

WEDNESDAY PROGRAM

8:30-9:30 AM	REGISTRATION & COFFEE	
9:30-9:45 AM	WELCOME TO MEDIA CITY ODENSE MEDIATECH FESTIVAL (OPENING SPEECH)	MAIN STAGE
9:45-10:30 AM	KEYNOTE BY NAJA NIELSEN, DIGITAL DIRECTOR, BBC NEWS. PERSONAL PUBLIC SERVICE – THE DIGITAL STRATEGY OF BBC NEWS	MAIN STAGE
10:30-11:15 AM	INTERVIEW ON STAGE WITH RIKKE BEKKER, JFM, CARSTEN TOPHOLT, TV 2 DANMARK, ESSEN SEERUP, TV 2 FYN, PETER BRO, SDU, PETTER-OLE JACOBSEN, VIZRT. WHY DO WE NEED A DANISH MEDIATECH CLUSTER? FROM MEDIA TO MEDIATECH.	MAIN STAGE
11:15-12:00 AM	KEYNOTE BY MARK LITTLE, CEO AT KINZEN. HOW TO FIGHT DISINFORMATION?	MAIN STAGE
12:00-1:00 PM	LUNCH & NETWORKING	
1:00-1:30 PM	KEYNOTE BY JOHN MURPHY, CREATIVE DIRECTOR, BBC SPORT. TOKYO TO BEIJING IN 2 GREEN BOXES.	MAIN STAGE
1:30-2:15 PM	PANEL DISCUSSION WITH JANNICK BLAKSMARK, HEAD OF SOCIAL AND CREATIVE, KRÆFTENS BEKÆMPELSE & BRIAN PABST, DIGITAL REDAKTØR, FAGLIGE SENIORER OG SENIORNEWS. EVERYONE CAN PUBLISH – HOW? // UNLIKELY MEDIA SUCCESS.	MAIN STAGE
2:00-2:45 PM	COFFEE & NETWORKING	
2:45-3:30 PM	PANEL DISCUSSION AND INTERVIEW WITH VIGGO LEPOUTRE RAVN, EDITOR IN CHIEF, JP LOKAL AND JAN SCHOUBY, EDITOR IN CHIEF, ÅRHUS STIFTSTIDENDE. THE FIGHT FOR LOCAL NEWS IN DENMARK	MAIN STAGE
3:30-4:15 PM	KEYNOTE BY KLAS GRANSTRÖM, EDITOR IN CHIEF AND PUBLISHER, EXPRESSEN. THE DIGITAL AFFAIR – HOW EXPRESSEN WORKS WITH HYBRID BUSINESS REACH, DIGITAL SUBSCRIPTIONS AND TV.	MAIN STAGE
4:15-5:00 PM	KEYNOTE BY MORWEN WILLIAMS, DIRECTOR OF UK OPERATIONS, BBC NEWS. DIVERSITY IN MEDIATECH	MAIN STAGE
5:00-? PM	DRINKS & NETWORKING	
12:30-1:15 PM	FAST TRACK TO THE FUNNIEST AND MOST INTERESTING EXAMPLES OF MEDIA STARTED BY ORGANISATIONS AND COMPANIES. BY LASSE CHARLEY PEDERSEN, WILLMORE	THEATER STAGE
1:15-1:30 PM	SHORT BREAK	THEATER STAGE
1:30-2:00 PM	THE TV 2 FYN STORY – STORY CENTRIC WORKFLOW BY JONAS MATSSON, TV 2 FYN	THEATER STAGE
2:45-3:30 PM	CONSTRUCTIVE AND ENGAGING JOURNALISM BY ULRIK HAAGERUP, CEO CONSTRUCTIVE INSTITUTE & GERD MARIA MAY, JOURNALIST, AUTHOR AND FOUNDER OF ROOM OF SOLUTIONS	THEATER STAGE
3:30-4:00 PM	HOW TO INVOLVE MEDIA USERS BY LISTENING SYSTEMATICALLY. BY PETER SKOV KRAGH HALLING, CEO, HEARKEN EUROPE AND NANNA HOLST, EDITOR, TV 2 LORRY	THEATER STAGE
4:00-4:30 PM	EVERYONE CAN START AND BECOME A MEDIA BY JESPER SKEEL, FOUNDER & CEO, WILLMORE & PETER ERNSTVED, EDITOR & JOURNALIST, OLFI	THEATER STAGE
4:30-? PM	SHARE YOUR STRATEGY ON DIGITAL DISTRIBUTION. TECH STACK EVENT WITH DRINKS AND NETWORKING. HOSTED BY TEKNOLOGIENS MEDIEHUS	THEATER STAGE

