

egta

04/10/2018 Bucharest

# M&S

Marketing & Sales Meeting

## TV SESSION

Marketing and ad sales innovation for TV and video.  
Strategies, tools and new revenue streams to  
reinvent today and tomorrow's ad business

Organised by **egta.**

Hosted by   
INTACT  
MEDIA GROUP

08:45 – 12:40

## Innovation in sales and pricing methods, packaging of offers and yield management

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- ✓ **TotalTV:**  
How owners of high-quality TV content can offer audience-based targeting and unify disparate distribution channels into a single source of inventory.
- ✓ **Reinventing target groups:**  
How to change the discussion with clients into a qualitative one, by adjusting your packages with data GRPs, quality rating points and behavioural target groups.
- ✓ **Online inventory:**  
How a broadcaster can avoid getting lost in the digital maze: simplification of the online video offer.
- ✓ **Data strategies:**  
Learning from our new online competitors: implementing a walled garden strategy for a broadcaster's data strategy.
- ✓ **Revenue diversification – product placement deals on all platforms**  
New strategies to stay ahead of the game.

Confirmed speakers:

- **Malin Hager**, *Sales Director & Chief Commercial Officer, TV4 (Sweden)* and egta President
- **Virginie Sappey**, *Marketing & Research Director, France Télévisions Publicité (France)*
- **Andrii Tiuleniev**, *Managing Director, StarLight Brand Content (Ukraine)*
- **Jamie West**, *Deputy Managing Director, SkyMedia (UK)*

*More speakers to be confirmed very soon*

12:40 – 13:40

## NETWORKING LUNCH

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13:40 – 16:15

## Redefining Marketing strategies and TV's narrative to adjust to marketers' expectations

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- ✓ **Performance:** Finding new ways to talk to clients and hear their needs  
Offering guaranteed results for campaigns optimised on "purchased quantity GRP", rather than on socio-demographics.  
*Laurent Bliaut, Deputy General Director, Marketing and R&D*
- ✓ **Innovation Hub:** Finding new ways to talk to clients and hear their needs  
*Speaker to be confirmed soon*
- ✓ **The Global Media Charter:** responsibility and actively drive the changes we need in our industry.  
Advertisers' principles for partnership in the digital media advertising ecosystem.  
*Stephan Loerke, Managing Director, WFA*
- ✓ **A new hybrid media model**  
How DT brings aspects of media buying in-house as they look for greater control and flexibility.  
*Gerhard Louw, International Media Management & Digital Transformation, Deutsche Telekom*
- ✓ **Closing Keynote: Does TV really have a marketing problem?**  
A health check-up of the most loved and the most hated medium of all times. Insights into how TV could change its body language to own the discussion about its value again.  
*Mark Ritson, Adjunct Professor, Melbourne business school*

With thanks to our partners:

FREEWHEEL  
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**Venue:**

Athenee Palace Hilton Bucharest  
1-3 Episcopiei street, district 1  
010292 Bucharest

[Register here](#)