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**39<sup>TH</sup> ANNUAL CONFERENCE | DONOSTIA | 20**  
**OF CIRCOM REGIONAL | EUSKADI | 23**

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# OUR STRENGTH FOR CHANGE

Dear participants,

We are thrilled to welcome you to the Annual Conference of CIRCUM Regional in the splendid city of Donostia-San Sebastián.

This year's event will be hosted by EITB, our friends in the Basque Radio & Television. Thank you for bringing us all together and making this key event happen. We will talk about where we stand as public service media, we will talk about our commitment to our audiences, and we will talk about ongoing transition and even broader horizons for creativity.

We will listen to those of our peers who do it their way and succeed to do it the best way. Also, we will listen to those who, alas, are living through the perils of war. But we will also celebrate the best regional creators across Europe at the Prix CIRCUM Gala and recognize the great talent among us.

As Bob Dylan puts it - "Times, they are changing." So are we. And in this change our strength is in our CIRCUM family of regional public service television media across Europe.

Now it is time to look ahead, please enjoy, be inspired and be enlightened.

Eivind Undrum Jacobsen  
Interim President

Fernando R. Ojea  
Secretary General



**\*\*CIRCUM Regional is contributing to achieve a climate neutral impact of its Annual Conference and to bring sustainability to developing countries by voluntarily cancelling emissions through the United Nations Carbon Offset Platform**





# WHO WE ARE: EITB

**EITB is a publicly owned audiovisual group that operates broadcast media in the Basque Country.**

**EITB is a public service broadcaster, created in 1982, answerable to the Basque Government whose remit is to respond to the needs of Basque society with a range of audiovisual products including news & current affairs, educational content and entertainment of a plural, attractive, high-quality nature, to promote the Basque language and culture and to help normalise and extend the use of Basque in the current audiovisual ecosystem.**

**It has three business units for creating and distributing content: TV, Radio and Online. The three are currently run jointly under the flagship company EITB Media. The broad range of content offered by EITB includes news and entertainment in both Basque and Spanish.**

**The organisation currently has 5 TV channels (ETB1, ETB2, ETB3, ETB4 & ETB Basque), 6 radio stations (Euskadi Irratia, Radio Euskadi, Radio Vitoria, Gaztea, EITB Musika & EITB Euskal Kantak) and several digital products including a website (www.eitb.eus), a streaming service with live and on-demand content (EITB Nahieran) and apps for Smart TVs and mobile devices. It also distributes content via YouTube and social media.**

**Unlike other broadcasters, EITB is a cross-media organisation. It is highly regarded in all media types, and in terms of audience numbers it is the most influential audiovisual group broadcasting in the Basque Country.**

**In short EITB has been since the outset, and indeed still is, a unique public broadcaster that fulfils its remit as such, by offering a broad range of TV, radio, online and cinema content in two languages, Basque and Spanish.**

EITB Euskadin hedabideak dituen ikus-entzunezko talde publikoa da, 1982an sortua.

Eusko Jaurlaritzaren mendeko zerbitzu publiko honen helburua da euskal gizartearen eskaerei erantzutea informazio, dibulgazio eta entretenimenduz osaturiko ikus-entzunezko eskaintza askotariko, erakargarri eta kalitatezko batekin, euskal kultura eta hizkuntza sustatuz eta egungo ikus-entzunezko ekosisteman euskara normalizatzen, erabiltzen eta hedatzen lagunduz.

Telebista, irrati eta Internet bidez sortu eta zabaltzen dira edukiak, euskaraz eta gaztelaniaz.

Horretarako, gaur egun, bost telebista kanal ditu (ETB1, ETB2, ETB3, ETB4 eta ETB Basque), sei irrati (Euskadi Irratia, Radio Euskadi, Radio Vitoria, Gaztea, EITB Musika eta EITB Euskal Kantak), bai eta produktu digitalak ere, besteak beste, webgune bat (www.eitb.eus), streaming zerbitzua -zuzenekoa zein eskariaren arabera (EITB Nahieran)-, mugikorretarako aplikazioak (appak), eta taldearen edukiak zabaltzen dituzten sare sozialak (bai modu irekian, bai beren kanalen bidez).

Beste hedabide batzuk ez bezala, EITB erakunde krosmedia bat da. Era guztietako hedabideen arreta erakartzen du, eta, audientzia kopuruari dagokionez, Euskal Herrian emititzen duen ikus-entzunezko taldeen artean eraginik handienekoa da.

Laburbilduz, EITB hasieratik izan da, eta hala da oraindik ere, telebistako, irratiako, onlineko eta zinemako edukien eskaintza zabala bi hizkuntzatan, euskaraz eta gaztelaniaz, egiten duen hedabide publiko bakarra.





# WHAT WE ARE: EUSKADI, BASQUE COUNTRY

Euskadi is located along the coast of the Bay of Biscay and covers an extensive area of 7,234 square kilometers. Its strategic location at the crossroads of the European Atlantic axis makes it a vital center. It is a land with a unique culture and identity, distinguished by its rich history, landscape, and language.

Today, Euskadi is a modern country that has been able to adapt to each era, placing itself at the forefront of Europe in terms of quality of life and sustainable human development. The Basque economy thrives on its industrial sector, which serves as its main driving force. It boasts the eighth-highest *per capita* income in Europe. In addition, the region has a well-developed network for transportation and communication through roads, railways, and air travel.

The Basque Country has the firm objective of placing itself among the most advanced European regions in innovation, with a high standard of living and quality of employment. To this end, it is constantly working on scientific excellence, technological and industrial leadership, innovation and focus on talent.

The Basque language, Euskara, is an essential part of our culture and identity and a symbol of our resilience and perseverance. Basque is one of the few pre-Indo-European languages still spoken today, and its origins are still unknown.

The Basque territory has a strong culinary tradition. Gastronomy in the Basque Country is a symbol of our rich cultural heritage. It is a reflection of our love for good food and respect for the local product. From the most traditional stoves to the most creative and innovative cuisine, Basque cuisine enjoys the reputation of being one of the best cuisines in the world.

Sport is closely linked to the Basque identity. The Basque Country has many world-class sportsmen and women, as well as traditional sports practices with a strong social implantation. Farm work has been transformed into competitive sports and entertainment by the Basques. Rural sports, also known as *herri kirolak*, include activities like stone lifting, cutting grass, and sheepdog trials. Another sport, Basque pilota and its various modalities have spread beyond the borders of Euskadi and Europe, reaching a global audience.

Basque Country is known for its breathtaking natural landscapes, including the Pyrenees Mountains, the Basque Coast Geopark, and the Urdaibai Biosphere Reserve. The region boasts vibrant cities like Bilbao, Donostia-San Sebastián, and Vitoria-Gasteiz, each with its unique cultural and historical attractions.



