



**TV & RADIO SESSIONS**

**BUILDING BRIDGES:**

ARE SYNERGIES THE CORNERSTONE  
OF A TRULY PROFOUND TRANSFORMATION  
OF THE ADVERTISING INDUSTRY?

**06-07/06/2019 PRAGUE (CZ)**

# CEO & TOP EXEC'S Summit

Organised by **egta.**

Hosted by

**AKTV** ASSOCIATION  
OF COMMERCIAL  
BROADCASTERS



## DAY 1: 6 JUNE 2019

### - JOINT SESSION -

09:15 – 10:15 **egta information session (optional, in Studio A)**

Information session on egta's services, tools, platforms and hot topics: you are welcome to attend if you are a new member or simply want to make sure you are using egta to its fullest.

10:15 – 10:45 **WELCOME COFFEE**

10:45 – 13:20 **SESSION 01: JOINT TV AND RADIO (Room Bohemia)**

#### OPENING SESSION OF THE CEO & TOP EXEC'S SUMMIT



##### Welcome from the egta President

Building bridges - are synergies the cornerstone of a truly profound transformation of the advertising industry?

**Malin Hager**, President, **egta** & Sales Director & Chief Commercial Officer, **TV4 Sweden**



##### Welcome from the host

**Vladimír Pořízek**, Chief Operating Officer, **Prima TV**,  
Member of **AKTV Management Board**

#### WHAT DOES THE FUTURE OF MARKETING HOLD?



##### Artificial intelligence: distinguishing the hype from the real game-changers

What is A.I. really and what is it not? How can it be applied to the audio-visual sector?  
An overview of the current applications of A.I. around the world.

**Ivan Yamshchikov**, A.I. Evangelist and Doctor, **Max Planck Institute for Mathematics**



##### Marketing in a screenless world

Driving business outcomes for brands and raising the profile of audio advertising.

**Marco Bertozzi**, Vice President, EMEA Sales & Multi-market Global Sales, **Spotify**



##### How can we optimise a 100-year-old advertising industry?

Understanding L'Oréal's marketing challenges and expectations, and how video and audio can help address them. How to re-invent TV and Radio planning and buying with more flexibility and transparency to optimise budgets in a data driven era.

**Stéphane Berubé**, Chief Marketing Officer, Western Europe, **L'Oréal**



##### Meaningful brands and media in tomorrow's media agency world

How can broadcasters and agencies work together to future proof the industry?

Havas' AAA principles: Audience, addressable and advertainment.

**Hugues Rey**, Chief Executive Officer, **Havas Media Group BeLux**



## Fireside chat



**Hugues Rey**  
Chief Executive  
Officer  
Havas Media Group  
BeLux



**Stéphane Berubé**  
Chief Marketing  
Officer, Western  
Europe  
L'Oréal



**Jean Mongeau**  
General Manager &  
Chief Revenue Officer  
Media Solutions  
CBC/Radio-Canada



**Alexander Sempf**  
General Manager  
Sales  
RMS

13:20 – 14:20

LUNCH BREAK

14:20 – 16:35

SESSION 02: JOINT TV AND RADIO (continued)

## TRUE TRANSFORMATION, TODAY, FOR THE TV AND RADIO INDUSTRY



### Changing audio consumption and its impact on the industry

Audio platforms, podcasts, voice assistance, smart speakers and other trends on the US market.

Larry Rosin, Co-founder & President, Edison Research



### Direct-to-consumer brands are changing the way marketing is done

How can we follow D2C's lead and move from creative driven by ego to creative driven by data and business results?

Meryl Draper, President, Quirk Creative



### In-housing for Lastminute.com

Why and how has the company decided to inhouse its media solutions? How can Forward “de-risk” the process for other businesses, and help other brands move forward by making their marketing activity more efficient, intelligent and relevant?

