

TV

ADVANCED TELEVISION:  
IS TV'S FUTURE ADDRESSABLE ADVERTISING,  
TARGETED AUDIENCE SEGMENTATION, DATA-  
DRIVEN TOOLS - OR ALL OF THE ABOVE?

10/10/2019 BRUSSELS (BE)

# M & S

EGTA **MARKETING & SALES MEETING**

Organised by



Hosted by



08:30 – 09:30

WELCOME AND OPENING KEYNOTE SPEECH

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[Welcome and introductory remarks](#)

Katty Roberfroid, General Director, egta

[To be programmatic or not to be](#)

**The Problem with Programmatic: Get with the programme!**

Insights in the fundamentals of consumer choices, so as to apply them most effectively to today's automated advertising environment and have better discussions with clients about business outcomes for their campaigns.

Wiemer Snijders, Partner and Author, The Commercial Works & Eat Your Greens

09:30 – 10:45

SESSION 01: MAKING ADDRESSABLE TV A REALITY TODAY

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[To be first-movers or not to be](#)

**How to lay the groundwork and set up the infrastructure to truly "turn on" addressability for the industry in a way that is secure, scalable and effective.**

Thomas Bremond, General Manager, International, FreeWheel and Senior Vice President, International, Comcast

[To be targeted or not to be](#)

**How can TV best position itself to secure a strong future in a data-driven world of digital transformation while maintaining strong relationships with its industry players? An agency's point of view on the true meaning of "addressability" both on air and online.**

Name to be confirmed

[To be data driven or not to be](#)

**The advertiser's point of view on taking advanced advertising to the next level and making the most out of the audience-based buying. What do clients expect from media today when it comes to reaching audiences?**

Johan Houben, Media and Digital Marketing Director, Mondelēz International

10:45 – 11:15

COFFEE BREAK

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11:15 – 12:55

SESSION 01: MAKING ADDRESSABLE TV A REALITY TODAY (continued)

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[To be both compliant and competitive or not to be](#)

**GDPR compliancy: Adapting to the new era of user privacy and conformity while navigating a complex ad tech landscape.**

Conor Murray, Regulatory and Public Affairs Director, egta

[To be data-friendly or not to be](#)

**Lessons and challenges into how sharing customer data can lead to personalised advertising and drive business growth.**

Name to be confirmed

[To be collaborative or not to be](#)

**D-Force: a German data and ad tech alliance to make addressable tv and targeted online video advertising a reality.**

**Insights into SevenOne Media's addressable TV offer: the best of both worlds.**

Jens Mittnacht, Chief Operating Officer, SevenOne Media

12:20 – 13:00

SESSION 02: ADVANCED TV - MAKING TV EASIER TO BUY, MORE ACCOUNTABLE AND REAL-TIME

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To be easy to buy or not to be

**Sky Analytics: How to simplify the execution and the management of cross-platform TV advertising – on addressable TV and on VOD?**

Graeme Hutcheson, Director of Advanced Advertising Strategy, Sky Media UK

To be accountable or not to be

**While advertisers expect TV to provide them with immediate data and insights on their business KPIs, broadcasters question if they should get into the outcomes game? And if so, how? Insights, provided by a global attribution tool, which allows real-time audience tracking to change the conversations networks can have with clients.**

Justin Lebbon, SVP Global Growth, Adgile Company

13:00 – 14:00

LUNCH BREAK

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14:00 – 16:30

SESSION 02: Advanced TV - making TV easier to buy, more accountable and real-time (continued)

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To be mobile first or not to be

**From MediaLaan to DPG Media: a transformative journey to better meet the needs of advertisers while offering viewers a seamless experience anytime anywhere and on any device.**

Ben Jansen, Chief Commercial Officer, DPG Media

To be auction-based or not to be

**How can an auction system to book TV airtime benefit an entire market in an intricate advertising ecosystem, where advertisers are more and more specific about the position and environment, they want to see their spot appear in?**

NRA Russia, Senior speaker to be announced soon

To be in-content or not to be

**Monetisation opportunities brought in-video advertising and the new business models emerging in an era driven by ad saturation on all platforms, marketing innovation to feature seamlessly in content and clients' demands to be present beyond the video pay-walls.**

Jana Eisenstein, President, Mirriad

To be short or not to be

**The Spot6 initiative: addressing the growing trend of short-form advertising and content by regionally combining bumper ads in one unique sales package.**

Name of speaker to be confirmed, SpotX

To be stickable or not to be

**Finding innovative solutions to fight Time Shifted Viewing. Can technology, and particularly DAI help retain viewers on the TV stream?**

Name of speaker to be confirmed

More senior speakers to be announced soon.

With thanks to our partners:

FREEWHEEL  
A COMCAST COMPANY

 **imagine**  
COMMUNICATIONS

 **Mirriad**

 **streamhub**<sup>TM</sup>

 **Video Research Ltd.**

**Venue:**

**Radisson Blu Royal Hotel**

Rue du Fossé aux Loups 47

B-1000 Brussels

*Presentations will be made available on  
[www.eqta.com](http://www.eqta.com)*