

MARCH 26-27, 2025

MEDIA CITY ODENSE

MEDIATECH

FESTIVAL

PROGRAM

THIS FESTIVAL IS MODERATED BY CATHRINE VALTER REINERT, DIRECTOR OF PUBLIC AFFAIRS AT THE COMMUNICATIONS AGENCY KOMMPRESS



Day 1

26th of Marts 2025

When	Program
09:00-09:30	Registration and Light Breakfast
09:30-09:45	<p>Caroline Stage Olsen - Danish Minister of Digital</p> <p>Government Welcome - Opening speech</p> 
09:45-10:15	<p>Adam Leah - Creative Director - nxtedition</p> <p>How Do We Tell the Right Story to the Right Person at the Right Time? In this session, Adam Leah examines the current digital landscape, offers strategies for improving audience targeting through agile, high-impact content, and predicts the next big trend, which might just surprise you</p> 
10:15-10:45	<p>Jakob Rosinski - AWS From On-Prem Limits to Limitless: Architecting Agile Live Cloud Production Workflows Discover how an AWS-based, cloud-native live production approach tackles scalability, flexibility, and cost-effectiveness—from basic magazine formats to Oscar-level events—and get a sneak peek at AWS's new CNAP initiative for accelerating live content creation.</p> 
10:45-11:00	Networking and Coffee Break
11:00-11:30	<p>André Torsvik - Fonn Group</p> <p>Rethink or Retreat; Media and cloud-powered SaaS André Torsvik from Fonn Group highlights how SaaS and cloud solutions can help media professionals overcome challenges like content overload, tight budgets, and outdated workflows. He calls it a vital opportunity for reinvention, renewal, and recalibration.</p> 
11:30-12:00	<p>Phillip Myers - LAWO An open approach to a Media Exchange Layer Phil Myers is Chief Technology Officer at Lawo, a global technology partner. He will talk about dynamic media facilities leverage software-based media functions within an open IT infrastructure, utilizing shared memory for high-performance interchange. This approach ensures interoperability, cost-effective scalability, and flexible workflows using containerized microservices deployed on-premises, remotely, or in the cloud.</p> 
12:00-12:45	Lunch and Networking

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26th of Marts 2025

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12.45-13.45	<p>The Big Nordic CTO top meeting With Pål Nedregotten. NRK Adde Granberg, SVT Janne Yli-Äyhö, YLE Aino Olsen Danish Broadcasting Corporation</p> 
13.45-14.15	<p>Clemens Prerovsky - Austrian Press Agency With over 1.4 billion verified documents and 60 million images, we've built advanced language models and AI tools that streamline editorial workflows, enable pinpoint content recommendations, and enhance decision-making. By combining editorial expertise with technological innovation, APA delivers smarter, more efficient solutions for the future of journalism.</p> 
14.15-14.45	<p>Cecilie Nørsgaard - Condé Nast Hear how a small product team led major business change by upgrading its video CMS to connect and repurpose assets for global brands like Vogue and GQ. We'll explore how social media integrations, change management, and a product-led strategy helped us engage stakeholders, repurpose assets globally, and drive revenue diversification.</p> 
14.45-15.00	Networking and Coffee Break
15:00-15.30	<p>David Walker - Appear David is the VP of Sales and Engineering EMEA and will share his insights on live and remote production. Discover the technologies used, the obstacles overcome, and the key takeaways shaping the future of live sports broadcasting.</p> 
15.30-16.00	<p>Daragh Bass - Grass Valley Director of Business Development, EMEA The Future of Media Production. Daragh shows how its cloud-native AMPP platform drives scalability, flexibility, and new revenue opportunities for media operations, sharing real-world Tier 1 examples that illustrate the future of live production.</p> 
16:00-16.30	<p>Ricardo Tomé - CNN Portugal - Presented by Future Media Hubs Long-form journalism faces monetization hurdles, especially when striving for a seamless reader experience without intrusive ads. CNN Portugal's approach, mirroring many publishers, shows how in-depth storytelling can still generate new revenue streams beyond programmatic, even if it's not a one-size-fits-all model for scalability.</p> 
16:30-18:30	<p>Beer and networking Royal Unibrew serves 2-hour of free beer during our networking</p>
16:45-17:45	<p>The Pretty Duckling x TechSavvy x MCO MediaTech Start Up Award Show</p> 
17:45-18:30	<p>Beers & Networking Royal Unibrew serves 2-hour of free beer during our networking</p>

