

PROGRAM

MCO MEDIATECH FESTIVAL 2023



EVERYTHING IS CONNECTED

THIS YEARS HOSTS: [KARIN CRUZ FORSSTRØM](#) AND [LASSE CHARLEY PEDERSEN](#)

WEDNESDAY PROGRAM

31 MAY – FESTIVAL DAY 1

- 8:30-9:00 AM
Registration & Coffee
- 9:00-9:15 AM
Welcome to the Festival – Opening Speech STAGE 1
- 9:15-10:00 AM
How To Stay Relevant In An Ever-Changing Digital Landscape With A Playful Mindset STAGE 1
[Jonas Skovkonge, Creative Technologist, the LEGO Group](#)
- Meet the Rising Stars from STADIEM – Media Tech Startups STAGE 2
BotTalk, Einbliq and host: Helge O. Sveta, CEO, Media City Bergen
- 10:00-10:45 AM
AI and News, a Real-world Approach STAGE 1
[Lisa Gibbs, Director of News Partnerships, The Associated Press](#)
- Transformation & Legacy Brands STAGE 2
[Jonas Kule Rathje, Editor-in-chief, Illustreret Videnskab](#)
- 10:45-11:00 AM
Quick coffee break
- 11:00-11:45 AM
Unlocking Insights through Audience Research: Sharpen Your Understanding of Your Customers and Boost Your Brand STAGE 1
[Emily Golligowski, Head of Research & SVP Charter / Formerly The Atlantic](#)
- Gaming as the New Platform STAGE 2
[Thomas Bense, Founder, Pixel.tv, Pixel.tv, Danish Game Awards, Snurbart, Gaming expert on TV 2, & more](#) & [Jens Sætter-Lassen, Actor/Streamer and Head Of Content, Bark Agency ApS](#)
- 11:45 AM – 12:30 PM
LaLiga: From a Competition Organizer to a Global Brand in Sports and Entertainment STAGE 1
[Juan Fuentes Fernández, Delegate to the Nordic Countries LaLiga](#)
- #Greentech – How to make Broadcasting More Sustainable STAGE 2
[Carsten Tophaldt, CFO, TV 2 Danmark](#), [Marwen Williams, Director of UK Operations, BBC News](#), and [Robert Kirstejn Schmidt, Head of Sustainability, Nuuday](#)
- 12:15-1:00 PM
Lunch and Networking
- 1:15-1:45 PM
GB News: How One Small Start-up is Changing the Face of British Broadcasting STAGE 1
[Marc Schipper, COO, GB News](#)
- Crash Course on Digital Trends in the Media Industry STAGE 2
[Lasse Charley Pedersen, Willmore](#)
- 1:45-2:30 PM
Crash Course: How to Create Loyal Users STAGE 1
[Tav Klitgaard, CEO, Zetland](#)
- It's not just about the blocks!: Exploring BBC's Chameleon rebrand Project and its Impact on Sports and Digital Platforms STAGE 2
[John Murphy, Creative Director, BBC Sport](#)
- 2:30-2:45 PM
Coffee break and Networking
- 2:45-3:15 PM
Revolutionizing News Generation: Exploring the Synergy of AI and Human Collaboration at Ekstra Bladet STAGE 1
[Tore G. C. Rich, Content Automation Manager, EB](#)
- Elevator Pitch-Off Event STAGE 2
- 3:15-4:00 PM
The Artificial Intern: How GPT-3 Broke Humanity's Monopoly on Ideas (but creatives don't need to fear for their jobs yet) STAGE 1
[Tao Thomsen, Creative Director, Innovation](#)
- Elevator Pitch-Off Event STAGE 2
- 4:00-4:30 PM
The Man Behind User Centric Content STAGE 1
[Dimitry Shiskin, Executive Media adviser, Founder of BBC User Needs](#)
- Elevator Pitch-Off Event STAGE 2
- 4:30-6:00 PM
Cocktails & Networking

