



**02 & 03/12/2021**

**ONLINE EDITION**

# CEOs & TOP EXECs', SUMMIT

**MASTERS OF OUR OWN DESTINY:  
LET US BE THE ONES WHO EVOLVE  
THE TV/VIDEO MODEL**

Organised by

**egta.**

# Thursday 2<sup>nd</sup> December

14:00 – 14:55

## ADVANCING ADVERTISING TECHNOLOGY

### Broadcasters at the centre of a thriving ad tech ecosystem

Adopting the right adtech stack for an accelerated automation as well as for greater simplification in our industry



#### Proposing a consolidated tech alternative to international giants' tools

How broadcasters can protect their business by building and controlling an independent solution for the tech & data value chain.

Matthias Dang, Co-Chief Executive Officer, RTL Deutschland



#### Innovation at NBCU: A deep dive into One Platform

A vision to become a global advertising platform by truly transforming the way TV is bought across multiple platforms and answer clients' complex needs.

Krishan Bhatia, President & Chief Business Officer, Digital Strategy & Development, NBCUniversal

15:00 – 15:05

## SHORT BREAK – GO GRAB A CUP

15:05 – 15:40

## ADVANCING THE MEASUREMENT OF ADVERTISING EFFECTIVENESS



#### Behind All Screens: Measurement and Attribution in the Converged TV Era

Defining the currency and metrics shaping cross-platform TV.

Jo Kinsella, President, TVSquared

## ADVANCING COLLABORATION



#### A call to action to the industry

What future do we want for the total video industry? The answer is in our actions today!

Jamie West, Strategic Adviser

in a discussion with Katty Roberfroid, Director General, egta

15:40 – 16:00

## ADVANCING CONTENT STRATEGIES



#### Evolving your programming strategy to adapt to a multiscreen environment

How influencers, short form content and digital-first programmes are now part of a total video content strategy.

Katharina Frömsdorf, Managing Director SevenOneAdfactory & CEO Studio71

# Friday 3<sup>rd</sup> December

10:00 – 10:25

EVOLVING TOWARDS A NEW TV MODEL THROUGH TRANSFORMATION, INNOVATION AND REVENUE DIVERSIFICATION



## [Evolving to a vibrant and sustainable post-Covid media landscape](#)

Addressing the ills of the TV and radio advertising industry: can a mix of greater short-term broadcaster flexibility and the longer-term evolution of trading models be the solution?

Gill Hind, Chief Operating Officer, Enders Analysis

10:25 – 12:15

TV SALES HOUSES AND THEIR TRANSFORMATION TO THRIVE IN A FULLY DIGITAL ECOSYSTEM



## [Adopting a digital-first strategy](#)

The considerations required, and how Channel 4 has approached this transformation

Verica Djurdjevic, Chief Revenue Officer, Channel 4



## [Driving transformation with data-infused products and new KPIs for clients](#)

Convergence at the centre of a strategy to unify linear and digital inventories

Laurent Bliaut, Deputy General Director, Marketing and R&D, TF1 Pub



## [The need of a private media company to reach different audiences, new advertisers and sources of revenue](#)

Insights into SVOD premium content environments, approaches to diversifying revenues, and making TV (video) easier to buy through automation, simplification and unification.

Cristina Vaz Tomé, Chief Revenue Officer, Impresa Group



## [How United Media's technology-first approach drives business outcomes](#)

The strategic significance of innovation, ad tech, addressable and data-driven ad products in a broadcaster's portfolio.

Aleksa Radonjic, Head of Sales, VIDA, United Media

## [Fire side chat discussion with our four speakers – Live Q&A](#)

Moderated by Anne-Laure Dreyfus, TV Director, egta

12:15

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