



ABU-Rai Days 2025

**Children and the Media:
Ensuring Relevance for Public
Media in the 21st Century**

Agenda

Naples, 12-13 June 2025

Rai TV Production Centre



ABU Rai Days 2025
“Children and the Media: ensuring Relevance for Public Media in the 21st Century”
Rai TV Production Centre, Naples
Thursday 12, June 2025

09.00 - 09:20 Platform Opens and Participants arrive in the Event Room

Welcome to #ABURAYDAYS2025

Opening Remarks

Simona Martorelli, Rai, Director, International Relations and European Affairs

Simona Agnes, Rai, Member of Rai Board of Directors – EBU Executive Board

Nargiza Numanova, ABU, Head Secretary General’s Department

Institutional greetings

09:20 – 9.50 Keynote Addresses:

Future voices: public service media for the next generations

Moderator: Simona Martorelli, Rai, Director, International Relations and European Affairs

Jean Philip De Tender, EBU, Deputy Director General and Media Director

Maya Götz, Head of International Central Institute for Youth and Educational Television (IZI),

Bayerischer Rundfunk - Managing Director Prix Jeunesse International

9.50 – 11.00 News, Science and STEM studies

Reliable sources: news awareness and science education for young audiences

Moderator: Giuseppe Solinas, Rai, International Relations and European Affairs,
International Cooperation, Journalist

Michelle Dickinson, Nanogirl Labs - online

Miki Mori, Foreterra Inc, CEO, Science Council of Japan, PR Advisor to the President

Mehdi Khelfat, RTBF, Chief Editor, EBU, Head News and Kids - online

Adele Parmentola, Professor, Entrepreneurship and Innovation, Parthenope University

Valentina Della Corte, Professor, Strategic Management and Marketing, Federico II University

11.00 - 11.20 Coffee break

11.20 – 12.10 Audio innovation & Podcast.

Lend me your ears! Producing audio for the next generation

Moderator: Andrew Davies, ABU, Head Radio

Andrea Borgnino, Rai Play Sound, Head Original Podcasts

Marco Lanzarone, Rai Play Sound, Director, Digital Radio and Podcasts – online

Veronica Milsom, ABC, Executive Producer Children’s Audio – online

Ida Ayu Putu Widya Indah Sari, RRI, Producer, Dunia Anak monthly radio show – online

12.10 - 12.30 Streams of innovation: Japan Prize, Prix Jeunesse, Prix Italia

Moderator: Markus Nickel, Rai, International Advisor, Documentary and Prix Italia
Hitoshi Furukawa, Deputy Secretary General, Japan Prize - online
Chiara Longo Bifano, Secretary General, Prix Italia
Maya Götz, Managing Director, Prix Jeunesse International

12.30 – 13:30 Lunch: Coldiretti, food and sustainability

13:30 – 14:20 Voicing Emotions: kids and creativity in innovative tv production

Moderator: Luca Milano, Former Rai Kids Director
Roberto Iacoviello, Rai Crits, Head A.I. Computer Graphics Specialist
Jinsu Shin, EBS, Children's Content Producer and Commissioning Editor
of Animated TV Shows - online
Carlo Rodomonti, Rai Cinema, Head Strategic and Digital Marketing, Anica
Union of Digital Editors and Creators, President
Arturo Lando, Professor, Media Studies, Suor Orsola Benincasa University

14.20 - 15.10 Strategies for media literacy

Young minds and digital media: learning to think, watch and create

Moderator: Maria Luisa Mazzei, Rai, International Relations and European Affairs,
Head Asia and Africa Desk
Davide Di Stadio, Rai Digital, Creative and Content Production Manager
Francesca Cimino, EBU Members Intelligence Services, Audience Research Specialist - online
Philomena Gnanapragasam, Secretary General, Asia-Pacific Institute for Broadcasting
Development (AIBD) - online
Nargiza Numanova, ABU, Head of Secretary General's Department
Ismihan Yilmaz, TRT, Director, ÇOCUK

15.10 - 15.30 Coffee break

15.30 - 16.10 Bridging worlds: co-production for young audiences

Moderator: Markus Nickel, Rai, International Advisor, Documentary and Prix Italia
Wouter Quartier, EBU, Head Digital, Transformation and Platforms - online
Miki Mori, Foresterra Inc, CEO, Science Council of Japan, PR Advisor to the President
Sarah Tareen, Director and S. Izmerai Munim Durrani, Producer, STP FILM,
Kids Fight – A Fight for Identity – online
Allamyrat Archayev, State Committee of Turkmenistan for Television, Radiobroadcasting
and Cinematography, Head International Relations

16:10 - 16:50 Regulation and policies

Regulating the digital revolution: diversity, inclusion, and a safer media environment for the next generation

Moderator: Isabelle Dochy, EBU - EU Policy Advisor

Anna Herold, EU Commission, Head Audiovisual and Media Services Policy Unit

Suranga B. M. Jalyalath, ABU, Former Chair, IPLC & CMG Sri Lanka, Legal Affairs Director

Juergen Burggraf, ARD, Head European Affairs Office

16:50 - 17:00 #ABURAIDAYS2025 Closing Remarks

Dinner for speakers and delegates

19:30 - 22:00 Gala Dinner: Circolo dell'Unione, Royal Palace, Naples

Friday 13, June 2025
Social Programme for speakers and delegates

08.00 Shuttle bus transfer from selected hotels

09.00 Departure from Rai Production Centre, Viale Marconi 9 80125, Naples

Visit to Pompei archaeological site

13.00 Bus transfer from Pompei to Rai Production Centre

13.30 Lunch: Coldiretti: a taste of local specialties

14.30 End of the event – Shuttle bus transfer to selected Hotels