

Beyond multiscreen – an industry's  
transformation towards unified television

05 / 10 / 2017  
DUBLIN

MARKETING  
& SALES  
MEETING  
*TV session*

MMS

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Organised by  
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Hosted by  
**RTE**

**08:30** Start of the conference

**08:45 – 10:30**

## SESSION 1

### State of the Union on premium video and unified TV

- The changing role of media agencies & the challenge of transparency in digital media
- Addressable advertising and its future in Europe
- Addressing the changing needs and demands of clients

Dee Forbes, *Director General, RTÉ*

Nick Manning, *President International, Ebiquity*

Laurence Miall-d'Août, *VP Advanced Advertising, Liberty Global*

**11:00 – 13:15**

## SESSION 2

### Broadcasters' initiatives – in Sales & Marketing – to thrive as digital players

- Audience focused measurement – adapting to the GAFAs' standards, rather than demanding the other way around
- Targeting local clients through direct deals: how to adapt to the needs of newcomers to TV advertising
- Reaching the next step in ad campaign's fluid and automated roll out by connecting buyers seamlessly across an entire nation

Malin Hager, *Sales Director, TV4 Sales (Sweden)*

Matthias Dang, *Managing Director, IP Deutschland (Germany)*

*Name of Senior Executive speaker to be confirmed, Sky Media (UK)*

*Name of Senior Executive speaker to be confirmed, TF1 Publicité (France)*

*Name of Senior Executive speaker to be confirmed, MTV (Finland)*

**14:15 – 16:30**

## SESSION 3

### Marketing and B2B- New storytelling about TV's strengths

- A deprivation study: consumers' reactions to a TV-less world in a digital age
- The Screenforce Days 2017 – a New Dimension of Joint TV Activities

Christian Kurz, *SVP, Global Consumer Insights, Viacom*

Uschi Durant & Jan Isenbart, *Co-Founders, Screenforce Germany*

## SESSION 4

### Potential game-changers for our industry: how broadcasters join forces with their colleagues - and sometimes even competitors - to offer strong alternatives to the GAFAs' digital domination

- The Council for Premium Video
- The European Media Alliance and EBX
- The Log-in Alliance
- Sky Adsmart & Virgin Media
- Gravity (tbc)

Nicolas Mignot, *Senior Vice President Key Account and Solutions, FreeWheel*

Matthias Dang, *Managing Director, IP Germany*

*Name of Senior Executive speaker to be confirmed, TF1 Publicité*

*Name of Senior Executive speaker to be confirmed, Sky Media*

More speakers to be confirmed soon

**16:30** End of the conference

With thanks to our partners:

**FreeWheel**

**SPOTX**