

NORDVISION / SVT

IDEA & FORMAT GATHERING

MAY 20-21, 2026 / Scandic Triangeln, address: [Triangeln 2, Malmö](#)

AGENDA

Day 1 – May 20

11:30 **Arrival at Scandic Triangeln**

12:00 **Lunch together at the hotel**

13:00 **Welcome to Malmö!**

Introduction: The importance of sharing ideas

Eva Beckman (SVT)

13:30 **New format ideas from a workshop prior to this gathering**

Short feedback round

14:00 **Keynote: SVT**

How Motherbrain is used to identify viewer behavior and steer development of new ideas

14:45 **Break**

15:00 **Paper format pitch**

The companies present their paper format ideas

16:00 **Swedish fika**

16:20 **Paper format pitch** *continues*

17:30 **Format insights**

We have a closer look at: Recent formats that made it
or didn't succeed, and what they taught us

~18:30 **End of day**

19:00 **Dinner at the hotel**

Day 2 - May 21

09:00 **Welcome back!**

09:15 **Recap of the pitched paper formats**

09:30 **Table-wise discussions**

What potential do these ideas represent? Each table chooses their
top three ideas

10:45 **Thoughts on the discussion**

11:00 **Break**

11:20 **Rewarding three ideas**

The Nordvision Fund will award three ideas with development
funding, respectively:

20 000 EUR, 15 000 EUR, 10 000 EUR

11:50 **Final words, wrap-up**

12:00 **Lunch, eat in or to go - individual departures from Malmö**