

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

SESSION 1:

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

Opening remarks

Katty Roberfroid, *Director General, egta*

Keynote address

Stefano Sala, *Chief Executive Officer, Publitalia*

Matteo Cardani, *General Manager Marketing & Operations, 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 digital media ecosystem, what are TV's most important KPIs, today and tomorrow, when planning, buying and reporting campaigns?

Fabio di Giuseppe, *Marketing Director, Volkswagen Group Italia*

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**

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.

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.

Drew Hilles, *Senior Vice President, Veritone Media*

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

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

Matteo Torelli, *Director Innovative Solutions, Neodata*

Additional ad tech partners to be confirmed

13:15 – 14:15 **Lunch break**

SESSION 3:

ONLINE DATA ENRICHED TARGETTING

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 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

SESSION 4:

PANEL-DISCUSSION: WHAT DOES ADRESSABLE TV MEAN FOR YOUR COMPANY?

Moderated panel discussion between broadcasters, sales houses and an addressable TV company on the promise of addressable and their unique perspectives.

Jakob Nielsen, *Chief Executive Officer*, Finecast

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

Additional panellists to be confirmed

Closing words

16:30

End of the meeting

egta.

With thanks to our partners:

