



egta association of
television and radio
sales houses



Invitation and taster of what is to come

egta's **TV executive masters** - Summer 2009

Brussels

Sunday 28th June to Wednesday 1st July

Market overview - A student session moderated by Fran CassiDy



One of egta's strengths is the networking possibilities it is able to offer its members. Much of the day will be spent on maximising on the network we will have created through the Executive Masters. Each participant will be asked to present, very briefly, themselves, their "home" market and their company, followed by a case studies of any issues they have dealt with recently or are in the process of dealing with and actions they have taken as a consequence. This will provide, not only an exceptional opportunity to discuss, exchange and learn from other markets, but to learn from others' mistakes and success stories.

These presentations, prepared and sent to us in advance will be formatted in such a way as to allow direct market comparisons to be made.... and questioned.



General European overview

What is the new face of TV in Europe? What are the upcoming TV programming trends?
What is the future of TV?



Vincent David, Head of Sales Support, IP network, France

Vincent started his career in 2001 at NRJ radio station where he was in charge of international marketing coordination. He then moved to IP NETWORK as international marketing executive in charge of radio. After 2 years he started to work in the TV field in charge of IP Network's international TV landscape presentations.

In 2006 he became head of sales support, building all ad-hoc presentations, TV key facts presentation and benchmarking European TV markets in terms of advertising space buying systems, special ads, audience measurements, new technologies...

For more information on this programme



call Vanessa Marschner at +32 2 290 31 31



Measurement of the new forms: what's out there & how to use it to best sell the new forms?

With the development of new forms of advertising comes a growing need for adapted systems of audience measurement, audience satisfaction and quality media product surveys. What is being used, envisaged and planned for the future? A review of electronic measurement of media; Tracking TV Technology. What works & why. What barriers need to be overcome?



Andrea Malgara, Managing Director, Seven One Media, Germany

One of the most well known professionals within both the German and Italian markets, Dr Malgara, was also involved in the "launching" of some of the most successful new forms of advertising in Europe. He worked his way up through the ranks at Publitalia '80 SpA and in 1995 left his position as Marketing Manager to join SevenOne Media where he entered as Head of Sales & Services MediaGruppe München responsible for international sales and not only doubled the turnover but also introduced special ads in Germany. Since then, and in addition to being the CEO of MediaGruppe München in charge of special projects like the implementation of the Swiss advertising window for ProSieben.

Dr Malgara has gone from Vice-President Research & Development, to Vice President Marketing & Research SevenOne Media and in 2000, became Managing Director, responsible for audience and media research, advertising grid, special ads and integrated communications and managed to reach 100 Mio € in special ads turnover.

Advertising creativity, new formats, new audiovisual platforms: where will new European rules lead us?

Creativity of the program grid in order to allow the advertisers more visibility, be it involving product placement, telepromozione, split screen, short sequences or on screen identifications. Examples of good practices and legal framework.



Laura Sboarina, European Affairs Advisor, egta, Belgium

Bertrand Cazes, a graduate of Grenoble School of Political Science, is in charge of European and regulatory affairs at egta. Before joining egta he has gained professional experience as European Public Affairs Officer in the pharmaceutical industry, sanofi-aventis.

Until then, Bertrand developed his skills while working for elected officials both in France and in the United States. In general, Bertrand Cazes is specialised in public policy and the defence of private interests at European level.





Interactivity, PVR and measurement

A look at the marketing, pricing, sales conditions, technical costs and legal framework required or involved in producing a successful campaign where both the broadcaster and the advertiser find themselves in a win-win situation. From both an advertiser's and broadcaster's view and a look at the legal framework required. Examples of good practices and legal framework..



Chloe Smith, Head of Interactive Advertising, BSkyB, UK

Sky has continued to lead the way having run more interactive advertising campaigns than anyone in the world. She progressed up the ranks and is now Head of Interactive Advertising Sales, her team are not only responsible for selling interactive Ads but also setting the sales strategies, measurement and pricing policies within all new advertising opportunities on Sky on TV, this already encompasses Near VOD & VOD on TV, and Digital Text.



360°: the full story & how to get it

A client oriented approach needs an adapted structure. VMMtv elaborates on how they have reorganised their structure internally in order to answer efficiently and creatively on the rising creative and 360° demands of the Belgian Advertisers. But also they put the 360° hype in a perspective, by showing the large variety of advertising products TV has to offer and how important the role of TV and a TV show is in many 'holistic concepts'. VMMtv will present actual cases of Procter & Gamble, Storck chocolate and Fresh Meals.



