

**22/03/2018**

Milan

Digital

**NEXT**

**Transcending Television**

Taking advanced advertising to the next level and delivering on TV's promise of innovation, interactivity and insights

Organiser **egta.**

Host  **GRUPPO MEDIASET  
PUBLITALIA '80**

08:45 // **Start of the meeting**

### **Opening remarks**

**Katty Roberfroid**, *Director General, egta*

09:00 – 10:45 // **SESSION 1**

**TRANSCENDING TELEVISION: Taking advanced advertising to the next level and delivering on TV's promise of innovation, interactivity & insights.**

### **Keynote address**

**Stefano Sala**, *Chief Executive Officer, Publitalia*

### **An analysis of the new TV and OTT ecosystem**

How TV-like advertising opportunities are multiplying and GAFAN's are jointly competing on the TV set against broadcasters.

**Gill Hind**, *Chief Operating Officer, Enders Analysis*

### **The advertisers' point of view: TV's role in VW's marketing strategy**

In a digital media ecosystem, what are TV's most important KPIs, today and tomorrow, when planning, buying and reporting campaigns?

**Andrea Alessi**, *General Manager, Volkswagen Brand Italy*

### **The agency's point of view**

Addressable TV in an ecosystem radically transformed by technology

**Jakob Nielsen**, *Chief Executive Officer, Finecast*

10:45 – 11:15 // Coffee break

11:15 – 12:15 // **SESSION 2**

**AD TECH: leveraging cutting-edge technology to optimise the TV/digital blend.**

Presentations by ad tech providers and their clients on real-time content and ad tracking, Big Data analysis solutions, real-time cross channel TV campaign optimisation tools, and cloud-based interactive video solutions.

### **Publitalia's ADD+: Creating advertising effectiveness through profiling and interactivity**

How to provide an immersive user experience with advertising solutions tailor-made for Smart TV

**Paola Colombo**, *General Manager AdTech and Business Development, Publitalia '80*

**Matteo Torelli**, *Director Innovative Solutions, Neodata*

### **Unlock the Power of Artificial Intelligence (AI) for TV**

How real-world AI use cases are being applied in Television to improve workflow efficiencies and drive revenue across different parts of the organisation.

**Erik Ullstrand**, *Senior Sales Engineer, Veritone Media*

12:15 - 13:00 // **SESSION 3**

### **OTT AND VOD STRATEGIES**

Reinventing TV with user-friendly VOD platforms, allowing for new monetisation solutions.

#### **TV 2 PLAY's Hybrid VOD – a new combination of AVOD and SVOD**

How to engage with young TV consumers and changing user behaviour.

**Christian Godske**, *Head of Commercial Product Development*, TV2 Denmark

#### **Puhu.TV: a game changer on the Turkish market and tool of transformation for Dogus Media**

How the new AVOD platform allows for more flexibility in content and advertising thus representing new sources of revenues for the sales house.

**Deniz Özkiliç**, *DYG360 Project And Business Development Director*, Dogus Media

13:00 – 14:00 // Lunch break

14:00 - 15:10 // **SESSION 4**

### **ONLINE DATA-ENRICHED TARGETING**

Presentations by sales houses and a TV analytics firm on strategies for data, digital programmatic campaigns and leveraging the power of metrics to boost TV ad effectiveness.

#### **Positioning a sales house as a key player in the "Total Video" marketplace**

Insights into RTL Adconnect's strategy to create a unique and direct gateway for Pan-European advertisers to access the entire RTL Group digital ecosystem, ensuring maximum brand safety and optimal measurability across all screens.

**Franck Litewka**, *Head of Business Development*, RTL AdConnect

#### **Publiespana's digital strategy: maximising the business benefits of data assets and technology-focused initiatives**

Insights on the challenges and pitfalls of creating a robust data strategy, optimising online revenues and preparing for GDPR compliance

**José Tovar Cruz**, *Head of Data Management*, Publiespaña

#### **A new workflow for the TV industry with Audience Based Advertising**

Data's power: How Refreshed Metrics and Techniques Are Boosting TV Ad Effectiveness

**Ben Tatta**, *President & Co-founder*, 605

15:15 – 16:20 // **SESSION 5**

### **PANEL-DISCUSSION: What does addressable TV mean for your company?**

Enablers and drivers: Where do the biggest opportunities lie? What are the main hurdles? What is the industry's ambition for the future of addressable TV?

**Jakob Nielsen**, *Chief Executive Officer*, Finecast

**Matteo Cardani**, *General Manager Marketing & Operations*, Publitalia '80

**Jens Pöppelman**, *Director Media Operations*, IP Deutschland

**Anna Maria Vujinovic**, *Head of digital sales, programmatic & digital development*, RTL Netherlands

Moderator: **Jon Block**, *Vice President of Product & Platform*, Videology

16:30 // **End of the meeting**

# egta.

With thanks to our partners:

