

A GUIDE TO THE EBU TRANSFORMATION REVIEWS

The challenge PSM face is to adapt, evolve and transform our operations into ones fit for a digital future.

However, transformation is not just about digitizing how content is made and delivered to audiences; it means rethinking how work gets done, how data drives decisions, and how people are organized to create a culture of continuous learning, growth and improvement. In short, it means aligning your organization with the future of work.

The Digital Transformation Initiative (DTI) is here to help, with new services to support Members realize their transformation through the power of people, technology and innovation.



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What are the EBU Transformation Reviews?

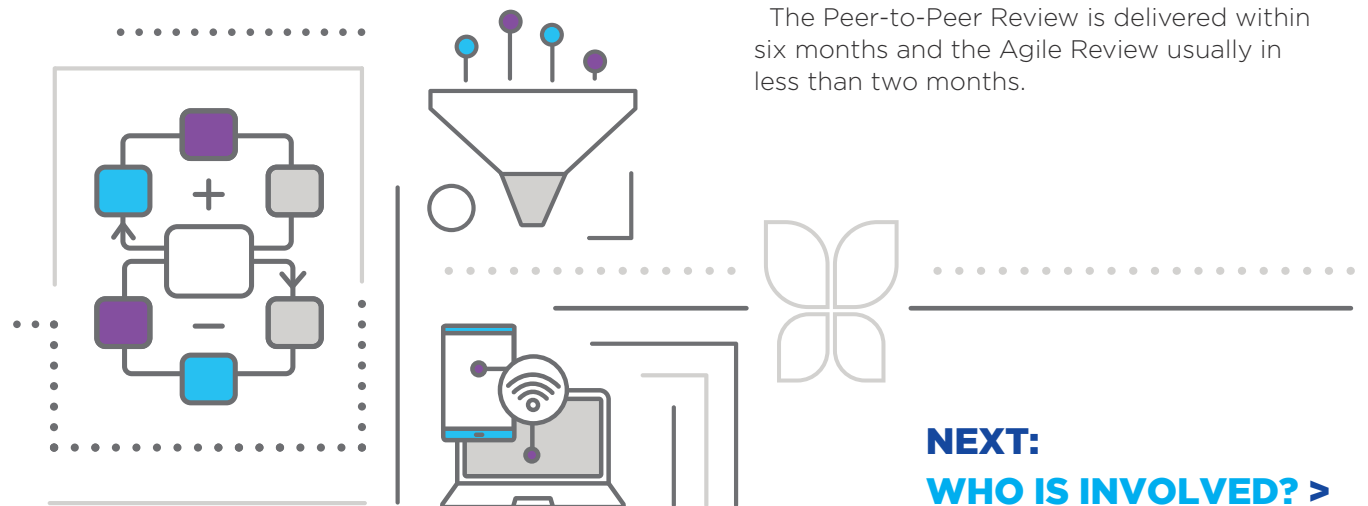
Our services involve bringing EBU experts and PSM peers to work directly on your transformation strategy. The model incorporates a review of the operational, technological, organizational and cultural status of the organization based on the PSM transformation framework developed by the EBU.

Our services have been developed under the banner of the Digital Transformation Initiative, but are delivered by experts from right across the EBU.

There are two levels of support available to deliver PSM transformation:

1. DTI Peer Review
2. DTI Agile Review.

Both the Peer-to-Peer and the Agile Review provide Members with expert analysis of their transformational status. The process considers both the strategy and the levers for change.



What is the review process?

The process for the Peer-to-Peer Review involves three phases:

1. **Member assessment:** A self-assessment report completed by the participating media organization which highlights the key issues and readiness for transformation.
2. **On-site working group:** A working group made up of EBU experts and Member Peers who observe the dynamics of the organization first-hand.
3. **Analysis, insight and action planning:** A report is prepared that translates findings into strategic insights and meaningful actions.

The Agile Review is based on the same principles, but is scaled to be delivered through a compressed process and flexible format so that we can react to Member needs and deliver targeted, tailored and practical levers for change, at speed.

Both Reviews are incisive and strategic; scaled to reflect the available time, resources and transformational requirements of each individual Member.

The Peer-to-Peer Review is delivered within six months and the Agile Review usually in less than two months.

NEXT:
WHO IS INVOLVED? >

Who is involved?

There are three important stakeholders in the Review process:

- The **participating Member**, who plays the central role as the focus is on their organization.
- **PSM peers** who are invited to join the review process. The peers are professionals from across the EBU network who are experts in the field of media. They are selected on a case-by-case basis, responding to the specific needs of each participating media organization.
- The **DTI team**, which is responsible for the delivery and Member satisfaction of each review; for assembling the group of experts and peers; for managing the end-to-end process, and for delivering the final report and recommendations.

The whole experience is a learning process that is deep, rewarding and effective for all the parties. The insights gained from the process help to make the case for digital transformation to and for all stakeholders across the Membership.

What's different about the EBU Reviews?

Because we are the EBU, the services offer some unique benefits to Members:

- They deliver unrivalled industry and PSM-specific insights due to the way we leverage the combined experience of the participating media organization, EBU peers and the DTI team.
- We act as partners and collaborators. As EBU colleagues, we are invested in finding solutions and solving Member problems together.
- Our services are customized. Every time a service is delivered, the Member benefits from a unique team, a tailored review and practical, actionable insights relevant to their specific situation.
- Finally, the reviews are about working together, forming and maintaining long-term trusting relationships.

What is the cost?

There is an additional fee to access the services, which are delivered on a cost-sharing, user-pay basis on a sliding scale according to Member tiers. The Agile review starts at just €2,500 and the Peer-to-Peer Review from €9,000 for smaller PSM organizations. The Partnership Programme is also available to any Members who may require financial support to access the Reviews.

Who to contact?



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