



**TV TRAINING**

Monetisation, branding and sales tools into effective and future-proof strategies to grow revenues and insights for TV's new go-to-platforms

**24-26/06/2019 BRUSSELS (BE)**

# VOD

**ESEA: SPECIAL EDITION**

# MASTERCLASS

Organised by **egta.**

[www.egta.com](http://www.egta.com)

## Mentor

Maarten Albarda



Maarten is the Americas' CEO for Flock Associates, the leading Marketing Transformation Consultancy with clients such as McDonald's, Campbell's, Toyota/Lexus, British American Tobacco, Kellogg's, J&J, eBay and others. He has over 25 years of experience on the agency and client side and is a recognized industry leader. **Maarten led a distinguished global career in senior pan-regional and global leadership roles at JWT, Leo Burnett, McCann-Erickson, The Coca-Cola Company and AB-InBev, living and working in The Netherlands, the UK, Japan, Germany and the USA.** His book *Zero Paid Media as the New Marketing Model* with co-author Joseph Jaffe was published in October 2013 and MediaPost publishes his Online Spin column every Monday.

## Format

An interactive training

This three-day training will give participants the opportunity to learn and exchange about all challenges linked to the monetisation of their channel's VOD and catch-up inventory.

From sales and pricing methods, branding to the technological aspects or the sales house structure, the in-depth discussions and insights provided at this training will lay the foundation and broaden the horizon for any executive involved in the video strategy of their company.

This training is designed as an interactive format. Participants will not only learn from expert speakers but also from each other, thanks to an exchange of best-case studies and in-depth discussions. Every participant is expected to present a short 10-minute case study from their sales house.

## Target group

The ideal participant

» The ideal candidate should be active in the sales, pricing or marketing department working with VOD platforms and strategies. Candidates should have a deep knowledge and understanding of their company's VOD strategy, structure and priorities.

» He/she should have the authority to suggest and implement change as a result of this interactive training session.

» As the group should ideally not be bigger than 25 participants egta will accept a maximum of two participants per company, ideally one.

## Price

What it includes

- The price for this training course (one of egta's self-financed activities) is **€1500/person**.
- The price includes all the material for the training, two dinners and three lunches.
- In case of cancellation, the egta team will try to find a replacement participant. But please consider that if a participant cancels less than two weeks before the event, it is very hard to find a last-minute candidate to join the training. If the seat remains empty, we will have to invoice the training to the cancelling company anyways, as costs have been calculated according to a limited number of participants.

If you have questions please contact [annelaure.dreyfus@egta.com](mailto:annelaure.dreyfus@egta.com)

**MONDAY 24<sup>TH</sup> JUNE**  
**MERGING WORLDS: TV IS DIGITAL**

**13h00**

Welcome lunch

**14h00**

**Opening session of the VOD Masterclass**

**Anne-Laure Dreyfus, TV Director, egta**

**14h20**

**Introduction to the topic**

Monetisation, branding and sales tools into effective and future-proof strategies to grow revenues and insights for TV's new go-to-platforms

**Maarten Albarda, Americas' Chief Executive Officer, Flock Associates**



**14h45**

Grab a cup of coffee

**15h00**

**Learning to think beyond a TV-centric approach and truly embrace "total video" as a digital medium.**

- How to understand the digital world from TV sales house perspective? How to enable your sales team to sell screen-agnostic video?
- What do clients want from Data, Targeting, Programmatic and Brand Safety?
- How agencies think about buying screen-agnostic video?
- Insights into innovation from the American video market.

**Steven Golus, Digital Advertising Training and Enablement, Steven Golus Consulting**



*Steven Golus provides training and consulting services to the digital marketing industry. Steven's digital advertising basics class has been taken by thousands of professionals at broadcast and cable networks including AMC, A&E, Crown Media, Discovery, Fox News, ITN, NBC and Viacom and agency groups including Dentsu, GroupM, Havas, Horizon Media, Omnicom, and IPG Mediabrands. His unique style of teaching enables students to learn in an interactive, engaging and fun environment.*

**18h00**

**Speed networking**

Meet your colleagues in a fun interactive and way. 6 minutes to get to know each other and give each other an overview of challenges you are facing.