Bart Spiessens, Product Manager, Vlaamse Media Maatschappij, Belgium

Bart got his first taste of the media in 1996 when he started out as a news reporter for the newly founded VT4, the first SBS station in Belgium. In 1997 he joined leading media agency Space as Communication & New Media Supervisor. Bart is founding member of Interactive Advertising Bureau (IAB) Europe and played an important role in the development of the internet as a commercial medium in Belgium. Finally in 2003 Bart joined the Vlaamse Media Maatschappij as Sales Development Manager running the dept. for advertiser oriented research, but soon his creative side took over and he started to negotiate with the station's production & promo depts about fully integrated advertiser solutions.



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VoD: taking linear channels on line

A case study of 4oD, Channel 4's comprehensive video on demand service. How has it performed in the two years since launch? How do consumers behave in an on demand world? What are the secrets of a successful VOD service? What next for Channel 4 in this rapidly



Sarah Rose, Head of channel on demand development, Channel 4, UK

Sarah Rose joined Channel 4 in May 2006 as Head of VOD and Channel Development and was responsible for the launch of 4OD, Channel 4's comprehensive video on demand service. 4OD is carried on Virgin Media, BT Vision and Homechoice and is available as an on-line player through which viewers can download most of Channel 4's commissioned and acquired content. She is also responsible for the development of new digital channels, and has overseen the launch of C4+1, C4HD and 4music in the last 18 months. She is also leading channel 4's involvement in project kangaroo, a ground breaking VoD joint venture between C4, ITV and BBC Worldwide. Sarah's previous role was General Manager, ITV Digital Channels, responsible for the business, commercial and operational departments of five digital channels. Before that she held commercial, business development and editorial roles on a variety of digital channels in Carlton Communications. Sarah started her career as a Graduate Management Trainee at Carlton TV, spending two years working in all areas of broadcasting .



Taking it beyond the screen

Tom De Backer, Vice President Benelux, FremantleMedia Enterprises, Belgium

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Online: how to make money out of online



Scott Gallacher, Director of online & partnership marketing, BSKyB, UK

Scott is a respected digital advisor due to his ability to see past the buzzwords and technical complexity and work out how to drive measurable business value. His core expertise is, acquiring & retaining customers, driving incremental revenue out of digital assets, scaling digital operations, managing international digital operations (Has managed 38+ countries) and multi channel integration. With over 10 years experience he has worked for numerous industry leaders including BSKyB, American Express, Yahoo!, Ericsson and Motorola. This experience has led him to be a popular speaker and is presenting on 'How to plug online into the balance sheet' in London, Istanbul & Barcelona and he currently advises a number of corporate clients.

Scott is currently building a digital investment portfolio for a group of angel investors. He has also worked as the Marketing Director for Online & Partnerships at BSKyB, International Client Service Director for OgilvyOne and Vice President for Digitas.

Scott holds a PhD in Multimedia innovation & social learning from Edinburgh, M.Sc. in Human Computer Interaction from Heriot Watt and a BCom in Business Studies from Edinburgh.

The week shall be moderated by Fran Cassidy

Marketing 1 Media Consultant, UK



Fran has actively been involved in the field of media since 1983 originally focusing on media sales and later moving to media marketing. Fran joined the Carlton Sales Division in 1992 and was appointed Marketing Director in 1996. In 2000 Carlton had the best reputation for television sales in the UK. While at Carlton Television, she launched ITV's first digital interactive service, helped to develop the internet division Carlton Interactive, and was also Marketing Director of a major division of Carlton Television - Carlton Screen Advertising, the UK's largest cinema advertising company.

In 2004 she left to set up her own consultancy practice, the Cassidy Media Partnership. Since the launch, she has worked in Europe and the US, as well as the UK and has worked with many different clients across the media, entertainment and marketing services industries.

Fran has been one of the most highly appreciated teachers in past Summer Universities and, this year, has agreed to spend a week in Brussels in order to moderate the Executive Masters week. She will no doubt prove to be an invaluable asset to both the teachers and the students, and with her determination, experience and knowledge assist the teachers, in the transfer of their know-how, and the students, in constantly probing the teachers to the limits of their wealth of knowledge.

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