Euskadi Bizkaiko golkoko kostaldean dago, eta 7.234 kilometro koadroko eremua hartzen du. Europako ardatz atlantikoaren bidegurutzean duen kokapen estrategikoak ezinbesteko gune bihurtzen du. Kultura eta identitate paregabea duen lurraldea da, bere historia, paisaia eta hizkuntza aberatsengatik nabarmentzen dena.

Euskadi, gaur egun, garai bakoitzera egokitzen jakin duen herri modernoa da, Europaren abangoardian kokatuz bizi-kalitatean eta giza garapen iraunkorrean. Industria da euskal ekonomiaren motorraren oinarri nagusia; hots, Euskadi zortzigarren postuan dago Europako *per capita* errentan. Euskadik komunikazio eta garraio azpiegitura sendoa bat du, errepide, trenbide eta aireportu sare garrantzitsuarekin, eta konexio bizkor eta erosoekin Estatuko gainerako erkidegoetara eta Europara.

Euskadik Europako eskualde aurreratuenen artean kokatzeko helburu sendoa du. Horretarako, bikaintasun zientifikoa, lidergo teknologiko eta industrialia, berrikuntza eta talentuaren aldeko apustua lantzen ditu etengabe.

Bertako hizkuntza, euskara, gure kulturaren eta identitatearen funtsezko oinarria da, eta baita gure erresilientziaren eta tinkotasunaren sinboloa. Gaur egun, egunero mintzatzen den hizkuntza aurreindoeuropar bakarrenetakoa da euskara; haren jatorria, aldiz, ez da ezagutzen.

Sukaldaritza tradizio sendokoa da euskal lurraldean. Euskal Herriko goi mailako gastronomia gure kultur ondare aberatsaren ikurra da. Beraren bidez erakusten dugu janari onarekiko maitasuna eta bertako produktuarekiko errespetua. Sukalde tradizionaletatik hasi eta sukaldaritza berritzaileenetaraino, euskal gastronomiak munduko sukaldaritzarik onenetakoa izatearen ospea du.

Kirolak lotura estua du euskal nortasunarekin. Euskadik mundu mailako kirolari ugari ditu, baita gizartean ezarpen handia duten kirol praktika tradizionalak ere. Baserriko lana kirol lehiakor eta entretenigarri bihurtu dute euskaldunek. Herri kirol ezagunak dira, besteak beste, harri-jasotzea, aizkora eta sega probak, eta artzain txakur txapelketak. Oihartzun handikoak dira, gainera, euskal pilotako modalitate desberdinak. Euskaditik eta Europako mugetatik kanpo hedatu dira diziplina hauek, eta publiko globalera iritsi.

Euskal Herria arras ezaguna da bere paisaia natural liluragarriengatik, besteak beste, Pirinioetako mendiak, euskal kostaldeko Geoparkea, eta Urdaibaiko Biosfera Erreserba. Euskadik Bilbo, Donostia eta Gasteiz bezalako hiri zirrargarriak ditu, bakoitzak bere eskaintza kultural eta historiko paregabea duela.



# WHERE WE ARE: DONOSTIA-SAN SEBASTIÁN

**Located in the prestigious, distinguished and outstanding Côte Basque, Donostia-San Sebastián is renowned for its picturesque beaches, historic architecture, and world-class cuisine.**

**San Sebastián is home to spectacular bridges, buildings, and squares in addition to its breathtaking natural surroundings. As you stroll by the Victoria Eugenia Theatre, the Hotel Maria Cristina, or the La Perla spa hotel, you'll feel as if you've stepped back into the glamour of the Belle Époque era.**

**La Concha Beach is undoubtedly one of the star attractions of Donostia-San Sebastián. Widely regarded as one of the most beautiful beaches in Europe, this crescent-shaped gem features golden sands and crystal-clear waters, offering both locals and visitors an ideal place to relax, sunbathe and enjoy the breathtaking views.**

**San Sebastián is widely recognized as one of the top gastronomic destinations in Europe, if not the world. Its pintxos are notorious, which vary from a basic slice of bread stuffed with food to magnificent small haute cuisine creations. Apart from that, there are 8 Michelin-starred restaurants in Donostia, with a total of 16 stars.**

**Named the European Capital of Culture in 2016, offers a wide range of cultural and artistic events, including jazz and classical music festivals, museums, art galleries and open air sculptures. Every September, the city transforms into a film industry hub, with worldwide stars arriving daily for the famous Zinemaldia International Film Festival.**

Euskal kostalde entzutetsu, ospetsu eta ederrean kokatua, Donostiak ospe handia du hondartza ikusgarriengatik, arkitektura historikoagatik eta lehen mailako sukaldaritzagatik.

Donostiak zubi, eraikin eta plaza ikusgarriak ditu, baita ingurune natural txundigarria ere. Victoria Eugenia Antzokiaren inguruetatik, Maria Cristina hotelaren ondotik edo La Perla spatik paseatzen zoazela, Belle Époque garaiko glamourrera itzuli izan bazina bezala sentituko zara.

Kontxako hondartza da, zalantzarik gabe, Donostiako bazter erakargarrienetako bat. Europako hondartzarik ederrenetakoa da berau, eta harribitxi honek urre koloreko hareak eta ur garden argiak ditu. Hondartzak toki ezin hobea eskaintzen die bertakoei eta bisitariei lasaitzeko, eguzkitan egoteko eta ikuspegi zoragarriez gozatzeko.

Donostia Europako helmuga gastronomiko handienetako bat da, baita mundukoa ere. Bertako pintxoak zaporetsuak dira; osagai gozoekin betetako ogi-xerra sinpleak izan daitezke, edota goi mailako sukaldaritza sorkuntza txikiak ere. Horrez gain, 8 Michelin izardun jatetxe daude Donostian, eta guztira 16 izar biltzen dituzte denen artean.

2016an Europako Kultur Hiriburu izendatua, proposamen kultural eta artistiko sorta zabala eskaintzen du, hala nola, jazz eta musika klasikoko jaialdiak, museoak, arte galeriak eta aire zabaleko eskulturak.

Irailero, Donostia industria zinematografikoaren guneneuralgiko bihurtzen da, orduan egiten baita Donostiako Nazioarteko Zinemaldi entzutetsua. Zinemako izarrak eta zuzendaririk garrantzitsuenak biltzen dira urteroko hitzordu garrantzitsu honetara.







