

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 (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), Mr. Ben Appel (Medialaan), Mr. Lieven Vermaele (VRT), 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. Tom Willaert (AILab, Vrije Universiteit Brussel) on *Tracking causal relations in the news: the European Odysseus 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 and panel discussion	<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) (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>
14.00h	Break-out 1	<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>
14.00h	Break-out 2	<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>
14.00h	Break-out 3	<p>Smart Media Meetup on R&D projects and where they lead to: Best practices</p> <ul style="list-style-type: none"> - Mr. Allan Segebart (Adlogix) on <i>Building scale on data through the ICON EcoDaLo project</i> - Mr. Dieter Boen (VRT) on <i>European Sandboxes</i> - Mr. Simon Delaere (imec-SMIT, Vrije Universiteit Brussel) on <i>H2020 project Hradio</i>
16.00h	Coffee break	
16.30h	Inaugural lecture	<p>Launch of the VUB Chair on ‘Personalisation, trust and sustainable media’, funded by Roularta</p>

- Prof. Dr. Caroline Pauwels (rector Vrije Universiteit Brussel)
- 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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