster a sustainable, pluralistic and independent European media ecosystem.</i></p> <p>Panel members: Prof. Dr. Karen Donders (Head of Smart Media research at imec-SMIT) Mr. Grégoire Polad (Director ACT) Mr. Matt Rogerson (Head of Public Policy, The Guardian Media Group) Mr. Valentin Dupouey (Euractiv) Mr. Hans Hoffman (Senior Manager of Media Fundamentals & Production)</p> <p>Panel moderator: Prof. Dr. Olivier Braet (Coordinator MediaHub Brussels and Senior researcher at imec-SMIT)</p>
<p>14.00h Break-out 1</p> <p>Room - Studio 312</p>	<p>Best of books: Must reads on media economics for 2019</p> <ul style="list-style-type: none"> - Prof. Dr. Ramon Lobato (RMIT University) on <i>Netflix Nations</i> - Prof. Dr. Cathy Johnson (University of Huddersfield) on <i>TV online and online TV</i> - Prof. Dr. Luis A. Albornoz (Carlos III University of Madrid) and Prof. Dr. M. Trinidad Garcia Leiva (UC3M) on <i>Audiovisual Industries and Diversity</i> - Prof. Dr. Karen Donders (VUB) and Prof. Dr. Tom Evens (UGent)
<p>14.00h Break-out 2</p> <p>Room – Studio 311</p>	<p>Fake news beyond the hype: Working on structural and collaborative remedies</p> <ul style="list-style-type: none"> - Prof. Dr. Ike Picone (imec-SMIT, Vrije Universiteit Brussel) on <i>The fake news hype</i> - Prof. Dr. Peter Van Aelst (UAntwerpen) on <i>Factors of disinformation across countries</i> - Prof. Dr. Michaël Opgenhaffen (KULeuven) and Mr. Tim Pauwels (VRT) on <i>Collaborative remedies</i> - Mr. Andy Demeulenaere (Mediawijs) on <i>The role of media literacy</i>
<p>14.00h Break-out 3</p> <p>Room - Studio 314</p>	<p>Smart Media Meetup on R&D projects and where they lead to: Best practices</p> <ul style="list-style-type: none"> - Mr. Dieter Boen (VRT) on <i>European Sandboxes</i> - Mr. Simon Delaere (imec-SMIT, Vrije Universiteit Brussel) on <i>H2020 project Hradio</i> - Dr. Jasmien Lismont (Data Science Project Manager at Twipe) on <i>James, the Digital Butler</i>

16.00h Coffee break

16.30h Inaugural
lecture

Launch of the VUB Chair on 'Personalisation, trust and sustainable media', funded by Roularta

Room -
The Arc

- Prof. Dr. Pieter Ballon (Director SMIT)
- Mr. Xavier Bouckaert (CEO Roularta)
- Prof. Dr. Ike Picone (Chair holder, imec-smit, Vrije Universiteit Brussel) on *The Reuters Institute for Journalism's News Report 2019*, first results on personalisation and trust in a digital age
- Prof. Dr. Karen Donders (Chair holder, imec-SMIT, Vrije Universiteit Brussel) with concluding remarks

17.30h Reception

Kindly offered by Roularta

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