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**EBU**

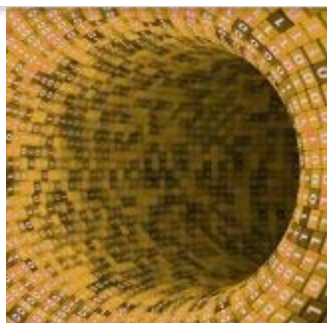
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**EBU BIG DATA INITIATIVE**

**Newsletter February 2017**

**JOIN US IN MARCH FOR THE 2017 EBU BIG DATA CONFERENCE!**

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### **The EBU Big Data Week is back, following a first successful edition in March 2016!**

Since then, the EBU Big Data Initiative has gone from strength to strength, with the active involvement of EBU members and several workshops addressing the legal, technical and societal challenges and opportunities of big data for Europe's public service media.

**The EBU Big Data Conference will take place on 21 and 22 March 2017 in Geneva.** It will be a unique occasion to strengthen and expand the EBU Big Data community, actively engage members and discuss major questions for PSM such as how to make best use of recommendation tools, develop approaches to big data which reflect PSM values and how to better engage with younger audiences.

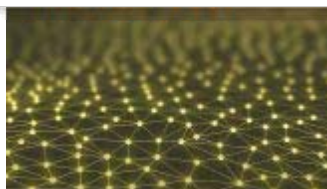
[You can register for the event on our website.](#) The event programme is currently being finalized and will be published soon on this webpage.



### **EBU BDI Workshop presentations available: Algorithms and Society**

EBU members met at the RTBF headquarters last December in Brussels to discuss the impact of algorithms on society, how algorithms influence media consumption and what it changes for citizens.

[Event page, including report and presentations](#)

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inaugural year and present the first return on experiences and insights on the impacts of big data on public service media. It highlights some desirable developments for the near future to further help public service media integrate Big Data to their strategies. **We are finalizing the report and will send it to you next week.**

## MEDIA CONTENT

### **EBU Digital Media Days examines changes in storytelling**

The second of the EBU's inaugural Digital Media Days in Lisbon (23 – 25 January) shifted the focus from strategy to storytelling – in particular redefining how public service media tells stories in the digital era. A variety of speakers showed how data can be used to create more relevant content, how to deal with fake news and how to create more immersive content. [Full article](#)

## RECOMMENDATION SYSTEMS

### **French CSA publishes report on role of algorithms and access to content**

The French Audiovisual National Regulatory Authority has published a first 'CSA Lab' report examining how Big Data is transforming the audiovisual landscape. The report also addresses how algorithms are used in the audiovisual sector and how they can be used to sustain key audiovisual media policy objectives. [Read the report \(French only\)](#)

### **The Data That Turned the World Upside Down**

Psychologist Michal Kosinski developed a method to analyze people in minute detail based on their Facebook activity. Did a similar tool help propel Donald Trump to victory? Two reporters from Zurich-based Das Magazin went data-gathering. [Full article](#)

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## DATA PRINCIPLES

### European Commission to review 'e-privacy' Directive

On 10 January, the European Commission [published a proposal](#) to revise the 2002 'e-privacy' Directive. This text notably addresses consent rules for the use of cookies at the European level. It also launched a [public consultation](#) on the data economy, which will look into issues like the free flow of data, data localization, and emerging legal issues in the context of new data technologies.

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### ***New to the EBU Big Data Initiative?***

*To find out more about why big data has become a major talking point for public service media and a strategic priority for the EBU, feel free to:*

- visit the [dedicated page on our website](#)
- watch our [video playlist](#)
- read the [latest news about the EBU Big Data Initiative](#)



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