

MUNICH (DE)

03/03/2016 (THU)



Television is not going anywhere... It is going **everywhere!**

DIGITAL

THE NEXT

The meaning of television  
in today's ever more  
customisable TV environment.

Organised by

Hosted by

egta.

SevenOne  
Media

## 08:45 OPENING REMARKS

Katty Roberfroid, *Secretary General, egta*

## 09:00 SETTING THE SCENE

Malte Hildebrandt, *Chief Marketing Officer, SevenOne Media & ProSiebenSat.1*

Thomas Port, *Managing Director, SevenOne Media & ProSiebenSat.1 Digital and CCO, ProSiebenSat.1 Digital & Adjacent*

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## 09:20 KEYNOTE SPEECH

*"I hate TV."*

A reflection on the strengths and effectiveness of television and its future as a powerful advertising medium.

Thierry Tacheny, *Chief Executive Officer, Divedia Consulting*

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## 10:00 PROGRAMMATIC T/V

*Programmatic trading: synergy or competition for TV everywhere?*

Insights on programmatic TV's challenge of matching the bid rate with the fill rate, whilst guaranteeing brand value.

Conor Mullen, *Commercial Director, RTÉ Digital*

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## 10:25 NETWORKING COFFEE BREAK

## 11:00 PROGRAMMATIC T/V

*How MTG implemented programmatic trading on long-form catch-up.*

Learn how programmatic is taking over and how, combined with user data, it participates in shaping the future of digital marketing.

Alexander Bastin, *Head of Digital Trading, MTGx*

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## 11:25 TECHNOLOGY AT THE SERVICE OF VIDEO ADVERTISING

*Spott, the screen just became your favourite shop.*

Discover Appiness' technology to add metadata to content, a true revolution in the way viewers interact with video and TV content.

Jonas De Cooman, *Co-Founder, Appiness*

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*Embracing fragmentation – the evolution of TV advertising.*

How new forms of television distribution and the emerging reality of micro-audience addressability are presenting technology challenges for broadcasters, advertisers and viewers.

Jon Block, *EMEA VP of Product & Platform, Videology*

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*Blocking the ad blockers.*

Allowing broadcasters and publishers to unlock significant revenue thanks to an anti-ad blocking technology.

Holger Schöpfer, *Regional Director CEU, Ooyala*

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## 12:40 NETWORKING LUNCH

## 13:30 BUILDING DEALS WITH TELECOM OPERATORS TO THE BENEFIT OF BOTH BROADCASTERS AND CONSUMERS

*Broadcasters and content publishers: convergence or disruption?*

Coping with telecom operators as an increasingly important actor in the value chain, and negotiating win-win solutions for a healthy business ecosystem.

Philippe Bailly, *Owner, NPA Conseil*

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*Other speakers to be confirmed*

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## **14:20** ARE MULTI-CHANNEL NETWORKS (MCNs) THE WAY FORWARD FOR TV BROADCASTERS?

*The role of and opportunities behind Multi-Channel Networks in broadcasters' monetisation strategies.*

How Multi-Channel Networks can help TV broadcasters extend their viewership and create new revenue streams.

Speaker to be confirmed

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## **14:45** GRAB A CUP OF COFFEE

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## **15:00** ARE MULTI-CHANNEL NETWORKS (MCNs) THE WAY FORWARD FOR TV BROADCASTERS?

*A panel discussion on the opportunities around MCNs and OTT platforms, the most profitable business models and the potential cannibalisation with broadcasters' linear offer.*

Moderated by **Thierry Tacheny**, *Chief Executive Officer, Divedia Consulting*

With introductory presentations & contributions from:

**Jose Manuel Gonzalez Pacheco**, *General Manager, Atres*

**Marco Scattolin**, *Head of analytics, data science and business intelligence, Mediaset*

**Dr. Sebastian Weil**, *Chief Executive Officer, Studio71*

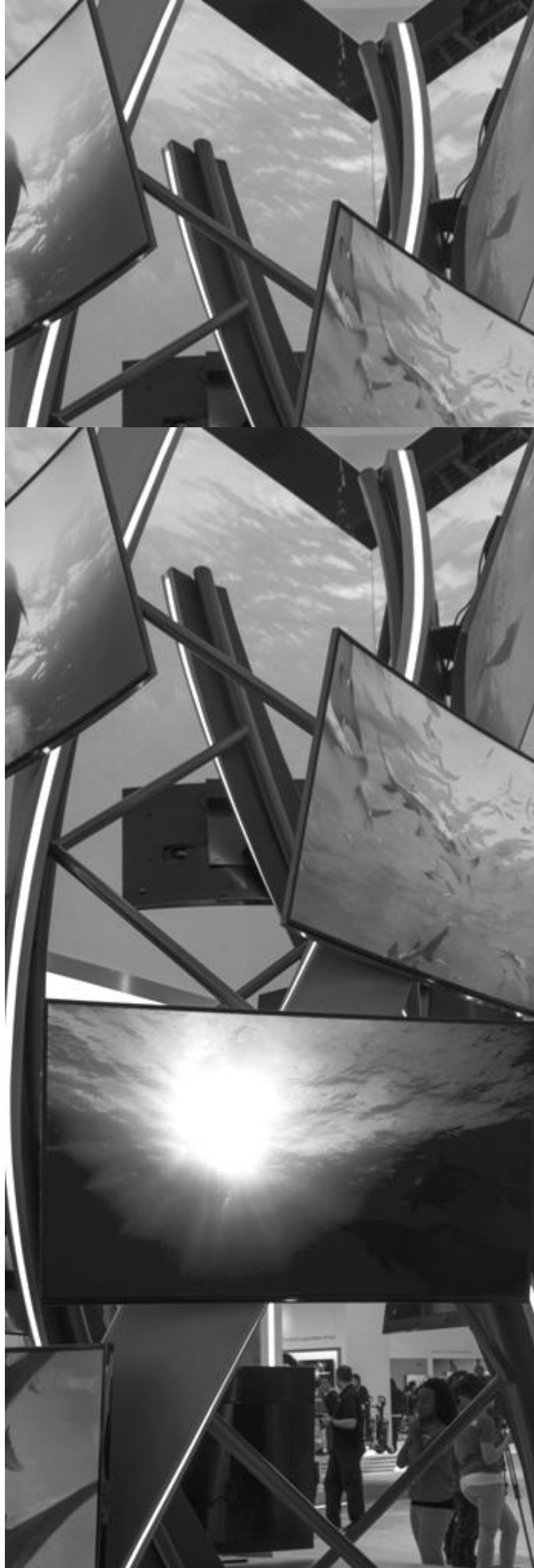
*Other panellists to be confirmed*

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## **16:25** CLOSING REMARKS

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## **16:30** END OF THE MEETING



WITH THANKS TO OUR PARTNERS



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