# LOGO

Euskadi is green and blue; tradition and modernity. It is welcoming, innovative and plural. A land that exudes authenticity, sustained by widely recognized elements and attributes such as our language, culture, traditions, gastronomy, and representative icons that unite us through a symbol, the *ikurriña*.

We represent the *ikurriña* in an authentic, deconstructed form, symbolising a crossroads, a meeting point, union.

Euskadi berdea eta urdina da; tradizioa eta modernitatea. Abegitsua, berritzailea eta plurala da. Zinezkotasuna duen lurraldea da, gure hizkuntzan, kulturean, tradizioetan eta gastronomian oinarritua. Denak, ikurrinak elkartuta.

Ikurrina modu originalean, deseraikia, irudikatu dugu, bidegurutze bat, elkargune bat, batasun bat sinbolizatuz.





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## DAY BY DAY PROGRAMME

### MAY 2023

#### MAY 28TH

Oquendo Jatetxea

20:00 | Training Seminar, welcome reception

#### MAY 29TH

2deo -Tabakalera

09:00 | Training Seminar

#### MAY 30TH

2deo -Tabakalera

09:00 | Training Seminar

Kursaal Congress Centre

14:00 | Executive Committee meeting

#### MAY 31ST

2deo -Tabakalera

09:00 | Training Seminar

Kursaal Congress Centre

9:00 | European Board meeting

15:30 | Annual Assembly

Miramar Palace

19:00 | Opening night reception

### JUNE 2023

#### JUNE 1ST | CONFERENCE DAY 1

Kursaal Congress Centre

09:30 | 39th Annual Conference of CIRCOM  
Regional hosted by Amaia Uribe

Tabakalera

19:00 | PRIX CIRCOM

Award Gala hosted by Nerea Reparaz

#### JUNE 2ND | CONFERENCE DAY 2

Kursaal Congress Centre

09:30 | 39th Annual Conference of CIRCOM  
Regional hosted by Amaia Uribe

15:00 | Excursion

Visit to Chillida Leku Museum in Hernani  
Visit to Cristóbal Balenciaga Museum  
and free time to visit Getaria

JUNE 1<sup>ST</sup>, 2023

# CONFERENCE DAY 1

VENUE: KURSAAL CONGRESS CENTRE, PLENARY ROOM

**08:30** Conference Registration

**09:30** Opening Ceremony: Welcome speech

**09:45** **SESSION 1: NEWS & YOUNG AUDIENCES**

• **The Kaleidoscope:**

**Young People's Relationships with News**

Drawing on significant studies for the Reuters Study for the Institute for Journalism and Channel 4, as well as two decades of experience in researching such matters, Konrad Collao will give a snapshot of how young people in Brazil, the USA and the UK perceive news and news providers. Aiming to go beyond broad-brush characterizations of 'Generation Z', the research-based presentation will show how many of the narratives about young people do not bear scrutiny. The session culminates in a realistic-yet-positive set of takeaways for 'traditional' media brands.



**\*\*Speaker: Konrad Collao, Founder, Craft**

Konrad founded Craft in 2011, following a successful career in media research. Craft is a strategic insight agency based in the UK, specialising in the media, technology and entertainment sectors. The agency conducts research across the globe for clients including the BBC, Netflix and Warner Bros. Discovery. As well as delivering landmark research studies, Konrad is a regular speaker and commentator on media research, the media habits of young people and how his sectors of expertise are developing in these times of rapid and constant change.

• **5 tips to go viral with young audiences**

Everyone who says that young people have a short attention span are wrong. Young audiences can watch an entire season of Game of Thrones in one night. It's about the right stories, in the right format, on the right platforms, created with the right strategy, and the right workflows.

Seen is a publisher with 7 million followers aged 13-24. They're sharing their secret formula on 5 tips to go viral with young audiences. Seen uses Augmented Reality to turn citizens into journalists. They publish 12 shows to young audiences covering everything from Sex Ed to Mental Health. The media company reached over a billion views in the last 12 months.



**\*\*Speaker: Nella Etkind, Head of Studio at Seen**

Based in South Africa, over the last 10 years, Nella has worked across broadcast in live television, radio, podcast development, and documentary-style filmmaking. She has lived under many titles, be it presenter, writer, journalist, producer, production coordinator or content director.

Today she leads a team in mobile journalism and augmented reality, as head of Seen's Studio department. Nella immerses herself in causes that are close to her heart be it conservation, fashion or human rights (not in that order). No matter the vessel of storytelling, Nella is always seeking new opportunities to better herself and the world around her.

**10:45** Coffee break



## 11:15 SESSION 2: INNOVATION & TRENDS

### • De-cyphering tech buzz words

**Augmented reality, VR, AI, 5G, ChatGPT... these terms get thrown around as buzz words with little to no context as to how these technologies can be relevant (or dangerous) for journalism. Guillaume Kuster will give quick on-point sessions to better define and understand these words, anticipate how these high-tech novelties can impact society both in a good and bad way and how news providers can use them.**



**\*\*Speaker: Guillaume Kuster , CEO & Co-Founder, Check First oy**

Guillaume Kuster is the CEO of CheckFirst, a software and methodologies company focused on providing solutions to help understand and counter online disinformation. He's also an expert trainer in the field of digital storytelling for the news and has trained 2500+ journalists over the world. He used to be a journalist for nearly 20 years for the French public service broadcasters Radio France and France Télévisions.

### • The new possibilities of video

**This session will introduce you how to develop video narration to work on multi-channel; online and television. Noora Santavuori will represent the concepts that are designed online first but their serving has been successfully extended to traditional television news broadcasts.**



**\*\*Speaker: Noora Santavuori, Executive producer, Yle Regional Operations**

Noora is working as an executive producer focusing on online video and audio development at Finnish Broadcasting Company's Regional News and Current Affairs Operations. She is helping producers and journalists all over Finland to create a new kind of video narrative that works on both online and television platforms without modifying versions. Noora has been working in the media industry for the past 20 years. She has strong expertise and a background in radio. In addition, she has worked as a development manager in Yle Regional News Operations.

### • Painting the Radio! The final merger of CRTVGalicia's TV, Radio and digital channels

**From breaking news managed by a team of 2 to big events combining all the company resources. That is the way the new Radio Galega studio works. Designed for multi-platform broadcast and streaming.**



**\*\*Speaker: Carlos García-Verdugo, Organization Manager, CRTVG**

Operations Manager of the Corporation Radio Television of Galicia and part-time professor at the Faculty of Communication Science of the University of Santiago de Compostela

• **Admire3D: Mixed Reality Solutions for Enhanced TV Viewer Engagement and More Appealing Content**

The Admire3D project, funded by the European Union, aims to revolutionize the TV industry by introducing innovative mixed reality technology solutions. By combining the real and virtual worlds, Admire3D offers a unique experience for TV audiences to interact with the live programme they are watching from the comfort of their homes. The project also aims to address technical challenges faced by content creators in film, TV, and live productions by providing tools that improve talent immersion and interaction with computer-generated elements.