THURSDAY PROGRAM

1 JUNE – FESTIVAL DAY 2

- 8:30-9:00 AM
Registration & Coffee
- 9:00-10:00 AM
Hooked: How to Build Habit-Forming Products STAGE 1
[Nir Eyal, Wall Street Journal Bestselling Author of "Hooked" and "Indistractable", speaker, and investor](#)
- 10:00-10:30 AM
The Fusion of Streaming, Media, and Gaming STAGE 1
[Rami Ismail, Executive Director, Rami Ismail](#)
- &Co on How They Became the World's Best Advertising Agency STAGE 2
[Thomas Hoffmann, Executive Creative Director, &Co / NOA](#)
- 10:30-10:45 AM
Quick coffee break
- 10:45-11:30 AM
Retail as Media – How to Grow Your Business with Great Content and Tech STAGE 1
[Peter Laell, Director, Resolution, Omnicom Media Group](#), & [Kathrine Rønnef Karstensen, Head of Matas Media – Strategy & Insights, Matas](#)
- Female Empowerment: Why the Future of Media & Tech Depends on It STAGE 2
[Stine Carsten Kendal, CEO, Dagbladet Information](#) & [Kathrine Konyher, Sr. VR/AR Business Developer & Marketing Specialist, Khora Virtual Reality](#), & [Stine Thorsgaard Kjøer, Leder, innovation & udvikling, TV 2 ØSTJYLLAND](#)
Moderator: [Sofie Hvitved, Futurist, Senior Advisor & Head of Media, Copenhagen Institute for Futures Studies](#)
- 11:30 AM – 12:15 PM
Redefining News for the TikTok Generation STAGE 1
[Sophia Smith Galer, Journalist and Content Creator](#)
- The Future of Fake: Deepfakes, Generative AI and the Fight for Authenticity STAGE 2
[Bo Bergstedt, Technology Strategist, TV 2 Denmark](#)
- 12:15-1:00 PM
Lunch and Networking
- 1:00-1:45 PM
How to use Open Source Tools to Fight Disinformation STAGE 1
[Wim Zwijnenburg, Project Leader Humanitarian Disarmament, PAX](#)
- 1:00-1:30 PM
Creativity, the Last Unfair Advantage STAGE 2
[Jakob Holme, Creative Director & Partner, & Rasmus Nybo Andersen, Creative Strategy Director, Nørgård Mikkelsen](#)
- 1:30-2:00 PM
How to Launch a News TV Channel in a Digital Age STAGE 2
[Marwen Williams, Director of UK Operations, BBC News](#)
- 1:45-2:30 PM
How Algorithms make Double Tick STAGE 1
[Ingmar A. N. Oemig, Co-founder & CEO, Double](#)
- 2:00-2:30 PM
How 5G Powered The Queen's Last Journey STAGE 2
[Gareth Gordon, Chief Technology Officer, OTV](#)
- 2:30-3:15 PM
Do's and Don'ts for Boomers STAGE 1
[Maria Jarjis, Science-influencer and the person behind Youtube-channel: WTF er det?](#)

31 MAY - 1 JUNE 2023
MEDIA CITY ODENSE
MEDIATECH
FESTIVAL

PROGRAM

MCO MEDIATECH FESTIVAL 2023

EVERYTHING IS CONNECTED



THIS YEARS HOSTS: [KARIN CRUZ FORSSTRØM](#) AND [LASSE CHARLEY PEDERSEN](#)

WEDNESDAY PROGRAM

31 MAY – FESTIVAL DAY 1

- 8:30-9:00 AM
Registration & Coffee
- 9:00-9:15 AM
Welcome to the Festival - Opening Speech STAGE 1
- 9:15-10:00 AM
How To Stay Relevant In An Ever-Changing Digital Landscape With A Playful Mindset STAGE 1
[Jonas Skovkonge, Creative Technologist, the LEGO Group](#)
- Meet the Rising Stars from STADIEM - Media Tech Startups STAGE 2
BotTalk, Einbliq.io and host; Helge O. Sveta, CEO, Media City Bergen
- 10:00-10:45 AM
AI and News, a Real-world Approach STAGE 1
[Lisa Gibbs, Director of News Partnerships, The Associated Press](#)
- Transformation & Legacy brands STAGE 2
[Jonas Kuld Rathje, Editor-in-chief, Illustreret Videnskab](#)
- 10:45-11:00 AM
Quick coffee break
- 11:00-11:45 AM
Unlocking Insights through Audience Research: Sharpen Your Understanding of Your Customers and Boost Your Brand STAGE 1
[Emily Galigowski, Head of Research & SVP Charter / Formerly The Atlantic](#)
- Gaming as the New Platform STAGE 2
[Thomas Bense, Founder, Pixel.tv, Danish Game Awards, Snurbart, Gaming expert on TV 2, & more & Jens Sætter-Lassen, Actor/Streamer and Head Of Content, Bark Agency ApS](#)
- 11:45 AM - 12:30 PM
LaLiga: From a Competition Organizer to a Global Brand in Sports and Entertainment STAGE 1
[Juan Fuentes Fernández, Delegate to the Nordic Countries LaLiga](#)
- #Greentech - How to make Broadcasting More Sustainable STAGE 2
[Carsten Topholdt, CFO, TV 2 Danmark, Morwen Williams, Director of UK Operations, BBC News, and Robert Kirstejn Schmidt, Head of Sustainability, Nuuday](#)
- 12:15-1:00 PM
Lunch and Networking
- 1:15-1:45 PM
GB News: How One Small Start-up is Changing the Face of British Broadcasting STAGE 1
[Marc Schjipper, COO, GB News](#)
- Crash Course on Digital Trends in the Media Industry STAGE 2
[Lasse Charley Pedersen, Head of Creative, Willmore](#)
- 1:45-2:30 PM
Crash Course: How to Create Loyal Users STAGE 1
[Tav Klitgaard, CEO, Zetland](#)
- It's not just about the blocks!: Exploring BBC's Chameleon rebrand Project and its Impact on Sports and Digital Platforms STAGE 2
[John Murphy, Creative Director, BBC Sport](#)
- 2:30-2:45 PM
Coffee Break and Networking
- 2:45-3:15 PM
Revolutionizing News Generation: Exploring the Synergy of AI and Human Collaboration at Ekstra Bladet STAGE 1
[Tore G. C. Rich, Content Automation Manager, EB](#)
- Elevator Pitch-Off Event STAGE 2
- 3:15-4:00 PM
The Artificial Intern: How GPT-3 Broke Humanity's Monopoly on Ideas (but creatives don't need to fear for their jobs yet) STAGE 1
[Tao Thomsen, Creative Director, Innovation](#)
- Elevator Pitch-Off Event STAGE 2
- 4:00-4:30 PM
The Man Behind User Centric Content STAGE 1
[Dimitry Shiskin, Executive Media adviser, Founder of BBC User Needs](#)
- Elevator Pitch-Off Event STAGE 2
- 4:30-6:00 PM
Cocktails & Networking