Day 2

27th of March 2025

When	Program
08:30-09:00	Registration and Light Breakfast
09:00-09:30	<p>Jonathan Kemp - CNN A U.S. presidential election spans numerous events, from debates and primaries to conventions, election night, and inauguration. A unified design approach ensures cohesive graphics and information presentation across these stages and during breaking news.</p> 
09:30-10:00	<p>Jennifer Brandel - Co Founder/CEO Hearken The Citizens Agenda approach focuses election coverage on voter priorities, creating inclusive reporting that boosts engagement and holds politicians accountable. Join Hearken CEO Jennifer Brandel to learn how this method can transform your coverage into a tool for democracy.</p> 
10:00-10:30	<p>Ingrid Tinmannsvik - NRK As the head of NRK News Young and as the constructive editor at NRK for the past years, Ingrid will share her top tips for reaching younger audiences with visual and constructive journalism, and how they have worked with this at NRK.</p> 
10:30-10:45	Networking and Coffee Break
10:45-11:30	<p>Panel discussion: The New Taboos - Moderated by Rikke Bekker TV 2 Østjylland <i>Panelists: Astrid Sønderberg (TV 2 Denmark), Jon Buckley (BBC News), Morten Ro (Engagement Designer) and Sten Schaumburg-Müller (Dr.jur, University of Southern Denmark)</i></p> <p>When is it "relevant" for the media to disclose details like ethnicity, nationality, or background? This debate tackles the ethical dilemmas faced by editorial teams, exploring how societal shifts and recent cases at home and abroad influence these decisions. Can the media maintain both high ethics and public trust in challenging situations?</p> 
11:30-12:00	<p>Lena Frischlich, Digital Democracy Centre, University of Southern Denmark The World Economic Forum warns disinformation is a top global threat, risking biased public opinion and trust in democracy. This talk covers disinformation trends, online manipulation, and strategies to build resilience in the age of AI and digital democracy.</p> 
12:00-12:30	<p>Thomas Ravn-Pedersen - World's Best News World's Best News is an independent media outlet for constructive journalism, reporting on progress and solutions in global development. Focusing on the UN Global Goals, we aim to provide a nuanced view of the world, inspiring hope and action to tackle challenges like poverty, inequality, and climate change.</p> 
12:30-13:15	Lunch and Networking

Day 2

27th of March 2025

When	Program
13:15-13:45	<p>Meilie Tang - Journalism Trust Initiative Within the general public, Reporters Without Borders is mostly known for the Press Freedom Index. Yet, the organisation now focuses just as much on access to reliable information as a human right. In her keynote, Chloé Fiodiere, Deputy Director of the Journalism Trust Initiative, will give an overview of RSF's current projects, starting with a status update on the state of press freedom worldwide, before deep diving into the organisation's campaign in the Nordics to disseminate the JTI.</p> 
13:45-14:15	<p>John Murphy - BBC Sport The summer of 2024 was a huge summer of sporting events which were viewed around the world and the BBC had a large part to play in it. This is a look into how BBC Sport utilised unique XR, VR and AR workflows to create stunning visual mixed reality presentation spaces in Berlin and Paris to help capture it for their audiences.</p> 
14:15-14:45	<p>Liva Manghezi - Danish Broadcasting Corporation (DR) Radiohost Liva works on a high-ranking radio show under DR, 'Go' Morgen P3'. Liva will reveal P3's innovative methods for engaging younger audiences on social media, focusing on Instagram's "Reels." She'll discuss the purpose, impact, and production process, along with strategies for reaching and growing this audience. Additionally, Liva will explore personality-driven journalism and its philosophy.</p> 
14:45-15:30	<p>Eirik Solheim Researchers and tech companies have developed advanced data models using machine learning and neural networks, approaching human intelligence. These systems can analyze and generate complex texts, create multimedia content, and understand language impressively. But how do they work? What if scammers misuse them? What are the media industry's challenges and opportunities?</p> 
15:30-16:00	<p>Yana Wang - Condé Nast Beyond Print: How Condé Nast Became a Multiplatform Media Powerhouse. how Condé Nast evolved from a legacy publisher into a multiplatform powerhouse—uniting global operations, broadening storytelling formats, and leveraging technology to boost creativity and audience engagement</p> 
16:00-16:30	<p>Aaron Nuytemans - Cuez TV is no longer TV. Everything has become everything. How to navigate making content for the small & big screen? How do broadcasters deal with becoming Media Houses? How to juggle the challenges of AI, Automation & Cloud? How to be everywhere, all at once?</p> 
16:30-18:30	<p>Beer and Networking Royal Unibrew serves 2-hour of free beer during our networking</p>