**\*\*Speaker: Steinar Bjørlykke,**

**Head of Technology & Development, NRK Central Region**

Educated at the Norwegian University of Technology and Science, Steinar Bjørlykke has worked as head of technology for 15 years and as broadcast engineer and project manager at NRK since 2000. He has led transformational projects and managed technology and production departments both in Oslo and Trondheim. He has specialized in systems planning, workflow design and implementation, supply chain management and Lean practices.



**\*\*Speaker: Francisco Ibáñez,**

**PhD, R&D Projects Director, Brainstorm Multimedia**

Francisco Ibáñez has a PhD Doctorate in Industrial Engineering from Polytechnics University of Valencia. He is working as a R&D Project Director in Brainstorm Multimedia and has been working as a Project Manager in the Toy Research Institute for 10 years and a MER (More Experienced Researcher) in KinopTim Marie Curie Actions in UB and NTUA. He has also worked as an expert reviewer for the European Commission under ICT Programmes. He has coordinated and managed more than 20 research and development projects at national level in Spain in the areas of Advanced Visualisation and Interaction, 3D Graphics, Serious Games, Design and Product Development, Collaborative Design, Rapid Prototyping and Manufacturing, 3D Web, Simulation, Quality and EFQM, Management Systems (ERP, CRM) and Electronic Commerce.

• **How the 13 Dutch regional public broadcasters embrace innovation and shape digital transformation together**

Join us for a presentation on how Dutch regional broadcasters are digitally transforming their business. How they are leveraging cutting-edge tools to transform their content creation process, gain insights from audience analytics, and deliver news in multiple languages for diverse audiences. Discover how AI-powered title generation enhances audience engagement, how data-driven insights inform content strategies, and how an app with news in different languages caters to low literate populations. This 15-minute presentation given by Jan Müller (RPO) learn you about the latest innovations that are empowering regional broadcasters to thrive in the digital age.



**\*\*Speaker: Jan Müller,**

**CEO Netherlands Regional Public Broadcasting Organization (RPO)**

Jan Müller is CEO of the Netherlands Regional Public Broadcasting Organization since February 2021. Prior to this, he worked in Australia (2017-2021) as CEO of the National Film and Sound Archive of Australia, member of the Advisory Board of the Centre for Media History at Macquarie University, member of the Australian Broadband Advisory Council to the Australian Government and Chair of the Australian Media Literacy Alliance. He started his career in the advertising business in 1990 and worked for network agencies like BBDO and JWT. He has served as CEO of advertising agency



Saatchi & Saatchi in Amsterdam (2002-2009). He was the CEO of the Netherlands Institute for Sound and Vision (the media archive and media museum of the Netherlands, 2009-2017) and in a number of additional functions in the cultural and media sector: Chair of the Europeana Foundation (2015-2017), President of the International Federation of Television Archives (2012-2016), Member of the Council of the Polish National Audiovisual Archive (2013-2016) and Chair of the Dutch Media Literacy Network and the Dutch National Coalition for Digital Preservation and Sustainability.

**13:30** Lunch

**14:30** **SESSION 3: PUBLIC SERVICE MEDIA & DEMOCRACY AT STAKE**

• **Measuring value and impact:**

**An unavoidable step to secure a future for public service media**

**Roberto Suárez will present why and how public service media organizations must be aware, measure and communicate about the value and impact they create. By showcasing the experiences of the most advanced PSMs in this area, he will illustrate how value and impact projects can be effectively designed and launched. He will also provide insights and recommendation on how the results can be capitalized from a management and strategy perspective.**



**\*\*Speaker: Roberto Suárez, Managing Director, South 180**

Managing Director of South 180, a Geneva based consultancy specialized in helping organizations envision their future, simplify their strategies, and measure their value and impact. Before creating South 180, Roberto was Director of Strategy at the European Broadcasting Union and worked as a media researcher in several European universities.

• **EITB, building value for an ever-evolving Basque society**

**As outlined in EITB's (the Basque Public Broadcasting Corporation) 2030 Strategy Book, one of their key areas of focus for the coming years is supporting the Basque society as it navigates through the many changes and challenges that it's facing (like most countries around the world). Increasing its focus on offering public service value and becoming a significant transformational agent that helps the Basque society move forward have become some of EITB's main goals. Unai Iparragirre, Head of Channels at EITB, will take the audience through what changes they are making within the organisation and the way they operate and create content in order to deliver on the promise, as well as the new ways they are exploring to effectively measure the impact of EITB on the Basque Society.**



**\*\*Speaker: Unai Iparragirre, Head of channels, ETB**

TV executive with extensive experience in the industry developed over 25 years in channel management, editorial development, and marketing strategies. Mr. Iparragirre took the role of Head of Channels at EITB in 2021 and was previously a member of the senior management at Discovery Communications based in London (as Vice-President of Editorial Development, Editor-in-Chief at Discovery Turkey as well as Head of Emerging Networks).

• **Journalism under fire: how can a foundation make a difference?**

How can a foundation aim to be the best possible media owner, by uniting both a commercial and an idealistic strategy? The Tinius Trust Foundation is a major share owner in the Schibsted Media Group, where the Trust's main objective is to strive for long-term sustainable development of Schibsted, to ensure journalistic quality and credibility, and free, independent newsrooms, The Trust shall also work in favour of - and subsidize projects - that impact the general conditions essential to ensure a free and independent press. How do we work throughout the Nordics and Europe, and what are the Editor-in-Chiefs opinions about us and their editorial independence?



**\*\*Speaker: Frank Gander, Tinius Holding**

Frank Gander has been working as a journalist and editor for 30 years. He left the public broadcaster NRK just before Christmas last year - after having positions as Head of Digital, Head of Documentaries, Investigative Reporting and Current Affairs, and Head of Editorial Innovation. He is currently the Project Director at Tinius Trust.

**16:00** Coffee break

**16:15** **SESSION 4: DISINFORMATION & FAKE NEWS**

• **RTBF Fake team: Vrai ou Faux?**

With the multiplication of fake news, especially in this dark period of pandemic and wars, RTBF also specialised in fact checking and created "Faky", its proper fact checking platform using fact checking tools to verify truth. Through this project, RTBF became part of "Disinfocheck", a website by EDMO BELUX, a research hub that monitors disinformation in Belgium and Luxembourg by bringing together international experts from the fields of academia, civil society, media & journalism, fact-checking, and media literacy. Christine Schwarz, in charge of these projects, among other European projects with EU institutions in various fields, produced on different media and platforms, will unveil her secrets: true or false?



