



**30.11.2017**

**Brussels**

egta TV Workshop on

# Thematic Channels

[www.egta.com](http://www.egta.com)

**egta.**

# Schedule 30.11.2017

# About the event

The **PARTICIPANTS' DINNER** will take place on **29.11.2017** at **19h30** (venue TBC)

## 09.00 – 12.30: MORNING SESSION

### Insights on thematic channels

#### 1. Research and effectiveness

- How thematic channels can increase the value of broadcasters' portfolio
- Harnessing the potential of targeted audiences: opportunities for brands

#### 2. Digital extensions and cross-platform consumption

- Reaching viewers/users wherever they are: how an innovative use of digital extensions allows thematic channels to create new touchpoints and trigger higher engagement
- Effective strategies to face the competition from digital platforms and OTT services

#### 3. Regulatory trends

- Update on regulatory changes related to data protection and privacy as well as the new AVMS Directive proposal

#### 4. Audience measurement

- Overcoming measurement challenges for thematic channels
- Innovative initiatives to supplement information collected from Television Audience Measurement and provide better figures for measuring niche audiences

## 12:15 – 13:00: LUNCH

## 13:00 – 16:30: AFTERNOON SESSION

### Insights on thematic channels (continued)

#### 5. Innovation with regards to the packaging of offers, inventory pricing and KPIs, and specific sales methods

### Interactive round tables session

#### Best case studies shared by the participants and discussions

- Kids channels
- News channels
- Sports channels
- Lifestyle channels
- Movies and entertainment channels
- Culture/music/travel channels

The exact list of topics will be adapted according to participants' main interests.

## CONCEPT

### **One day to meet your specific needs**

This TV workshop will gather industry experts who deal daily with the challenges linked to the monetisation of thematic channels. Regardless of whether you are in charge of news, sports, lifestyle or children's channels, the opportunities and pitfalls you are facing are most certainly shared by colleagues around Europe and beyond, so why not discuss them with a constructive, genuine and business-focused mindset?

## FORMAT OF THE DAY

The workshop is intended for a small group of participants (25 to 40 people, tbc) to facilitate in-depth discussions, hands-on interaction and a unique networking and benchmarking opportunity.

The concept of "workshop" is meant as a format where participants learn not only from the few guest experts, but predominantly from their colleagues who are facing similar challenges daily and are eager to discuss problems in a constructive way. We therefore ask all participants to come with an open mind for discussion and a willingness to share by giving their honest input on how to address the problems faced by thematic and niche channels today.

Participants can either attend the morning session only, or stay the entire day, according to their channels' focus.

## REGISTRATION AND CONDITIONS OF ENTRY

Participants are kindly asked to **register through egta's website** – please click [here](#).

This workshop is free of charge for **all egta TV member companies**. There are therefore no participation fees involved, other than the costs related to travel, accommodation and dinner.

## CONTACT

**Anne-Laure Dreyfus** – Director TV

+32 2 290 31 34, [annelaure.dreyfus@egta.com](mailto:annelaure.dreyfus@egta.com)

**Paulina Kott** – Head of IT & Design

+32 2 290 31 33, [paulina.kott@egta.com](mailto:paulina.kott@egta.com)