THURSDAY PROGRAM

8:30-9:30 AM	REGISTRATION & COFFEE	
9:30-10:30 AM	KEYNOTE BY LARS TVEDE, CHIEF INVESTMENT OFFICER AT ATLAS GLOBAL MACRO, & CLAUDIUS BRIX, CEO AT SUPERTRENDS AG. A LOOK INTO THE CRYSTAL BALL: THE NEXT BIG SUPERTRENDS	MAIN STAGE
10:30-10:45 AM	SHORT BREAK	MAIN STAGE
10:45-11:30 AM	EMBRACING THE FUTURE WITH AI IN THE NEWSROOM – 3 CASES BY CLAES HOLGER DE VREESE, DDC, JENS KAAS BENNER, ALEXANDRA INSTITUTTET & KASPER LINDSKOW, EB	MAIN STAGE
11:30-12:00 AM	KEYNOTE BY HENRIK TEISBÆK, CO-FOUNDER & CEO, VEO. HOW TO FILM 1 MILLION FOOTBALL MATCHES. THE STORY OF VEO	MAIN STAGE
12:00-12:30 PM	KEYNOTE BY ANDREAS MARCKMANN, EDITOR IN CHIEF, MARKEDSFØRING. 9 ETHICAL PRINCIPLES IN AUTOMATION (ROBOT JOURNALISM) – THE ECO SYSTEM	MAIN STAGE
12:30-1:15 PM	LUNCH & NETWORKING	
1:15-2:00 PM	KEYNOTE BY YUSUF OMAR, CO-FOUNDER OF SEEN. THE FUTURE OF STORYTELLING	MAIN STAGE
2:00-2:15 PM	SHORT BREAK	
2:15-3:00 PM	KEYNOTE BY FADI RADI, HEAD OF CREATIVES, AL ARABIYAH. TV GRAPHICS OF TOMORROW	MAIN STAGE
3:00-3:30 PM	KEYNOTE BY BJØRN MYREZE, CEO AND FOUNDER, MYREZE. THE FUTURE OF BROADCAST.	MAIN STAGE
3:30-4:00 PM	COFFEE & NETWORKING	
4:00-4:30 PM	KEYNOTE BY KELD REINICKE, MEDIA ADVISOR, KERE MEDIA. STREAMING WARS	MAIN STAGE
4:30-5:30 PM	PITCH EVENT – HOSTED BY FUTURE MEDIA HUBS	MAIN STAGE
5:30-? PM	DRINKS & NETWORKING	
10:45-11:45 AM	WHAT DOES THE YOUNG FEMALE TECH TALENTS WANT? Q&A WITH 'IT LANDSHOLDDET', PANEL DISCUSSION WITH RAHUL YADAV, TV 2 DANMARK & METTE REINHOLT MORTENSEN, HESEHUSE	THEATER STAGE
11:45-12:30 PM	BUILDING WITH NDI – CONNECTED EVERYWHERE. BY PETTER-OLE JACOBSEN, HEAD OF INNOVATION, VIZRT	THEATER STAGE
2:00-2:30 PM	5000 HOURS OF REMOTE PRODUCTION DURING THE PANDEMIC BY ADDE GRANBERG, CTO, SVT	THEATER STAGE
2:30-3:00 PM	FAST TRACK: THE METAVERSE VS. THE MEDIA BY SORIE HVITVED, COPENHAGEN INSTITUTE FOR FUTURES STUDIES.	THEATER STAGE
3:00-3:30 PM	BALANCED COMPUTING FOR LIVE DISTRIBUTED PRODUCTION BY LAURENT PETIT, SVP PRODUCTS & SOLUTIONS AT EVS	THEATER STAGE

FRIDAY PROGRAM

8:30-9:30 AM	REGISTRATION & COFFEE	
9:30-10:15 AM	KEYNOTE BY LARS SILBERBAUER, GLOBAL HEAD OF BRAND, MARKETING AND DIGITAL, THE OLYMPICS (IOC)	MAIN STAGE
10:15-10:30 AM	SHORT BREAK	MAIN STAGE
10:30-11:15 AM	KEYNOTE BY DIMITRA LETSA, NEWS & PUBLISHERS STRATEGIC PARTNERSHIPS, NORDICS, GOOGLE. WHAT'S NEXT FOR GOOGLE AND THEIR PARTNERSHIPS WITH MEDIA	MAIN STAGE
11:15-12:00 PM	KEYNOTE BY RASMUS HØGDALL, CREATIVE STRATEGIST AT META, DENMARK AND NORWAY. THE METAVERSE, WHATS IS IT AND WHERE TO FIND IT	MAIN STAGE
12:00-1:00 PM	LUNCH & NETWORKING	
1:00-2:00 PM	PANEL DISCUSSION ABOUT DSA & DMA WITH ASTRID HAUG, CEO, ASTRID HAUG BUREAU, AND THOMAS LUE LYTZEN, DIRECTOR OF AD SALES & TECH, EKSTRA BLADET.	MAIN STAGE
2:00-3:00 PM	MEDIA AND THE TECH GIANTS IN A NEW ERA . PANEL DISCUSSION WITH GOOGLE, JP/POLITIKENS HUS, DANSKE MEDIER AND MORE.	MAIN STAGE
3:00-? PM	DANISH "FREDAGSBAR". DRINKS & NETWORKING. GOODBYE & SEE YOU NEXT YEAR.	

MediaTech Festival 2022

FULL PROGRAM