



Kicking & Streaming:
How to prepare
for a new era
in TV advertising

19/03/2020 MILAN (IT)

EGTA DIGITAL NEXT

MEETING

Organised by **egta.**

Hosted by  **GRUPPO MEDIASET
PUBLITALIA '80**

Katty Roberfroid, *Director General, egta*

Welcome from the host - Insights into Publitalia '80's Total Video Strategy

Matteo Cardani, *General Manager Marketing & Operations, Publitalia '80*

The advertisers' point of view

Speaker to be announced shortly

How advanced data solutions and improved targeting can help publishers create better, more personal viewing experiences and generate higher revenues.

d-force – Bringing programmatic services to a new level

Helping advertisers reach the high-demand advertising segments of addressable TV and online video via *d-force*, the automated booking platform and joint-venture between ProSiebenSat1 and Mediengruppe RTL Deutschland.

Jens Pöppelmann, *Director Media Operations, IP Germany*

Ralf Hammerath, *Managing Director, ADITION*

Alen Nazarian, *Chief Technology Officer, ProSiebenSat1 Media*

VIDA – Combining the power of precise targeting with the mass reach of TV.

Insights into the creation and launch of VIDA, United Media's addressable advertising project based on the award-winning ad-tech platform EON.

Sergej Berišaj, *Chief Technology Officer, United Cloud*

Aleksa Radonjić, *Advertising Business Strategist, United Media*

Leveraging the power of cross-screen addressable solutions

How can broadcasters, using Xandr's advanced ad tech capabilities, change their operations by improving the relevancy of their ad products across the various media outlets?

Austin Scott, *Head of Video Market Development – EMEA, Xandr*

New standards for targeted advertising on TV sets

Towards a new guidance system for broadcasters and platform operators on interfacing, ad decisioning systems and preparation of media for an optimised dynamic spot insertion.

Angelo Petazzi, *Co-chair CM-TA, DVB*

How can TV companies unlock new revenue opportunities with innovative targeting solutions, interactivity, influencer marketing, contextual advertising, branded content and partnerships?

Unlocking the Power of Social Storytelling

Learnings and case studies on how broadcasters can successfully leverage creative digital storytelling and social media for their advertisers through co-creation.

Bert Marievoet, *Managing Founder, Native Nation*

From nice-to-have to profit centre - the value of Audience Interaction

How TV companies can generate game-changing value through audience interaction. Case studies showing how to drive user acquisition, sponsor/brand partner value as well as ecommerce revenues.

Peter Cassidy, *Director of Global Entertainment, Monterosa*

LUNCH BREAK

AccuWeather's advanced targeting solutions

How to bridge digital and broadcast outlets and apply data for monetisation purposes: insights on data-driven advertising products, tech partnerships, targeting, audience segmentation and automation

Steven Smith, *President, AccuWeather*

Session 4

"STREAMING WARS" AND THE FUTURE OF TV

An overview of the recent changes in the streaming space and their impact on the TV business in Europe. How TV companies can fuel their digital transformation through advanced digital strategies and innovative technical solutions.

2020: the state of VOD

Insights on the recent developments on the video streaming market. How can TV companies strengthen their position in the video space?

Richard Broughton, *Research Director, Ampere Analysis*

The Future is AVOD

How being free (*in a world of paid*), linear (*in an age of on-demand*) and ad-focused (*in a time when subscription services were expected to eliminate advertising*) helps Pluto TV successfully perform in the video space.

Olivier Jollet, *Managing Director Europe, PlutoTV*

Monetisation beyond measurement

How Streamhub is changing the game for advertisers through next-generation analytics solutions and the creation of an innovative cross-industry data platform.

Aki Tsuchiya, *Managing Director, Streamhub Analytics*

Getting the most out of your data

How can publishers and brands protect, structure and leverage the value of their data through Mediarithmics' solutions - helping them to create new profitable business models in a GDPR compliant way?

Graeme Finneberg, *Country Manager UK, Mediarithmics*

With thanks to our partners:

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