



AER / MediaRoad 2018 Workshop @Radiodays Europe

Date: 18 March 2018

Location: Austria Centre

Programme

10h00	Registration
10h30	Introduction and housekeeping remarks
10h40	New tech / Hybrid radio cases 1: presentation of the work undertaken by the HRADIO project by Alexander Erk , IRT
11h10	New tech / Hybrid radio cases 2: presentation of the work undertaken by the Marconi project by Mike Matton , VRT
11h40	Coffee break
11h50	How to strengthen innovation across the European media sector? Presentation of MediaRoad : on how EU is promoting initiatives to help media, from a policy and networking standpoints by Agata Patecka , MediaRoad
12h00	How to support startups / innovative organisations in bringing new applications of new tech to the market? Presentation of VRT's Sandbox : a model to test new ideas / technologies by Sarah Geeroms , VRT
12h30	How to create new uses of new tech? How to protect the radio industry in this new environment? Presentation by Radioplayer on how it can help radio stations to embrace the web by Caroline Grazé , Radioplayer Germany
13h00	Concluding remarks / Workshop closure

