

AGENDA

egta. TV STUDY TRIP TO

NEW YORK

23/10/2022 (SUN) – 27/10/2022 (THU)

SUNDAY 23/10

18:45

Meet in the lobby for group departure

19:00

Welcome dinner for all participants

Dear Irving - On Hudson

310 West 40th Street

Inside the [Aliz Hotel](#)

New York, NY 10018

MONDAY 24/10

07:45

Meeting in the lobby of Hyatt hotel

Walking over to **Paramount SkySquare** for joined entry & security check

1515 Broadway, New York 10036 (*few minutes' walk from hotel*)

Please bring your ID card and Covid vaccination certificate

08:20 – 08:45

Breakfast & go to meeting room (31st floor, room 9-10)

08:45 – 09:00

Welcome and short introduction by egta



Katty Roberfroid
Director General
egta

egta.

09:00 – 10:00

Setting the scene: If there was ever a “telltale moment” for the TV industry, it is now

Recent developments and near-future outlook for the US media market. CTV, Netflix, the growth of retail media and the decline of the social media powerhouses. What are the latest evolutions and trends impacting the market and how are media companies reacting?



Dave Morgan
Founder & Chief Executive Officer
Simulmedia


SIMULMEDIA®

10:00 – 11:00

Reinventing television in the modern streaming era

Paramount's position as a global media and entertainment conglomerate, embracing new viewing habits through streaming and agility, and evolving Paramount for the future. How to optimise quality content for audiences and make Paramount's products more valuable to consumers and business partners.

	Robert M. Bakish <i>President and CEO</i> Paramount	
	Christian Kurz <i>Senior Vice President, Global Streaming Research and Insights</i> Paramount	

11:00 – 11:30

Coffee break

11:30 – 12:15

Innovation driven by a deep understanding of the underlying forces driving the change in the video ad industry

Paramount's advancements in their advertising products aimed at delivering better outcomes for clients – what does this mean for the sales structure and go-to-market approach? Is the future in the bundling of offers and programmes?

	John Halley <i>President</i> Paramount Advertising	
 	In a fireside chat with: Walter Zinggl , CEO IP Österreich & egta President Katy Roberfroid , Director General, egta	

12:15 – 13:15

Lunch

13:15 – 14:15

The Media Universe: the major forces impacting the media universe

How the current rate of cultural and technological disruption requires constant evolution in the media ecosystem. The enormous impact of tech companies on the advertisement and entertainment businesses, and how media companies are competing against these forces.

	Evan Shapiro <i>CEO & Change Agent, ESHAP</i> <i>Adjunct Professor, NYU Stern School of Business</i>	
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14:15 – 15:00

Enabling partner success

Insights into successful partnerships for content distribution and monetisation strategies.



Lori Conkling
Global Head of TV, Film and Sports, YouTube
YouTube



15:00 – 15:30

Coffee break

15:30 – 16:10

The rise of retail and commerce media: The opportunities for broadcasters

Introduction to the global trend of retail media and how Criteo assists its clients with sales, customer retention and acquisition, and supply relationships through shoppable moments and new ad formats via their platforms.



Brian Gleason
Global Chief Revenue Officer
Criteo



16:10 – 16:50

Retail media ad strategy: How retailers work with brands to leverage new opportunities

How retailers are expanding their ad offering across platforms via digital assets, connected TV including programmatic, OTT, and more. Future development in the rapidly growing retail media market.



Ryan Maynard
Former Vice President, Ad sales, Instacart
Former Sales Director, Amazon

17:00

Debrief of the day and concluding thoughts

17:15

End of the day

Evening at leisure

TUESDAY 25/10

08:15

Meeting directly at the venue

Paramount SkySquare (31st floor, rooms 9-10) -1515 Broadway, New York 10036

08:15 – 08:45

Welcome breakfast

08:55 – 09:00

Opening remarks

09:00 – 10:00

Disney Advertising: Automation, Addressability and Data Fueled Audience Innovation and Insights

Moving away from the network mentality to truly become a platform: understanding Disney's plan to unify all of its screens, automate more than half of its business and make the majority of its inventory – both linear and digital – addressable within five years.