**19h00**

**Participants' dinner in the city centre of Brussels**

This dinner is fully part of the programme.

08h30

Welcome coffee

09h00



**VOD: Let's put figures on the hype.**

- Is there a negative relationship between subscription video-on-demand (SVOD) viewing and broadcast TV viewing?
- Fact and figures about the VOD market
- Insights about the health of TSV, SVOD and catch-up TV.
- Insights into the best UK models

**Richard Broughton, Research Director, Ampere Analysis**

*Richard is an experienced business analyst and consultant. With a particular expertise around television & online video, transactional media and fixed-line telecommunications. He has worked with many major companies across the telecoms, media and technology sectors and has led custom consulting projects for senior stakeholders in a wide selection of high-profile organisations, including major studios and producers, channel groups, tech vendors and pay TV & telecommunications groups.*

10h00

**How to accelerate growth for VOD advertising?**

- Making sure you have the right technology, people and data to make it possible.
- Does SVOD allow your company to become less advertising-dependant?
- How do clients think about their VOD investments (as TV or as video)? How can you accompany them in the transition into a total video strategy?

**Maarten Albarda, Americas' Chief Executive Officer, Flock Associates**



11h00

Coffee break

11h30

**Participants' case studies**

Each participant in the Masterclass will present a short case study about their company's VOD strategy. Whether it is a new sales method, a creative campaign, a new team structure, an innovative way to prove VOD's ROI... let's share and discuss!

12h30

Lunch break

13h15

**Let's hear it from the advertiser – VOD in the marketing mix**

How does a marketer see the "total video" ecosystem today? How do they consider their TV and video in the media mix? What do they expect from the sales house?

**Yves De Voeght, Media Manager Benelux, Coca-Cola**



14h00

**Marketing & branding – the role of strong TV brands for VOD platforms**

What role do channel logos play for users of on-demand platforms? How do logos impact their viewing experience? Results of a recent experiment led by Viacom Global Consumers Insights with users assessing the usability and navigation of an on-demand platform (video presentation).

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



15h15

**TV 2 PLAY's Hybrid VOD – a new combination of AVOD and SVOD**

How to engage with young TV consumers and changing user behaviour. Insights from TV 2's research on how addressable TV provides significantly higher ROI than YouTube and Facebook video.

**Christian Godske, Head of Commercial Product Development, TV 2**



**16h15**

**Working groups**

How to address the hottest topic facing the TV industry right now: a need for transparency, segmented audiences, better data and attribution studies.

**17h30**

**End of the day**

**19h30**

Participants' dinner in the city centre of Brussels

**WEDNESDAY 26<sup>TH</sup> JUNE**  
**OPERATIONAL STRUCTURE, MEASUREMENT AND INSIGHTS**

08h30

Welcome coffee

09h00

**Creating monetisation opportunities through quality content**

What content for what platform? Which which monetization model?  
How to invest on content that you can sell and monetise?

**Maarten Albarda**, Americas' Chief Executive Officer, Flock Associates



10h00

**Aggregation and collaboration strategies to face digital giants**

Insights into Hulu's business model and user experience, and lessons learned from their changes in product strategies. Reflection on the customer need for European Hulus and discussion about monetisation strategies and technology for national or pan-European VOD services.

**Bernd Riefler**, Chief Executive Officer, Veed Analytics



*Veed Analytics is an international video market intelligence service. They deliver highly relevant market insights and advisory based on our research (e.g. market models, content portfolio analysis) thanks to the direct live access they have to all relevant video services across the globe.*

11h00

Coffee break

11h30

**LOVES.TV: Cooperation as the way future of OTT**

What is the secret behind of LOVES.TV, a platform created by RTVE, Atresmedia and Mediaset? Insights into how cooperation, rather than a doing-it-alone approach, can create the prime conditions for an OTT service.

**Arturo Larrainzar**, Head of Strategy, AtresMedia



*Arturo leads the corporate strategy of AtresMedia since 2014. Previous to that he was the Market research and business development Director for the company, for 6 years, just after joining from a role as Senior consultant with Deloitte.*

12h30

Lunch break

13h15

**Participants' case studies**

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15h00

**End of the Masterclass**

Bubbles & diplomas