31 MAY - 1 JUNE 2023
MEDIA CITY ODENSE
MEDIATECH
FESTIVAL

PROGRAM

MCO MEDIATECH FESTIVAL 2023

EVERYTHING IS CONNECTED



THIS YEARS HOSTS: [KARIN CRUZ FORSSTRØM](#) AND [LASSE CHARLEY PEDERSEN](#)

THURSDAY PROGRAM

1 JUNE – FESTIVAL DAY 2

- 8:30–9:00 AM
Registration & Coffee
- 9:00–10:00 AM
[Hooked: How to Build Habit-Forming Products](#) STAGE 1
[Nir Eyal](#), [Wall Street Journal Bestselling Author of "Hooked"](#)
[and "In Distractable"](#), speaker and Investor
- 10:00–10:30 AM
[The Fusion of Streaming, Media, and Gaming](#) STAGE 1
[Rami Ismail](#), [Executive Director](#), [Rami Ismail](#)
- 10:30–10:45 AM
Quick coffee break
- 10:45–11:30 AM
[Retail as Media – How to Grow Your Business with Great Content and Tech](#) STAGE 1
[Peter Loell](#), [Director](#), [Resolution](#), [Omnicom Media Group](#), & [Kathrine Rønne](#), [Head of Karstensen](#), [Head of Matas Media – Strategy & Insights](#), [Matas](#)
- 11:30 AM – 12:15 PM
[Redefining News for the TikTok Generation](#) STAGE 1
[Sophia Smith Galer](#), [Journalist and Content Creator](#)
- 12:15–1:00 PM
Lunch and Networking
- 1:00–1:45 PM
[How to use Open Source Tools to Fight Disinformation](#) STAGE 1
[Wim Zwijnenburg](#), [Project Leader Humanitarian Disarmament](#), [PAX](#)
- 1:00–1:30 PM
[Creativity, the Last Unfair Advantage](#) STAGE 2
[Jakob Holme](#), [Creative Director & Partner](#), & [Rasmus Nybo Andersen](#), [Creative Strategy Director](#), [Nørgård Mikkelsen](#)
- 1:30–2:00 PM
[How to Launch a News TV Channel in a Digital Age](#) STAGE 2
[Morwen Williams](#), [Director of UK Operations](#), [BBC News](#)
- 1:45–2:30 PM
[How Algorithms make Double Tick](#) STAGE 1
[Ingmar A. N. Oemig](#), [Co-founder & CCO](#), [Double](#)
- 2:00–2:30 PM
[How 5G Powered The Queen's Last Journey](#) STAGE 2
[Gareth Gordon](#), [Chief Technology Officer](#), [QTV](#)
- 2:30–3:15 PM
[Do's and Don'ts for Boomers](#) STAGE 1
[Maria Jarjis](#), [Science-influencer and the person behind Youtube-channel](#), [WTF er det?](#)
- The Future of Fakery; Deepfakes, Generative AI and the Fight for Authenticity STAGE 2
[Bo Bergstedt](#), [Technology Strategist](#), [TV 2 Denmark](#)

31 MAY - 1 JUNE 2023
 MEDIA CITY ODENSE
MEDIATECH
FESTIVAL