

## Agenda – egta’s Public Service Broadcasters meeting

4 December 2019

**09.00 – Welcome and introduction – Katty Roberfroid (egta)**

**09.10 – Presentation of participants and their areas of interest**

**09.20 – Overview of trends in PSB advertising revenue and advertising restrictions weighing on them**  
– Vincent Sneed (EBU)

**09.45 – Part 1: Advertising limits on PSB**

- 1) Impact of legal limitations on activity, market share and potential opportunities
- 2) Lobbying strategy – Public affairs communications & arguments to regulators/policy-makers

**10.45 – Coffee break**

**11.15 – Part 2: Relationships with industry partners**

- 1) Private broadcasters: collaboration projects
- 2) Telecommunications operators (‘telcos’)
- 3) Agencies (including the issue of transparency)

**12.15 – Lunch break**

**13.00 – Issues and opportunities facing PSBs in digital advertising, common strategies and potential responses – Jon Watts, MTM**

**13.25 – Part 3: TV/radio monetisation strategies**

- 1) Evolution of inventory, advertising formats and client profiles
- 2) Optimising digital sales: use of programmatic/addressable and monetisation of cross-media offers
- 3) Increasing inventory value and diversifying revenues

**14.50 – Part 4: Digital and data protection issues**

- 1) Data protection rules applying only to public service broadcasters
- 2) Practical responses and compliance tools
- 3) Relationships with ad tech providers

**15.50 – Closing remarks – Katty Roberfroid (egta)**

**16.00 – End of meeting**