

Thriving in Recovery.

Future-facing business strategies with the crisis as an accelerator of change.

TV SESSION

06/10/2020 (TUE)

**CEOs &
TOP EXEC'S**

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SUMMIT

Building a future-facing business by collaborating on all sides of the ad industry.

Welcome address



Katty Roberfroid
Director General
egta

Laurent Bliaut
Deputy General Director, Marketing
and R&D
TF1 Publicité
& President, egta



“There are decades where nothing happens; and there are weeks where decades happen”

What trends did the crisis accelerate and what does it mean for the TV/video business and the interaction with clients?



Mark Read
Chief Executive Officer
WPP



Why not use the pandemic to fix what’s wrong in the ad world?

A call to the industry to accept our shared responsibility in transforming the way we do business for a better marketplace.



Linda Yaccarino
Chairman, Advertising and Partnerships
NBC Universal



Why the industry needs to come together now

How can our industry constructively disrupt itself to create sustained and systemic value at the service of consumers ?



Marc Pritchard
Chief Brand Officer
P&G



Panel discussion with Linda Yaccarino, Marc Pritchard and Mark Read. Moderated by Katty Roberfroid



Messages from our sponsors

Lessons learnt from the COVID-19 crisis, business strategies and tactics dedicated to recovery and future growth, how innovation in TV/video has been accelerated by the crisis and how do successful sales houses make the most of it.

How the French market funded a Marketing Mix Modelling study to fuel the recovery

Communicating TV's strength to clients whilst making tactical recommendations for their investments in a post COVID world.



Laurent Bliaut
Deputy General Director, Marketing and R&D
TF1 Publicité
(France)



Putting the client at the centre of every business and strategy decision

How itv is not only scaling up its creative solutions proposal but also offering more flexibility and control to clients.



Kelly Williams
Managing Director Commercial
Itv
(United-Kingdom)



Taking advantage of technology to invest in revenue diversification

How Corus has invested in advanced advertising and client-centric solutions to diversify its portfolio and income streams.



Greg McLelland
Executive Vice President & Chief Revenue Officer
Corus
(Canada)



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