Gellan Watt, Chief Commercial Officer, Lastminute.com / Forward

## Fireside chat



**Meryl Draper,**  
President,  
Quirk Creative



**Gellan Watt,**  
Chief Commercial  
Officer,  
Lastminute.com /  
Forward

Innovations in total audience measurement: how to build on the strengths of a golden standard and enrich it with data and capabilities. Short insights into measurement at its best:



- BARB Lab Panel Project  
**Jorge Papanicolau**, Global Product Leader – International Total Audience Measurement, **Nielsen**



- Measure, activate and monetise all your assets – case from TVB in Honk Kong  
**Toni Petra**, Executive Vice President, Media Product & Operations, **Nielsen**



- Driving up the scale of addressable advertising – Nielsen's acquisition of Sorenson Media  
**Matthew O'Grady**, Executive Vice President, Media Commercial, **Nielsen**



- [The entire ad market needs to win if we want true progress through collaboration](#)  
Facing the major challenge brought by the growth in non-ad supported viewing platforms. Insights into True[X]'s initiatives to bring attention back to marketing decisions, and to make television more palatable to a generation raised on streaming.  
**Pooja Midha**, President, **True[X]**

16:35 – 17:00

COFFEE BREAK

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egta members are kindly requested to send at least one delegate per company to the statutory session.

A session co-chaired by:

Malin Hager, *President*  
Katty Roberfroid, *Director General*

With the participation of:

Yves Gérard, *Treasurer*  
The egta team

1. Adoption of the minutes of AGM 44 in Madrid (May 2018)
2. Finances:
  - a. Final 2018 budget, auditor's report & balance sheet
  - b. Provisional 2019 budget
  - c. Projected 2020 budget
  - d. Admission, withdrawal and exclusion of members
3. Elections of Board members
4. Proposed procedure for the adoption of changes to the egta Statutes and Internal Regulations
5. Activity Report 2018-2019 & Action Plan for 2019-2020
  - a. Topical update: CEO survey, VOD, the year of audio, GDPR etc.
  - b. A set of simple principles in audience measurement
  - c. Future egta meetings
6. Announcement of the Board elections result and election of the special positions within the Board (Vice Presidents, Treasurer, President Elect)
7. Any Other Business

All participants are invited to meet for a relaxed networking dinner on the restaurant-boat Grand Bohemia. The boat is ideal for sight-seeing Prague while networking and having dinner with colleagues.

**Boarding** takes place between **19:30 – 19:50**. The **boat will leave shore at 19:50** and **come back to shore at 22h00**. Shuttles will be organised from and to the Marriott Hotel (please see the practical information sheet for more details).

## DAY 2: 7 JUNE 2019 – RADIO SESSION –

Room Moravia – Running in parallel with the TV session

08:45 – 09:00

WELCOME & START OF THE DAY

ARE SYNERGIES THE CORNERSTONE OF A TRULY PROFOUND TRANSFORMATION OF THE RADIO ADVERTISING INDUSTRY?



### How to future-proof radio

Strategies to promote radio brands, develop new products, grow audiences and maximise revenue.

**Martina Říhová**, Chief Executive Officer, **Active Group**



### Making data work for radio advertising

Data-infused radio ad sales and the first made-for-audio DMP.

**Alexander Sempf**, General Manager Sales, **RMS**



### Key learnings on podcast monetisation

How radio companies can ride the podcast wave.

**Yuri Loburets**, Director Radio, **egta**



### Starting a podcast revolution

Takeaways from launching a successful portfolio of daily podcasts: building an audience and monetisation strategy.

**Dávid Tvrdoň**, Podcast Producer, **SME Daily**



### Power of podcasting for brands

Podcasts are not “just edited radio shows” – they require a different approach to brand integrations.

**Emma-Victoria Houlton**, Founder, **Art of Podcast**

### Radio broadcasters and the online audio marketplace

Strategies and tactics to grow and monetise the online audio inventory of radio brands.



**Benjamin Masse**,  
Managing Director,  
Market Development  
& Strategy,  
**Triton Digital**



In a fireside chat with  
**Yuri Loburets**,  
Director Radio,  
**egta**

### Entertainment growth strategy

Cases from Nelonen Media.



**Jenni Nummela,**  
Director for Strategy  
and VOD,  
**Nelonen Media**



**Jussi Suvanto,**  
Director, Total Audio,  
**Nelonen Media**



### Advancing audio measurement

Measuring the audiences of live and on-demand audio.  
**Prince Debrah**, Product Leader, **Nielsen**



### Building bridges between brands and consumers

The marketer's perspective.  
**Petr Janeba**, Head of Marketing, **Škoda Auto ČR**

### Tomorrowland's radio station

Expanding brands and building synergies between music, events, radio and entertainment.