	<p>Lisa Valentino EVP, Client Solutions & Addressable Enablement Disney Advertising</p>	
	<p>Danielle Brown SVP, Data Enablement and Category Strategy Disney Advertising</p>	
	<p>Jamie Power SVP, Addressable Sales Disney Advertising</p>	

10:00 – 11:00

Bucking Trends and Driving Growth: How U.S. Hispanic audiences represent a unique opportunity for marketers in a complex TV landscape

How TelevisaUnivision continues to build a big business around the growing Hispanic audience, in an industry where brands are trying to connect with more diverse audiences and build reach beyond traditional television. From growing streaming, data and creative capabilities, to a consultative sales process, the teams at TelevisaUnivision are aggregating audiences with precision across platforms, and engaging of the country's most powerful consumer groups.

	<p>Donna Speciale President, TelevisaUnivision US Ad Sales & Marketing Univision Communications</p>	
	<p>Dan Aversano SVP, Data, Analytics & Advanced Advertising Univision Communications</p>	

11:00 – 11:30

Coffee break

11:30 – 12:15

The Power of OTT Streaming and resurgence of local marketing

The shift in TV viewing towards streaming has forced brands to focus their ad messages on OTT/CTV platforms. Gamut, a leader in local OTT/CTV media in the U.S., provides insights into how they offer direct access to premium OTT/CTV inventory (vs. programmatic) and leverage the power of local advertising, combined with breakthroughs in OTT streaming, allowing marketers to reach local audiences at scale with an optimal user experience of engaging and personalized ads.



Adam Gaynor
Interim President & Chief Revenue Officer
Gamut



12:15 – 13:00

BRANDS AND THE METAVERSE

One of the most significant technology evolutions of our times are the metaverse and Web3. This creates unprecedented opportunities and challenges for brands and companies.

Insights from the book “The Interaction Field”: How to create Shared Value for Business, Customers and Society”. What do companies currently do to succeed in the metaverse and Web3 to build strong customer relationships and build brands?



Dr. Erich Joachimsthaler
Founder & CEO
Vivaldi Group



13:00 – 14:00

Lunch break

14:00 – 14:45

Embracing New Metrics in a Converged TV Marketplace

How Innovid supports the industry’s quest for new metrics and greater accountability with independent, cross-platform TV measurement.



Jo Kinsella
President
InnovidXP



14:50 – 15:50

How Fox pushes the status quo of advertising by creating meaningful opportunities for advertisers

Insights to how digital streaming and AVOD provide the perfect complement to linear, particularly LIVE programming. How FOX+Tubi are helping partners harness the power of FOX through advertisers' targeting, planning and optimizing their media campaigns. How FOX+Tubi, via One FOX, will provide optimal reach and frequency management via a single Insertion Order and one Invoice.

	Dan Callahan <i>Senior Vice President Data and Sales Innovation</i> FOX Corporation	
	Darren Sherriff <i>Vice President, Advertising Technology Solutions</i> FOX Corporation	
	In a fireside chat with: Fabrice Mollier <i>President</i> Canal+ Brand Solutions	

15:50 – 16:20

Coffee break

16:20 – 17:20

Answering the marketer's biggest unanswered video ad question: how much "Better" is TV?

The VAB is looking to "crack the code" in quantifying a clear TV-advantage for comparing multiscreen TV's premium content and its premium ad platform vs the full array of non-TV video ad suitors. From social newsfeeds to UGC, how does a modern marketer go about ranking the various video ad levers in comparison to multiscreen TV? As there are many pivotal video-comparing terms getting ever-more marketer attention - such as attention, viewability, dwell-time, context, resonance, content quality and duration factors - the VAB is interrogating the best of the best "proof" in the US of real quantifiable differences between TV content and non-TV content, because modern marketers want the "proof metrics". How do we make the difference between significantly upward sales/brand growth and staying stuck in "same-ness and ad video guesswork"?

	Sean Cunningham <i>President and CEO</i> VAB	
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17:30

End of the day

Evening at leisure

WEDNESDAY 26/10

08:00

Meeting in the lobby of the Hyatt hotel

Walk over to the venue and security check (Please note: New venue for the day!)

Comcast/NBCU - Rockefeller building 50 West 50th Street - 11th floor – room 11A
Please bring your ID card and proof of vaccination with you.

08:20 – 08:55

Welcome breakfast

09:00 – 09:30

Market outlook – understanding NBCUniversal's unique position in the US media landscape

NBCU's POV on today's advertising market and understanding the role we all play in it.

	Cammy Cronin <i>Senior Vice President, Global Ad Sales Strategy</i> NBCUniversal	NBCUniversal
	Krishan Bhatia <i>President & Chief Business Officer, Advertising sales</i> NBCUniversal	

09:30 – 10:00

Fireside chat: the digital revolution and technology's role in the modern media ecosystem.