**\*\*Speaker: Christine Schwarz, Direction Info-Sports - Production Projets Européens, RTBF**

Christine Schwarz is a highly experienced professional who has spent over 30 years working for RTBF. With a Master's degree in electronic graphics from Coventry University, she spent 15 years as a graphic designer and eventually became the chief of the department. She later transitioned to producing prime-time news magazines with a focus on cultural diversity and special events. Her expertise in graphic design also helped her develop a fact-checking sequence, where she trained journalists on this new storytelling method. Christine now leads several European projects for EU institutions in various fields, produced on different media and platforms, and is part of a research hub monitoring disinformation in Belgium and Luxembourg.



• **What happens to trust in news if we can't believe anything we see?**

In a world of generative AI, where credible fakes are able to fool us all, and with bad actors finding new and smarter ways to infiltrate our information ecosystems, what can good information providers do to ensure audiences know they can still trust us - and guard against becoming victim to bad information ourselves?

**Rebecca Skippage is the BBC's first Disinformation Editor. She'll be discussing the challenges and opportunities of building a strong presence in this space, and sharing some of the ways we can learn from the bad actors to communicate good information.**



**\*\*Speaker: Rebecca Skippage, Disinformation Editor, BBC News**

Rebecca is the BBC's first Disinformation Editor. She leads teams based in the UK, Africa and India that observe, report and investigate disinformation trends, verify and debunk misinformation, and create digital material to help people recognise and avoid 'fake news'. She developed and led the BBC's verification effort of fake and misleading images during the Ukraine crisis. Rebecca was a 2020/1 fellow at the Reuters Institute for the Study of Journalism at the University of Oxford, where she focused on how Public Service Media should learn from 'bad actors' to reach those currently missing accurate, impartial news and information. A journalist for more than 20 years, Rebecca has advised the UK and EU governments and NATO StratCom on disinformation, and appeared as a speaker, moderator and panellist at international events on disinformation, security and media.

**17:00** End of Conference Day 1

**VENUE: TABAKALERA  
INTERNATIONAL CENTRE FOR CONTEMPORARY CULTURE**

**19:00 PRIX CIRCOM REGIONAL 2023 AWARDS CEREMONY**

The ceremony celebrates the best productions in regional television broadcasting across Europe. This prestigious event will be presented by Nerea Reparaz. After the ceremony, guests will be treated to a gala cocktail where they will be able to celebrate the winners of the evening and network with other industry professionals.



# JUNE 2<sup>ND</sup>, 2023

# CONFERENCE DAY 2

VENUE: KURSAAL CONGRESS CENTRE, PLENARY ROOM

## 09:30 SESSION 1: DELIVERING AUDIOVISUAL MEDIA UNDER WAR CONDITIONS: UKRAINE

During this presentation, the characteristics of the functioning of independent media in Ukraine, as well as their role in strengthening democratic institutions and recovery after the war, will be discussed. Ukrainian society faces numerous challenges; besides the direct military aggression from the Russian Federation, there is a lack of state support for independent media. In addition, there is corruption and lack of transparency at the level of central and local authorities. There are also other pressing problems, such as the peculiar characteristics of the Ukrainian audience, which does not always accept organic models of media support (such as paywalls, paid subscriptions, etc...). Apart from these challenges, censorship and restrictions, as well as the influence of propaganda and disinformation have to be dealt with.



**\*\*Speaker: Alyona Nevmerzhytska, CEO, Hromadske**

Alyona is a successful media manager with nearly a decade of experience in Ukraine's difficult and competitive market. Before starting to work with Hromadske, she was a key leader of the Kyiv Post, Ukraine's Global Voice in the English language, which became a model of editorial and economic independence for news organizations. Readership and revenue increased to record levels, thanks to the multicultural and multilingual team Alyona supervised and helped assemble. She has a deep understanding of Ukraine's investment, economic and political climate.



**\*\*Speaker: Oleksandr Holmakov, Fundraising manager, Hromadske**

Olexander has extensive experience seeking funding for civil society organizations and project management. The success of his efforts helped Hromadske not only meet its current budget needs but also raise additional funds for further development. Olexander has developed an in-depth understanding of the Ukrainian media market, Ukrainian society, and politics.



**\*\*Speaker: Viktoriia Beha, Deputy chief editor, Hromadske**

Viktoria Beha joined Hromadske in 2018 as a news editor. After a few years, she was promoted to deputy chief editor. Under her leadership, the Hromadske website tops the White List of the highest quality online media and the team wins prestigious awards. Viktoriia has developed an in-depth understanding of the Ukrainian media market, Ukrainian society and Russian aggression.

10:30 Coffee break

## 11:00 SESSION 2: MEET THE WINNERS

The "Meet the Winners" session is an opportunity to get to know the creators of the award-winning programmes. We will meet some of the Prix CIRCOM 2023 winners at the session on 2 June, the day after the Prix Gala. This is where the motto of this year's conference will particularly come into focus. We will hear from the winners, who will share their experiences with us and of course we will be able to ask them questions. We will meet the winner of the CIRCOM Grand Prix, and we will also pay special attention to the young people who are the future of journalism.

## 12:00 SESSION 3: SOLUTION BASED JOURNALISM

### • Constructive news at SVT

**More and more people are actively avoiding news. Some say they get feelings of hopelessness and depression. The Swedish public service broadcaster has constructive, solutions-based journalism as a central part of its strategy. Hear about how SVT works to implement the methods to make it last.**



**\*\*Speaker: Christina Johannesson, project manager of future competencies, SVT**

Christina Johannesson, project manager of future competencies. She is leading large strategic culture change projects in the news and sports division at the Swedish public service broadcaster, SVT. Christina's audience dialogue project, "Fika med SVT", was mentioned in the EBU News report 2018, "50 ways to make it better". And her project "Leading news" was mentioned in "Hearts and minds; Harnessing leadership, culture, and talent to really go digital" (Lucy Keung, 2020). Christina used to be the head of newsgathering department in national news.



**\*\*Speaker: Marcus Melinder, Managing Editor, SVT Nyheter Norrbotten**

Marcus Melinder, managing editor, SVT Nyheter Norrbotten. A newsroom in the far north of Sweden, covering one fourth of the country's land area. SVT is the Swedish public service broadcaster. Marcus has a background as editor-in-chief for a local newspaper, as well as other positions in the commercial media. Before starting a career as a journalist, he was an officer in the Swedish Armed Forces.

