



PRE-SUMMIT EVENTS



EUROVISION ACADEMY

OPERATED BY EBU



4 – 5 June

AIBD/EUROVISION ACADEMY/CCTV Master Class on Constructive Journalism (TV)

Constructive journalism provides a more balanced perspective of the world, covering not only violence, death, conflict, failure or disaster but also solution-oriented stories.

In constructive journalism, the editorial priorities for each day's news include selecting the stories that can provide a more accurate and fairer portrayal of the world we live in.

Constructive journalism gives media consumers a comprehensive view of an issue (context, perspective, background and understanding, nuances etc.), inspiring them and facilitating public debate around a better tomorrow.

This Master Class shows concrete examples of constructive stories and suggests methods to implement more constructive journalism into your programmes.



Radiodays
Europe



5 June

AIBD/Radiodays Europe/RCS Workshop on A Sound Future - Creating Engaging Content on all Platforms (Radio)

The aim of the workshop is to help broadcasters to better understand current challenges and competition for radio and highlight new ways of creating engaging audio content, relevant for its audiences. It will show how broadcasters can engage listeners and citizens in providing compelling content and how engagement can build loyal listeners. In addition, the workshop will explain the best ways for broadcasters to expand their content and brands on all platforms. The workshop will also give an overview of the newest trends in successful radio formats in Asia-Pacific and in Europe.



5 June

AIBD/ITU/ABU Workshop on Digital Broadcasting, Policy and Transition (TV/Radio)

The workshop will look at Digital Radio and DTTB from three perspectives, Technical, Policy and Case studies.

The aim of this workshop is to explain different technical standards, the implementation from Analogue to Digital Terrestrial transmission and share successful case studies. The degree of technical detail will allow participants from different areas of specialisation to benefit from the workshop.



5 June

AIBD Workshop on Using Drones for Production (TV)

As drone journalism has increased significantly in the past years, many broadcast stations have developed their own drone journalism department.

The aim of this workshop is to introduce the use of drones for television production and its application and also to focus on many other aspects related to this new technology in the broadcasting industry.

NOTE: Participation in this workshop is by invitation only.



5 June

AIBD Workshop on Virtual Reality and Augmented Reality (TV)

This workshop aims to enlighten broadcasters on the increased capabilities of VR and AR technological applications in content creation and the immense economic benefits that can be derived. What are the technical best practices that can be adopted in VR/AR content development with digital integration of products into popular TV programmes to give viewers a richer experience?

This 1-day workshop will provide a platform for content creators to learn about methodology of using VR and AR, how to create high impact content to interact with their viewers and re-package content using these media to inform and entertain.