

# 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'**
- Prof. Dr. Ramon Lobato (RMIT University) & Prof. Dr. David Hesmondhalgh (University of Leeds) on *the importance of set-top-boxes*
  - Prof. Dr. Karen Donders (VUB) 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), Mr. Ben Appel (Medialaan), Mr. Lieven Vermaele (VRT), Mr. Peter Vanden Bossche (Samsung), Mr. Pieter 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'**
- Prof. Dr. Katrien Beuls (VUB) on *Tracking causal relations in the news: the European Odyceus project*
  - Prof. Dr. Erik Mannens (UGent) on *AI and automated content enrichment*
  - Mr. Nicolas Deruytter (ML6) on *NLP-driven content customization*
  - 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 Medialaan
- 13.00h Key note **How to deal with the economic power of big platforms by Dr. Lina Khan**
- 14.00h Break-out 1 **Best of books: Must reads on media economics for 2019**
- Prof. Dr. Ramon Lobato (RMIT University) on *Netflix Nations*
  - Prof. Dr. Damien Tambini (London School of Economics) on *Digital Dominance*
  - Prof. Dr. Cathy Johnson (University of Huddersfield) on *TV online and online TV*
  - Prof. Dr. Luis A. Albornoz (Carlos III University of Madrid) and Prof. Dr. M. Trinidad Garcia Leiva (UC3M) on *Audiovisual Industries and Diversity*
- 14.00h Break-out 2 **Fake news beyond the hype: Working on structural and collaborative remedies**
- Prof. Dr. Ike Picone on *The fake news hype*
  - Prof. Dr. Peter Van Aelst (UAntwerpen) on *Balancing disinformation and freedom of expression*

- Prof. Dr. Michaël Opgenhaffen (KULeuven) and Mr. Tim Pauwels (VRT) on *Collaborative remedies*
  - Mr. Andy Demeulenaere (Mediawijs) on *The role of media literacy*
- 14.00h** Break-out 3 **R&D projects and where they lead to: Best practices**
- Mr. Allan Segebart (Adlogix) on *Building scale on data through the ICON EcoDaLo project*
  - Mr. Dieter Boen (VRT) on *European Sandboxes*
  - Mr. Simon Delaere (VUB, imec-SMIT) on *H2020 project Hradio*
- 16.00h** Coffee break
- 16.30h** Inaugural lecture **Launch of the VUB Chair on 'Personalisation, trust and sustainable media', funded by Roularta**
- Prof. Dr. Caroline Pauwels (VUB, rector)
  - Mr. Xavier Bouckaert (Roularta, CEO)
  - Prof. Dr. Ike Picone (Chair holder) 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) with concluding remarks
- 17.30h** Reception Kindly offered by Roularta

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