

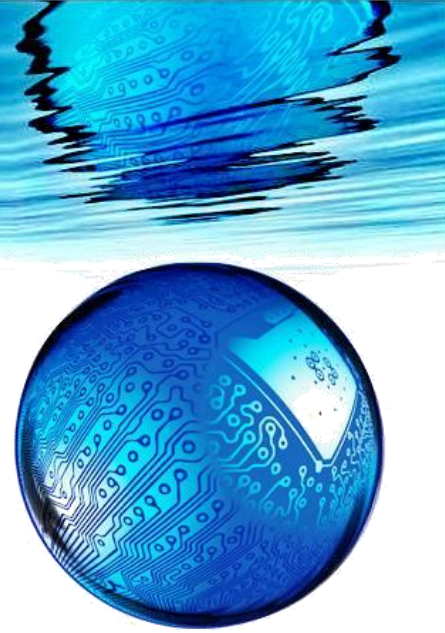
Highly-Defined: The egta New Media conference



Day 1: Wednesday 24th March

Television in a new decade: opportunities for audiences, broadcasters and advertisers

- 13:20-13:30 Welcome – egta
- 13:30-14:00 Keynote speech
Erik Portier, Country Manager, Google Belgium
- 14:00-14:30 Defining the new media: an insight into tomorrow's opportunities for viewers and advertisers
Stéphane Coruble, New Business Operations Director, RTL (Belgium)
- 14:30-15:00 Television and Internet - a marriage made in Heaven: how can broadcasters strengthen their position by integrating these mediums
- Consumer, advertiser and broadcaster perspective
- Case study: Formula 1 in a new decade
Heikki Rotko, Executive Vice President - Deputy Chief Executive Officer, MTV Oy (Finland)
- 15:00-15:30 Mobile for a new generation
Pekka Somerto, Vice President, Brand & Marketing Portfolio, Nokia
- 15:30-16:00 Coffee break
- 16:00-16:30 IPTV: A world success story
Jean-Charles de Keyser, CEO Belgacom Skynet & Vice President IMU/ Belgacom TV
- 16:30-17:00 Producing original video entertainment for the web
Richard Vargas, Senior Vice President, Development & Production, FMX (FremantleMedia)
- 17:00-17:30 New online video advertising formats: differentiating awareness by different players
Alexander Duphorn, Managing Director, SevenOne Media (Germany)
- 17:30-18:00 New technological frontiers of television:
Editorial and advertising technology in 3D and 4K definition
Paolo Lutteri, Sipra, Centro Studi Media
Luigi Rocchi, Rai, Director Technology Strategy
Alberto Morello, Rai, Director Innovation and Technological Research Centre
- 18:00-19:00 Cocktails and a practical demonstration of 3D and 4K definition



Day 2: Thursday 25th March

Television in a new decade: optimising revenue generation

- 09:00-09:10 Welcome - egta
- 09:10-09:40 Media agencies in the digital landscape
Hugues Rey, Chief Strategy Officer, Mediabrands
- 09:40-10:10 Advertiser's demands from the TV of today and tomorrow
speaker to be confirmed
- 10:10-10:35 Coffee Break
- 10:40-11:10 How to make your ad-funded TV-model work online - today and tomorrow
Sorosh Tavakoli, Founder and Chief Executive Officer, Videoplaza
- 11:10-11:40 Micropayments: A new revenue model for monetising online television content
Cyril Zimmerman, Chief Executive Officer, Hi-Media
- 11:40-12:10 Vision for the Future: Interactive, addressable and accountable video advertising
Olivier Wellmann, Vice President Product, General Manager UK, Open TV
- 12:10-12:40 Leveraging a broadcaster's assets on all screens to create value for viewers and advertisers
Thomas Jacques, Director New Media Strategy & Innovation TFI and eTFI