As the industry rapidly shifts towards a digital world, the stakes are rising in the marketing ecosystem. How can technology be leveraged to preserve the marquee value of TV in this new digital world, while delivering value efficiently?

	Ryan McConville <i>EVP, Ad Platforms & Operations</i> NBCUniversal Media	NBCUniversal
	Anthony Katsur <i>Chief Executive Officer</i> IAB TechLab	iab.TECH LAB

The egta delegation shares insights about collaboration initiatives in Europe

What are the current challenges faced by European sales houses and how do they face them by joining forces at market level? Best-in-class examples of successful collaboration: B2B events, addressable advertising, audience measurement and time-shifted viewing.

United Kingdom		Belgium		Germany		Sweden
Veriça Djurdjevic Chief Revenue Officer Channel4 Sales	Kelly Williams Managing Director Commercial Itv	Bart Demeulenaere Chief Commercial Officer Ads&Data	Wilfried Celis Director of Audiovisual Strategy & Partnerships DPG Media	Maximilian Klopsch Managing Director SevenOne Media	Guido Modenbach EVP Research & Analytics SevenOne Media	Jens Svantesson Head of Sales Excellence, TV4 Sales
						

Panel discussion: The power of partnerships - a global vision

Partnerships are fueling our collective growth – they are a key pillar for NBCU in the US and internationally. How is ad tech benefitting from collaboration to ultimately make the total video marketplace easier to buy and more accountable. Focus on the collaboration with FreeWheel in the USA and emerging extensions beyond the Atlantic.

	Moderator: Mark Rogers VP, International Partnerships Strategy NBCUniversal	NBCUniversal
	Thomas Bremond SVP & Chief Revenue Officer, International FreeWheel	FREEWHEEL A COMCAST COMPANY
	David Dworin Vice President of Product Management FreeWheel	
	Stéphane Coruble Chief Executive Officer RTLAdAlliance	RTL
	Jonathan Myers Senior Vice President and General Manager, Partnerships NBCUniversal	NBCUniversal
	Peggy Bautista VP of Global Partnerships NBCUniversal	

11:55 – 12:40

Understanding the buy side's point of view: how are the unification solutions developed on the market used by agencies?

How to work more strategically together and advance the industry with new solutions. A fire side chat between:

	Melanie Hamilton <i>SVP Enterprise Sales</i> Effectv	
	Zach Chapman <i>SVP, Global Partnerships</i> NBCUniversal	NBCUniversal
	Clive Record <i>President, Global Partnerships</i> Dentsu International	dentsu

12:40 – 13:40

Peacock: streaming strategy and OnePlatform

NBCU were the first ones to announce publicly their big strategical shift to AVOD. Creativity in ad formats and ad innovation are at the centre of their strategy for a qualitative “total video” experience both for the viewer and advertiser: insights into some of their best products and most recent innovations.

	Jenny Burke <i>EVP, Advertising Strategy</i> NBCUniversal	NBCUniversal
	Scott Comstock <i>SVP Peacock and Digital Advertising Strategy</i> NBCUniversal	

Key themes and morning wrap up

	Cammy Cronin <i>Senior Vice President, Global Ad Sales Strategy</i> NBCUniversal	NBCUniversal
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13:40 – 14:30

Lunch break

14:30 – 15:00

Fireside chat: Leading the change - How Comcast Advertising is transforming and anticipating the new TV ecosystem

Embracing market changes and driving innovation as a cable player, a content owner and an ad tech provider.

	James Rooke <i>President</i> Comcast Advertising	
	Virginie Dremeaux <i>Vice President, Marketing and Communications, International</i> FreeWheel	

15:00 – 15:20

The future is now

FreeWheel strategy and how they are approaching the future for a unified market place.

	Mark McKee <i>General Manager</i> FreeWheel	
	Soo Jin Oh <i>Chief Strategy Officer</i> FreeWheel	

15:20 – 15:50

Simplification and unification

Allowing the market - agencies and clients alike - to make unified buys across all premium video inventories, adapting to existing and new currencies. Illustrated through examples and case studies.

	Tess O'Brien <i>VP/Head of Demand Revenue</i> FreeWheel	
	Emily Bromley <i>Executive Director, Publisher Strategic Relationships</i> FreeWheel	

15:50 – 16:10

Coffee break

16:10 – 16:50

Evolving distribution models in the US

A discussion on the evolution of operator distribution and content partner advertising success.



Elizabeth Latham
VP Strategy & Operations
Comcast



The state and outlook of the US addressable market and the latest on the 'Go Addressable' initiative.