### • Hope as a core strategy

**What happens in a news organization when you put hope as one of four pillars of your journalism? NRK has done just that; Highlighting hope in what can feel like a hopeless place. This is not about cat videos and easy click baits, but by giving a fuller and more constructive outlook on the news. And it is taking the audiences needs more seriously, and thus working to creating a stronger relationship with the viewers. Ida Anna Haugen, head of editorial development, will share some of the insight and experiences relating to this work so far.**



**\*\*Speaker: Ida Anna Haugen, Head of editorial innovation, NRK**

Ida Anna Haugen (34) is Head of editorial innovation at NRK. After starting as a news reporter back in 2011 she has had numerous different roles at the broadcaster, among others Head of planning and front-page editors. In her 12 years at NRK she has worked on different projects involving online content and strategy, and is currently involved in a project to strengthen NRK's regional digital position.

**13:00 Introducing Conference 2024**

**End Conference Day 2**

**13:15 Lunch**

**15:00 Excursion**

### \*The Téléthèque

Attendees of the conference can enjoy their very own private screening of the 2023 Prix CIRCOM entries at the Téléthèque room, which will be open throughout the event. This room will give participants the opportunity to view individually the programs that have been submitted for the PRIX CIRCOM 2023 awards. With some of the best and most innovative content produced in the regional broadcasting industry, it's a great chance for attendees to witness the exceptional quality of work produced in the industry.



# VENUES KURSAAL

**Located in front of the Cantabrian Sea, the Kursaal Conference Center in Donostia/San Sebastián is a stunning architectural masterpiece designed by Rafael Moneo. It serves as the epicenter of cultural and congress activities in the city, hosting over 200 events annually and welcoming more than 500,000 attendees. The venue's impressive design and modern facilities make it an ideal choice for a wide range of events, including conferences, concerts, exhibitions, and film festivals.**

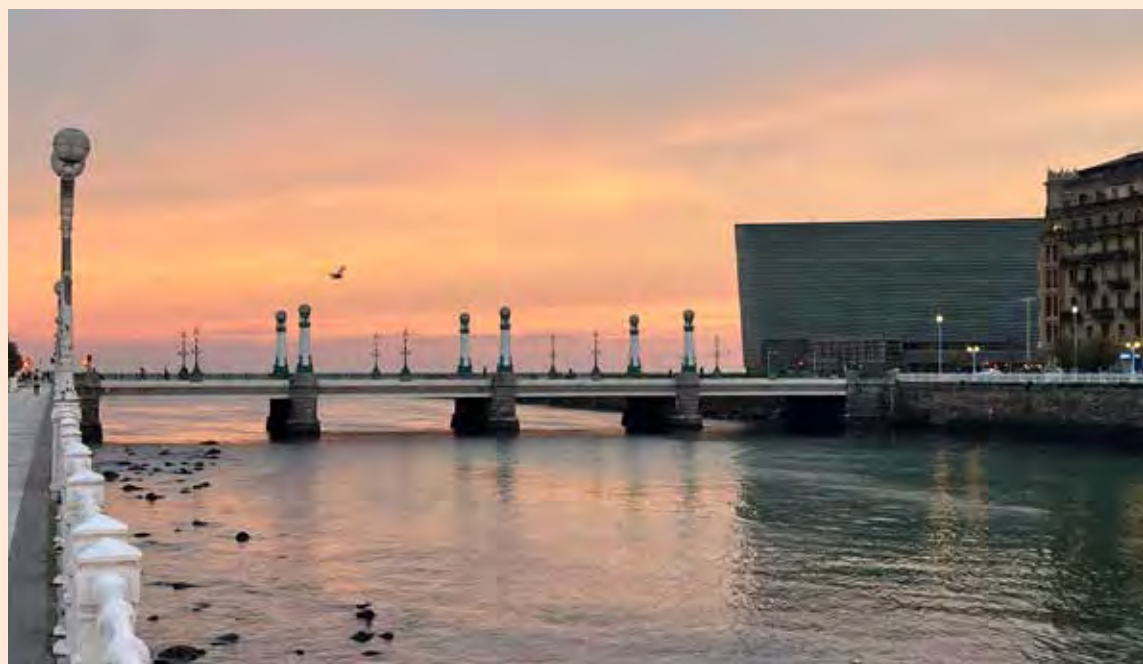
**Its placement in the city's heart, by the shore, makes it easy to access the majority of the hotels, transport links, and shopping area.**

**The Kursaal Conference Center is a true gem of Donostia/San Sebastián, and a must-visit destination for anyone seeking an exceptional cultural and congress experience.**

Kantauri itsasoaren aurrean, Donostiako Kursaal kongresu jauregia Rafael Moneok diseinatutako maisulan arkitektoniko ikusgarria dugu. Hiriko kultur eta kongresu jardueren erdigunea da; urtero, 200 ekitaldi baino gehiago hartzen ditu, eta 500.000 bisitari baino gehiago izaten ditu. Eraikinaren diseinu harrigarriak eta instalazio modernoek aukera ezin hobea ematen dute era guztietako ekitaldiak, hitzaldiak, kontzertuak, erakusketak eta zinema jaialdiak antolatzen.

Kursaala Kantauri itsaso parean dago eta bere kokapena paregabea da. Hiriko toki ezagunenak, hala nola, Alde Zaharra edo Kontxako Badia bertatik oinez joateko moduan daude. Horretaz gain, hotel, jatetxe eta merkataritzagune garrantzitsuenak oso gertu ditu.

Kursaaleko konferentzia zentroa Donostiako harribitxi bat da, eta ezinbesteko helmuga esperientzia kultural eta kongresu paregabe baten bila dabilenarentzat.



# VENUES TABAKALERA

**Tabakalera is a cultural center located in the heart of Donostia-San Sebastián, which was previously an old tobacco factory that has been transformed into a hub for contemporary culture. This unique space is a place of encounter, reflection, and creation, where people can explore and experience different forms of contemporary art and culture.**

**The center hosts a wide variety of activities, including exhibitions, performances, film screenings, workshops, and seminars, that attract both residents and visitors from all over the world. The building itself is an architectural masterpiece, with its original industrial features artfully preserved and integrated with modern elements.**

**Tabakalera also houses several creative organizations and startups, which are supported by the center's innovative programs and resources. Overall, Tabakalera is a unique and dynamic space that fosters creativity and innovation and plays an important role in the cultural and social life of Donostia-San Sebastián.**

Tabakalera Donostiaren bihotzean dagoen kultur zentroa da; garai batean tabako fabrika izandakoa, orain, berriz, kultura garaikidearen nazioarteko gune bihurtu dena. Espazio berezi hau topaketarako, hausnarketarako eta sorkuntzarako lekua da, non jendeak arte eta kultura garaikidearen forma ezberdinak esploratzeko eta esperimentatzeko aukera duen.

