



TV SESSION

02/03/2023

MILAN

MIMM

EGTA MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by **Rai Pubblicità**

THU 02/03: MIM (Marketing Intelligence Meeting)

Location: [Enterprise Hotel, Corso Sempione 91, 20149 Milan](#)

08:50 – 09:10 [Welcome from Hosts](#)

Opening Remarks from egta & Hosts, Rai Pubblicità



Katty Roberfroid, Director General, egta

egta.



Gian Paolo Tagliavia, Chief Executive Officer, Rai Pubblicità

Rai Pubblicità

09:10 – 10:10 [SESSION 01: Attention & Impact on Business Outcomes](#)

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

Sharing insights from innovative neuro-research that examines how attention differs across TV and radio, examining how programme type impacts viewers' attention to both content and advertising.



Brenda Kompier, Research Project Manager, Ster



Neuro-science Research: Measuring Attention and Engagement on TV4 Play

Insights from eye-tracking and neuro-science research and reactions from agencies and advertisers on the market.



Anders Eriksson, Head of B2B Insight, TV4



The Attention Economy - Will There Really Be Glory?

Attention is the trendiest KPI in the ever-evolving world of advertising measurement. Every player has their own concept of attention that they claim is the best. Rai Pubblicità present their long-term approach to attention measurement in a landscape that resembles the Race to the Moon - but will there be a moon landing in the end?



Enrico Maschio, Head of Strategic Marketing, Rai Pubblicità

Rai Pubblicità

10:10 – 10:50

SESSION 02: Effectiveness & Engagement

Making TV Ads Unforgettable: Media Planning, Creativity and Achieving Memorable Advertising

Presenting an empirical analysis of advertising effectiveness and how positioning, length and format influence key metrics like unaided recall.



Fernando Pino Velázquez, Marketing Services Director, Atres Media



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

NBCUniversal

10:50 – 11:20

COFFEE BREAK

11:20 – 12:20

SESSION 03: CTV, Targeting & Data

Connected TV and Attribution Models

Publitalia '80's Connected TV advertising offer - how the sales house deploys attribution models to prove campaign effectiveness across media.



Silvia Broggi, MarTech & International Marketing Director, Publitalia '80



Proving to the Market the 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,
Slim Classe, Head of Research, TF1 PUB



TV is the Conversion Star

Revealing how a broad TV data foundation can help broadcasters show advertisers how TV campaigns can be a real driver for digital marketing, conversion to web, and app downloads.



Christian Nienaber, Chief Commercial Officer, AdScanner



12:20 – 13:00

SESSION 04: US Perspectives on Measurement, Metrics & Currency

The Changing US Measurement Landscape

A brief overview of recent changes in audience measurement and currency in the US premium video industry



George Ivie, CEO and Executive Director, Media Rating Council



How Much "Better" is TV? The Biggest Unanswered Question in Video Advertising

How do marketers rank the various video ad levers in comparison to multiscreen TV? With ever-more video-comparing terms - attention, viewability, dwell-time, duration, resonance, content quality – what marketers need is "proof metrics". The VAB has set out to quantify TV's advantage as a premium content and advertising platform.



Danielle DeLauro, Executive Vice President, VAB



13:00 – 14:00

LUNCH BREAK

14:00 – 15:30

SESSION 05: Marketing Research

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 in 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



Short- and Long-term Marketing Strategies: Media and Creativity

Insights from a leading advertiser on the Italian and international marketplace into the brand's marketing strategies over the short- and long-term when it comes to media planning and creativity.



Eleonora Coffaro, Creative Content & Brand Image Manager, Lavazza Group



Media Challenges Across the Marketing Funnel

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



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



15:30 – 16:00

SESSION 06: Approaches to Research

New Approaches to Research Strategy

Like to KNOW – the new 'people insights' agency of RTL Deutschland.



Brigitte Bayer, Senior Head of Audience, Trend & UX Research, RTL Deutschland
Vice President, like to KNOW



16:00

END

**MIM Agenda
(digital version)**



<https://cli.re/TVMIM23>

**List of
attendees**



https://cli.re/whosatMIM_TV

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