Larry Allen
VP & GM Data and Addressable Enablement
Comcast



16:55 – 17:40

How OpenAP continues to transform the way TV is bought, sold and measured

OpenAP, founded and owned by the largest US TV networks, continues to develop more advanced planning, targeting and measurement capabilities for TV advertising campaigns to the benefit of both publishers and buyers. A range of new initiatives have been introduced in the last year to scale and accelerate growth of the marketplace, including a common cross-platform measurement solution (XPm) that is powered by OpenID and the OpenAP Data Hub, a new cross-platform and cross-publisher clean room solution for the TV industry. How are the networks benefitting from this collaboration, what is the feedback from the buy-side, and what is next for OpenAP?

Joining us virtually:



David Levy
Chief Executive Officer
OpenAP



Brittany Slattery
Chief Marketing Officer
OpenAP



17:40

End of the day

19:10

Meeting in the hotel lobby for group departure to dinner

19:30

Closing dinner
Quality Italian, Trophy Room
57 W 57th St, New York, NY 10019

THURSDAY 27/10

07:50

Meet directly at venue

Paramount SkySquare (31st floor, room 9-10)
1515 Broadway, New York 10036

Please bring your ID card and Covid vaccination certificate

07:50 – 08:20

Welcome breakfast

08:20 – 08:30

Opening by egta

During this half-day session, we will explore the latest innovations in measurement and currency developments across the US TV industry. The measurement landscape is becoming increasingly complex and competitive, with new solutions, metrics, industry initiatives and frameworks being introduced and attracting interest and investments. We will hear from key industry players how innovation in measurement has accelerated the transition to a multi-currency marketplace and discuss both advantages and challenges. The session is organised in cooperation with Jon Watts, Managing Director at CIMM.

08:30 – 09:00

Television measurement in transition: Innovation and a multi-currency market

What does the promise of a multi-currency marketplace really mean for the US TV industry, and where do the main differences with Europe lie?



Jon Watts

Managing Director

Center for Innovative Media Measurement (CIMM)



coalition for
innovative media
measurement

09:00 – 09:20

Transitioning to a multi-currency market:

As one of the pioneering voices behind the current measurement and currency evolution in the US, Kelly will explain what NBCUniversal has learned so far as it helps guide the industry towards a more effective and accurate multi-currency measurement future.



Kelly Abcarian

EVP, Measurement & Impact

NBCUniversal

NBCUniversal

Transitioning to a multi-currency market – Panel discussions

In three separate expert panels, media owners, agencies and providers will share their perspectives on the developments of the current measurement landscape and the transition to a multi-currency market. They will discuss to what extent new measurement innovations and currencies will gain traction and drive future growth, if more measurement necessarily means better measurement, and if/how the buy and sell sides stand to benefit. The panel discussions will be moderated by Jon Watts.

Media owner panel:

How the sell-side is partnering to provide advertisers with an alternative currency to plan, transact and measure media campaigns.

	Travis Scoles <i>SVP Advanced Advertising</i> Paramount	
	Tom Ziangas <i>SVP Revenue and Strategic Research</i> Crown Media	
	Maggie Zhang <i>SVP, Measurement Strategy and Operations</i> NBCUniversal	

10:20– 10:40

Grab a cup

Media agency panel:

Behind the hype – are new measurements answering the needs of buyers?

	Ben Hovanness <i>SVP, Marketplace Intelligence</i> Omnicom Media Group (OMG)	
	Celeste Castle <i>EVP, Head of Research and Measurement</i> Dentsu	
	Brian Hughes <i>EVP, Managing Director, Audience Intelligence & Strategy</i> Magna	
	Mike Fisher <i>VP, Advanced TV & Audio</i> Essence (GroupM)	

11:40– 12:00

Grab a cup

12:00 – 13:00

Measurement provider panel:

Measurement innovation, currency development and investment: what to expect in the coming years?

	<p>Jodie McAfee <i>SVP, Agency Partnerships</i> iSpot</p>	
	<p>Jonathan Steuer <i>EVP, TV Strategy & Currency</i> Videoamp</p>	
	<p>Brian Fuhrer <i>SVP, Product Strategy & Thought Leadership</i> Nielsen</p>	
	<p>Manish Bhatia <i>Chief Product and Growth Officer</i> Kantar</p>	

13:00 – 13:30

Closing remarks

Wrapping up four days of meetings and insights

13:30

Lunch & Departure of all participants

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