**Michael Dujardin,**  
Global Head of  
Marketing & Media,  
**Tomorrowland**



**Filip Teerlinck,**  
Head of Business  
Development,  
**Tomorrowland**



DAY 2: 7 JUNE 2019

– TV SESSION –

Room Bohemia - Running in parallel with the Radio session

08:45 – 09:00

WELCOME & START OF THE DAY

ARE SYNERGIES THE CORNERSTONE OF A TRULY PROFOUND TRANSFORMATION OF THE TV ADVERTISING INDUSTRY?



A word from the host

CME – Building bridges in an evolving media industry

How CME is developing its business model in an evolving media landscape and amidst changing viewers preferences.

Christoph Mainusch, Co-CEO, CME Group & CEO, Nova Group Czech Republic



'More Than TV' – ITV's new journey

Insights into how ITV is positioning itself as a force for good, as well as partnering in brand new ways with Sky & Channel 4 (for joint industry research and events), Amobee (for the launch of a new programmatic platform) and BBC (Britbox) and the impact this has on business outcomes.

Chris Goldson, Director of Creative Works and Commercial Marketing, ITV



Innovation to meet clients' needs & fighting the battle for consumers' attention

Insights into M6's most recent innovations, from contextual advertising to machine learning and data science. Taking RTL Group's vision of "total video" reality to the national level.

Kim Younes, Innovation & Research Marketing Director (TV / Digital), M6 Publicité



Advanced TV is here to stay

Innovation from France, such as initiatives to sell TV like a digital asset, and offering guaranteed results for campaigns optimised on "purchased quantity GRP", rather than on socio-demographics.

Philippe Boscher, Head of Digital Marketing, Data, Research, Addressable TV & Innovation, TF1 Publicité



Corus' Cynch: Fueling advertisers' campaign planning through innovation and simplification.

Insights into the Canadian sales house's recent self-serve platform, which allow for advanced data segmentation, simplifies the buying process and improves the reporting timeline for buyers.

Barb McKergow, Senior Vice President National Sales, Corus Entertainment

11:05 – 11:35

COFFEE BREAK



TV 2 Denmark and their new pricing system based on CPM and auction principles

How TV 2 Denmark changed a 30-year-old non-transparent pricing system (heavily impacted by 30+ different discounts), to a completely new yearly negotiated CPM based system – and how they use an auction system to regulate the lowest prices each month to prevent sold-out.

Jesper Theilgaard, Strategic Business Manager, TV 2 Denmark



#### Harmonisation for more efficiency

How Ster developed a software for the consultation of inventory and campaign planning across the various components of their offer. This software will soon roll out on the entire Dutch market to make TV, Radio and Video easier to buy for clients.

**Robbert van den Hoogen**, Head of IT, **Ster**



#### Addressable TV Advertising: a journey to the promised land

How do addressable advertising business models evolve and what key role does technology play on this evolution?

OAR: Insights into an initiative by major American key players to develop a standard that will allow networks to insert addressable ads into live TV shows using ACR (automatic content recognition) technology.

**Claudio Marcus**, General Manager Data Platform, **FreeWheel**



#### Calling for simplification in measurement

Insights into the CFlight initiative.

How can our industry adopt initiatives that go beyond TAM, as well as a pragmatic and business outcome-based approach?

**Jamie West**, Group Director of Advanced Advertising, **Sky Media UK**

#### Discussion about audience measurement and harmonisation



**Katty Roberfroid**,  
Director General,  
**egta**



**Guido Modenbach**,  
Managing Director  
Market Intelligence &  
Strategy,  
**SevenOne Media**



**Jamie West**, Group  
Director of Advanced  
Advertising,  
**Sky Media UK**



#### Closing remarks

**Katty Roberfroid**, Director General, **egta**

13:30 – 14:30

CLOSING NETWORKING LUNCH



Organiser



Host



Main partner



Supporting partners