Hiriko bizilagunak eta mundu osoko bisitariak erakartzen dituzten askotariko jarduerak hartzen ditu zentroak, besteak beste, erakusketak, antzezpenak, zinema emanaldiak, tailerrak eta mintegiak. Eraikina bera maisulan arkitektonikoa da; jatorrizko ezaugarri industrialak bereziki errespetatu dituzte eta elementu modernoekin integratu dituzte.

Hainbat sormen erakunde eta startup Tabakaleraren programa berezien eta baliabide berritzaileen erabiltzaile dira. Oro har, Tabakaleraren helburu nagusia talentua bultzatzea da, sorkuntza garaikidea ahalbidetzea, eta kulturaren eta sormenaren sektoreak gizartearen egin dezakeen ekarpena sustatzea.



# SOCIAL ACTIVITIES

# MIRAMAR PALACE

**Miramar Palace is a stunning palace that dates back to the late 19th century. Originally built in 1893 for Queen Maria Cristina, it was used as a summer residence for the Spanish royal family. Designed by the British architect Selden Wornum, the palace features a blend of styles, creating a unique architectural beauty that captures the eye of visitors.**

**But the most striking feature of Miramar Palace is its magnificent location. Situated on top of a hill overlooking Kontxa Bay, the palace offers breathtaking views of the sea and the surrounding landscape. Today, it is open to the public and serves as a cultural center and venue for events, concerts, and exhibitions. A visit to Miramar Palace is a must for anyone interested in history, architecture, and the beauty of the Basque Country.**

Miramar jauregia txoko liluragarria da, Mari Cristina erreginaren aginduz XIX. mendearen amaieran eraikia. Espainiako errege-familiaren udako bizileku gisa erabili zen. Ralph Selden Wornum arkitekto britainiarraren diseinuan oinarritua, jauregiak estilo nahasketa nabaria du, eta estilo ingelesarekin bat elementu neogotikoak uztartu zituzten, edertasun arkitektoniko paregabea sortuz.

Baina Miramar jauregiaren ezaugarriak deigarriena bere kokaleku bikaina da. Kontxako badiara ematen duen muino batean ezarriak, jauregiak itsasoaren eta inguruko paisaiaren ikuspegi txundigarriak eskaintzen ditu. Gaur egun, jendearentzat zabalik dago eta kultur egitasmo, kontzertu, erakusketa eta denetariko ekitaldiak egiten dira bertan. Miramar jauregia bisitatzea ezinbestekoa da Euskal Herriko historian, arkitekturan eta edertasunean interesa duen ororentzat.





# SOCIAL ACTIVITIES

# CHILLIDA LEKU

# MUSEUM

**Chillida Leku Museum is a contemporary art museum located in Hernani, dedicated to showcasing the works of the renowned sculptor Eduardo Chillida. He was widely regarded as one of the most important artists of the 20th century, known for his large-scale abstract sculptures that blend elements of nature, architecture, and the human form.**

**Chillida's work often explores themes of space, time, and the relationship between humans and nature, with a focus on the concept of void. His use of materials such as steel, iron, and stone, as well as his mastery of form and scale, have made his sculptures highly sought-after by collectors and art enthusiasts alike.**

**Chillida Leku is a unique museum, conceived as a great piece of art. In it, art and nature merge by themselves, in a spontaneous way. In the garden, beech, oak and magnolia trees coexist with monumental steel and granite sculptures.**

Chillida Leku Museoa Hernanin dagoen arte garaikideko museoa da, Eduardo Chillida eskultore ospetsuaren lanak erakusten dituena. Naturaren, arkitekturaren eta giza formaren elementuak nahasten dituzten eskala handiko eskultura abstraktuengatik ezaguna da euskal artista garrantzitsua.

Chillidaren lanek gehien aztertzen dituzten gaiak espazioa, denbora, eta gizakien eta naturaren arteko erlazioa dira, hutsaren kontzeptua ardatz hartuta. Materialen artean, egurra, burdina eta harria erabili zituen sarri, eta maisutasunez landu zituen bai forma baita eskala ere.

Chillida Leku museo berdingabea da, artelan handi gisa sortua. Bertan, arteak eta naturak euren kabuz egiten dute bat, modu naturalean. Lorategian, pagoak, haritzak eta magnoliak altzairuzko eta granitozko eskultura monumentalekin batera bizi dira.



# SOCIAL ACTIVITIES

# GETARIA

**Getaria is a charming coastal town located in the province of Gipuzkoa, in the Basque Country. The town is famous for its picturesque fishing port, beautiful beaches, and rich cultural heritage.**

**Getaria is the birthplace of two Basque famous personalities: Cristobal Balenciaga, the legendary couturier, and Juan Sebastián Elcano, the renowned sailor who completed the first circumnavigation of the world.**

**The town is also known for its delicious local wine, txakoli. This light and refreshing white wine is made from grapes grown on the steep hillsides that surround Getaria. Visitors can enjoy a glass of txakoli while taking in the views of the silhouette of San Antón mountain, also known as the *Mouse of Getaria*, which overlooks the sea. Its picturesque harbor boasts a fleet of fishermen and modern port facilities, including numerous canning industries, restaurants, and grills that serve fresh fish grilled to perfection.**

**With a combination of culture, natural beauty and gastronomy, Getaria is an ideal destination for travelers seeking an immersive Basque Country experience.**

Getaria Gipuzkoako kostaldeko herri xarmagarri bat da. Udalerria ospetsua da bere arrantza-portu bikainagatik, hondartza ederrengatik eta ondare kultural aberatsagatik.

Bi euskal pertsona ospetsuren jaioterria da Getaria: Alde batetik, Cristobal Balenciaga, jostun eta sortzaile aski ezaguna, eta bestetik, Juan Sebastián Elcano, munduari lehen bira eman zion itsasgizon entzutetsua.

Getaria ekoizten duen ardo zuriagatik ere da ezaguna, alegia, txakolinagatik. Ardo arin eta freskagarri hau Getaria inguruko mendimagal malkartsuetan hazitako mahatsez egina dago. Bisitariak txakolin-kopa batekin goza dezakete San Antón mendiaren *Getariako Sagua*ren ikuspegiaz. Bertako portu ikusgarrian arrantza-ontzi flota eta portu-instalazio modernoak daude, kontserba-industria oparoa, eta baita arrain freskoa dastatzeko erretegi ugari ere.

