



TV SESSION

01 & 02/03/2023

MILAN

# MIMM

EGTA MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by **Rai Pubblicità**

# DAY 01 (WED 01/03): Total TV Measurement Session

(Limited places available – Register [here](#))

14:00 – 18:00

Advances in Total TV Audience Measurement

Improving measurement in a world of increasing audience fragmentation is a constant challenge in our industry. It is a key priority for egta to follow the progress made across countries and make it available to its members. In this session, experts from various markets will provide updates on recent innovation in total TV audience measurement.

## The Changing US Measurement Landscape & the Role of the MRC



George Ivie, CEO and Executive Director, Media Rating Council



## Recent Developments & Innovations in TV Audience Measurement



Updates from markets including:

Austria, Finland, Italy and the UK – *More topics and speakers to be announced soon*



19:30

NETWORKING DINNER

*At own cost - Location & price TBC*

## DAY 02 (THU 02/03): MIM (Marketing Intelligence Meeting)

08:45 – 10:40

SESSION 01: Attention & Impact on Business Outcomes

Welcome from egta & hosts, Rai Pubblicità



Katty Roberfroid, Director General, egta  
Speaker to be confirmed, Rai Pubblicità

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**The Magic of Attention: Understanding Attention Across Broadcast Media and Content**

Sharing the insights from the innovative neuro-research which examines attention to TV and radio commercials.



Brenda Kompier, Research Project Manager, Ster



*More speakers to be confirmed*

10:40 – 11:10

COFFEE BREAK

11:10 – 13:00

SESSION 02: Data & Addressable TV

**Enriching the TV Ecosystem by bringing digital-like granularity to TV advertising**



Sebastian Tim Schmidt, Senior Director Partnerships & Global Growth, AdScanner



**Proving to the Market added Value of Addressable TV**

Sharing insights and the lessons learnt from key studies on the effectiveness of targeted TV advertising.



Philippe Boscher, Head of Digital Marketing, Data, Research, Addressable TV & Innovation, TF1 PUB



Slim Classe, Head of Research, TF1 PUB



*More speakers to be confirmed*

13:00 – 14:00

LUNCH BREAK

### The Business Case for Bothism

Ending the false choice between short-term and long-term marketing tactics, at a time where balance throughout the marketing funnel is key to brand health.



Tom Roach, VP Brand Strategy, Jellyfish



### The Significance of Mental Availability for Influencing Success of a Brand

Insights from the latest biometric research that explores how TV advertising helps in building mental availability that is crucial for the long-term brand success.



Guido Modenbach, EVP Research, Analytics & Consulting, Seven.One Entertainment Group



### Measuring Emotional Engagement with Key content Genres

Exploring how advertising around various types of content can have different effects on viewers' engagement.



David Evans, Senior Director, Global Advertising & Partnerships, NBCUniversal Media



### Media Challenges Across the Marketing Funnel

Deep dive into recent research into the perceptions of media agencies towards different media channels & marketing tools.



Dominika Gregorczyk, Knowledge and Business Insights Manager, Warner Bros. Discovery



*More speakers to be confirmed*

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