



05/04/2016 (TUE)

HELSINKI (FIN)

egta's  
**TOP MANAGEMENT  
CYCLE 2016**

The future of  
television  
advertising through  
the lens of the  
Nordics' industry  
partners

## The future of television advertising through the lens of the Nordics' industry partners

Exchange with some of the biggest actors from the Nordic and Scandinavian TV advertising industry, which are often considered to be ahead of their time, digital and mobile savvy, a test bed for many American television and online players, a lab for what some still consider being the future of TV advertising... in other words, markets and companies well worth the attention of their counterparts from Europe and beyond.

The format of the day is an **informal discussion amongst participants** about the indicative topics listed below, with introductory presentations by participant speakers.

08:45 – 09:00	<b>Welcome coffee</b>
09:00 – 10:30	<p><b>Automated trading and targeted advertising: for catch-up TV only?</b>            Are automation and addressable advertising real game changers for linear TV advertising?            How can automation of sales for catch-up TV help increase TV broadcasters' revenues?            Will targeted advertising replace traditional TV advertising, or rather complement it?            Data strategies: what data is required to embrace the automation era?</p> <p>Introduced by <b>Heikki Rotko</b>, <i>Honorary egta president &amp; digital media consultant</i> (Finland) and <b>Jere Teutari</b>, <i>Vice President Commercial Development, MTV Next, MTV</i> (Finland)</p>
10:30 – 11:00	<b>Coffee break</b>
11:00 – 12:30	<p><b>Are Multi Channel Networks (MCNs) the way forward for TV broadcasters? What is the role of mobile in today's TV landscape?</b>            Where to start, what are the checklist to apply and the pitfalls to avoid when building a MCN? What are the opportunities and main challenges for TV broadcasters behind MCNs?            Are MCNs a solution for TV broadcasters to diversify revenue? What are the most profitable business models? How to cope with the potential issue of content cannibalisation?</p> <p>Introduced by <b>Stina Varsikko</b>, <i>Chief Operating Officer, Splay Networks Suomi</i> (Finland)</p> <p><b>OTT platforms and sVOD: a way to bring back viewers to the big TV screen?</b>            Is OTT TV the digital turning point for the television industry?            Are OTT platforms the new TV for Millennials?            Are sVOD and Netflix real competition or just an add-on to linear TV?</p> <p>Introduced by <b>Hans Edin</b>, <i>Chief Commercial Officer, Sanoma Media</i> (Finland)</p>
12:30 – 13:30	<b>Networking lunch</b>
13:30 – 16:00	<p><b>The balance between supply and demand. How to cope with an overload of demand?</b>            What is the impact on TV prices when a sales house's inventory is regularly over-booked?            What alternative solutions can TV broadcasters put in place to satisfy the demand on sold-out periods?</p> <p>Introduced by <b>Mathias Berg</b>, <i>Director of Channels, TV4</i> (Sweden)</p> <p><b>Is the future of television audience measurement hybrid?</b>            Where does the TV industry stand regarding T/V audience measurement?            What are the next steps per country and for egta's audience measurement taskforce?</p> <p>Introduced by <b>Pirjo Svedberg</b>, <i>Executive Vice President, MMS</i> (Sweden)</p>