



# MONETISING MULTISCREEN

WHILE MEETING THE  
NEEDS OF ADVERTISERS

29/03/2019 LISBON (PT)

EGTA **DIGITAL**

# NEXT

MEETING

Organised by **egta.**

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Malin Häger, President, **egta**

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**SESSION 01 THE POSITIONING OF BRANDS IN THE ERA OF MULTISCREEN**

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**KEYNOTE: A fireside chat with Sir Martin Sorrell and David Wheldon**

In a new era driven by experience, where data, creative, media and technology are consolidated to serve and service clients, what is the optimal TV (as in Total Video) company/agency relationship? What can TV sales houses do differently to be of greater assistance?

**Sir Martin Sorrell**, Executive Chairman, **S4 Capital**

**David Wheldon**, Chief Marketing Officer, **The Royal Bank of Scotland Group** & President, **World Federation of Advertisers**

**Lindsey Clay**, Chief Executive Officer, **Thinkbox**, President, **The Global TV Group**

**Adapting to the challenges of today - Impresa Group's strategy for a successful digital transformation.**

Learnings and insights on Impresa's digital transformation: how does a cross-media group rise to the challenge of adapting to an evolving digital ecosystem with changing viewer and client expectations?

**Francisco Pedro Balsemão**, Chief Executive Officer, **Impresa Group**

**The advertisers' point of view: making the invisible, visible**

An overview of how clients are improving their use of data and emerging platforms in 2019 and how the TV industry can help them achieve their objectives. In a digital media ecosystem, what are TV's most important KPIs and how can the TV industry help advertisers make the most of TV, as in Total Video?

**Jerry Daykin**, EMEA Media Director Consumer Healthcare Marketing, **GlaxoSmithKline**

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**10:20 – 10:50 COFFEE BREAK**

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**SESSION 02 INNOVATION IN THE AREAS OF ADDRESSABILITY, OTT AND VOD**

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Insights on how sales houses are advancing their HbbTV, OTT and VOD platforms to allow for more flexibility in advertising and content, meeting the growing demands from advertisers.

**Insights on synergy and audience quality**

Whilst 'reach' is unquestionably TV's strength, 'visibility' is the platform attribute that matters the most to attention and sales. Do all platforms deliver the reach we expect them to and what does this mean for reaching important light buyers? Which platform offers advertisers the slowest rate of decay and what does that mean for media planning?

**Dr. Karen Nelson-Field**

Industry Professor of Media Innovation, **The University of Adelaide**, Executive Director, **Centre for Amplified Intelligence**

**TV2 Denmark's ROI meta-study**

Insights from TV2's pioneering research – which included 8 advertisers and a focus on the quality of the advertising - on how addressable TV provides significantly higher ROI than YouTube and Facebook video.

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

**The OK Button - Direct interaction between brands and TV viewers**

The success story of Admeira's award-winning OK Button and their use of HbbTV technology to bring proven TV advertising to a new level with this interactive extension.

**Philipp Mason**, Director NextGenTV, **Admeira**

### Innovations in broadcaster targeting

Insights into Channel 4's viewer and ad targeting strategy. A view on Taste Segmentation, Contextual Moments and the launch of Dynamic TV, a first for the European advertising market, enabling thousands of variations of data-driven creative served across big screen devices.

**David Amodio**, Digital and Creative Leader, **4Sales**

## SESSION 03

## ADVANCED TV, DATA STRATEGIES & NEW BUSINESS DEVELOPMENT IDEAS

Presentations by sales houses on the challenges of creating a durable data strategy and leveraging the power of advanced TV to optimise revenues and create new monetisation solutions.

### CanalXChange: the power of data-enabled linear TV

Successfully combining the performance of the digital targeting and the premium and brand-safe character of television through an integrated buying platform.

**Virginie Dremeaux**, Digital Marketing Director, **Canal+ Brand Solutions**

### Trust.Id: a key for more transparency

How the first ever unique identification of a campaign, brings full transparency and accurate reporting of an advert across all media in the programmatic ecosystem.

**Soizic Loison**, Functional Architect, **EDIPUB**

**Timothée Join-Lambert**, Head of Digital Revenue Management **TF1 Pub** & Secretary General **EDIPUB**

### Insights into how TV drives outcomes for direct-to-consumer brands

A new category of advertisers in driving business growth in the US: direct to consumer brands. Insights on how upstart digital-native companies turned to TV to grow their businesses.

**Sean Cunningham**, President and Chief Executive Officer, **The VAB**

13:30 – 14:30

LUNCH BREAK

## SESSION 04

## ADVERTISING TECHNOLOGY

Presentations by ad tech providers and their clients on next level fan engagement platforms, content recommendation engines, viewer tracking application, sound wave technology and more.

### Leveraging interactive formats with a next-level fan engagement platform - broadcaster use cases

How a unique engagement platform for Sports & Entertainment can help businesses and broadcasters better entertain and monetise audiences.

**Kaius Meskanen**, CEO, **Choicely**

### Using ultrasonic wave technology to create revenue diversification

Insights into how an advanced MarTech solution from Canada delivers engagement information, call-to-action opportunities and even product purchase screens directly from advertising or broadcast content to the mobile device.

**Bill Bryer**, Senior Vice President Business Development, **Soundpays**

**Fred Forster**, Business Development Consultant, **Soundpays**

### Blending efficiency and business intelligence insights through the Yumi platform

Optimising productiveness, reporting and insights by leveraging data fusion in a complete analytical and planning tool.

**Francisco Giménez Mora**, Client Service & Business Development Director, **MarkData**

### How to make TV more personal, data-driven and intelligent through content recommendation and viewer tracking

Helping broadcasters and networks precisely measure television viewership, so they can continue creating popular content that resonates with audiences.

**McAdory Lipscomb III**, Vice President Business Development, **Samba TV**

**EBX: premium video advertising in a brand-safe and qualitative environment at scale**

The lessons and challenges of creating the European Broadcaster Exchange, a platform for programmatically buying pan-European online video campaigns - founded by Mediaset, ProSiebenSat.1 Media, TF1 Group and Channel 4.

**Damon Westbury**, Interim Managing Director, **European Broadcaster Exchange**

16:05

END OF THE MEETING

With thanks to our partners