Kultura, ingurune natural ederra eta gastronomia uztartuta, Getaria helmuga ezin hobea da bidaiarientzat.



# SOCIAL ACTIVITIES

# CRISTÓBAL

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# BALENCIAGA

# MUSEUM

The Balenciaga Museum is a fashion museum located in the coastal town of Getaria. The museum is dedicated to the works of the legendary Basque fashion designer, Cristóbal Balenciaga. Balenciaga was known for his impeccable tailoring, elegant designs, and use of luxurious fabrics, and was regarded as one of the most influential designers of the 20th century.

Throughout his career, Balenciaga designed for some of the most prominent figures of his time, including members of the royal families and Hollywood celebrities. He was also known for his groundbreaking designs, such as the tunic dress and the sack dress, which challenged traditional notions of women's fashion and paved the way for new styles.

The Balenciaga Museum features a collection of Balenciaga's most iconic designs, including dresses, coats, and accessories, as well as sketches and photographs from throughout his career. The museum, in addition to preserving and developing its collections, wants to make them more accessible and expand them.



Cristóbal Balenciaga Museoa Getariako kostaldean dagoen moda museoa da. Museoa euskal moda diseinatzaile arras ezagunaren lanei eskainia dago. Goi-mailako jostuntzaren arkitektoak bere doikuntza, teknikaren erabilera eta perfekzionismoagatik diseinatzaile garaikideen mirespena lortu zuen. Maisutasunez aritu zen modaren munduan, eta XX. mendean eraginik handieneko diseinatzaileetako bat izan zen.

Berehala miresle ugari irabazi zuen, aristokraziatik eta erregetzatik hasi eta Hollywoodeko izarretaraino; aberats eta ospetsuen diseinatzaile gogokoena izan zen hamarkada askotan, nahiz eta ez zuen publizitatea atsegin. Ezagun egin zen, halaber, bere diseinu aitzindariengatik, hala nola tunika soinekoa edo zaku itxurako jantzia. Gainera, emakumeentzako modaren ildo tradizionalak zalantzan jarri zituen, eta estilo berriak ikertu.

Balenciaga Museoak euskal jostunaren diseinurik ikonikoenak biltzen ditu, tartean, soinekoak, berokiak eta osagarriak. Gainera, maisuaren ibilbideko zirriborroak eta argazkiak ere daude erakusgai. Museoak, bildumak gorde eta handitzeaz gain, eskuragarriago jarri, eta gehiago zabaltzeko nahi ditu.





## ADDITIONAL INFORMATION

# VENUES MAP

### **Kursaal Congress Centre**

**Address: Zurriola Avenue 1, 20002 Donostia - San Sebastián**

Helbidea: Zurriola Hiribidea, 1, 20002 Donostia

### **Tabakalera**

**Address: Plaza de las Cigarreras 1, 20012 Donostia - San Sebastián**

Helbidea: Andre Zigarrogileen Plaza 1, 20012 Donostia

### **Miramar Jauregia**

**Address: Mirakontxa Pasealekua 48, 20007 Donostia - San Sebastián**

Helbidea: Mirakontxa Pasealekua 48, 20007 Donostia - San Sebastián



# ADDITIONAL INFORMATION

# TRANSPORT

# INFORMATION

## 1. By plane:

**EAS-Donostia San Sebastián**  
(20km from Donostia-San Sebastián)  
Transfer to San Sebastián city center:

- Bus: E21 (San Sebastián Airport > Donostia/San Sebastián Bus Station)  
Company: LURRALDEBUS  
<https://www.lurraldebus.es/>  
Tel: +34 900 300 340  
Frequency: Every hour  
Price: 2,25 € | Trip: 25 minutes
- Taxi:  
Company: AENA <https://www.aena.es/en/san-sebastian/getting-there/taxi.html>  
Tel: (+34) 943 641 256 / (+34) 682 923 685 / (+34) 619 311 045  
Price: 45 € | Duration: 20 minutes

**BIO-Bilbao (100km from Donostia-San Sebastián)**  
Transfer to San Sebastián city center:

- Bus: Bilbao Airport > San Sebastián Bus Station  
Company: PESA  
<https://www.pesa.net/pesa/en/horarios>  
Tel: +34 902 10 12 10  
Frequency: Every hour  
Price: 17 € | Trip: 1h.15 minutes
- Taxi  
Price: 160 € | Trip: 1 hour

**BIQ-Biarritz (45km from Donostia-San Sebastián)**  
Transfer to San Sebastián city center:

- Bus: Biarritz Airport > San Sebastián Bus Station  
Company: ALSA  
<https://www.alsa.es/>  
Tel: +34 902 10 12 10  
Frequency: 11:35 | 14:50 | 19:35  
Price: 7 € | Trip: 45 minutes
- Taxi  
Price: 105 € | Trip: 35 minutes

## 2. By train

**North Station, Renfe**  
The company RENFE rail service offers both long-distance train and suburban.  
Tel: +34 912 32 03 20  
Website: <https://www.renfe.com/es/en>

**Amara station, Euskotren**  
The city also has the Euskotren service, a narrow-gauge railway network that connects Bilbao and Hendaye.  
Tel: +34 944 333 333  
Website: <https://www.euskotren.eus/en>

## 3. By bus

**Donostia Station**  
Scheduled services with lines to cities throughout Spain and part of Europe.  
Tel: +34 943 47 51 50  
Website: <http://www.estaciondonostia.com/en>

## 4. By car

**N-1**  
The national highway connecting Madrid to Irun

**AP-8**  
Motorway Bilbao-Irun

**A-63**  
Motorway Paris-Irun

**A-15**  
Highway Pamplona-San Sebastián

## 5. Taxi services

**Taxi Donosti**  
Tel: +34 943 46 46 46

**Vallina Teletaxi**  
Tel: +34 943 40 40 40

# REFERENCES ERREFERENTZIAK

EITB

<https://www.eitbtaldea.eus/en/>

Euskadi, Basque Country

<https://www.basquecountry.eus/>

Donostia Turismoa

<https://www.sanSebastianturismoa.eus/>

Kursaal Kongresu Jauregia

<https://www.kursaal.eus/>

Tabakalera Kultura Garaikideko Nazioarteko Zentro

<https://www.tabakalera.eus/>

Miramar Jauregia

<https://www.miramar.eus/eu/>

Chillida Leku Museoa

<https://www.museochillidaleku.com/>

Cristóbal Balenciaga Museoa

<https://www.cristobalbalenciagamuseoa.com/>

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Page N.24. Rikardo Agirregomezkorta for eitb.eus

Page N.25. Cristobal Balenciaga museoa.  
<https://www.cristobalbalenciagamuseoa.com/>

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