



TV ACADEMY

26/06 (PM) - 28/06/2023 (AM)

BRUSSELS

MASTERCLASS

THRIVING IN THE STREAMING SPACE:
MAKING THE MOST OF YOUR ONLINE PORTFOLIO

Organised by **egta.**

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MENTOR



Christian Kurz, Senior Vice President, Global Streaming Research and Insights, **Paramount**



As Senior Vice President, Global Streaming Research and Insights for Paramount, Christian Kurz is responsible for all consumer research and insights projects and initiatives for Paramount's streaming services Paramount+ and Pluto TV globally, with a focus on marketing, content, product, landscape and strategic research, audience understanding and consumer behaviour, as well as thought leadership in streaming, media and new technologies.

Based in New York, Christian holds more than 20 years of experience in research in the media industry, currently serves on the Board of egta, and before joining Paramount in January 2011 (then Viacom), held positions at Discovery Networks, Disney ABC Television Group and Warner Bros.

DAY 01: Monday 26/06/2023

12:00 – 13:00 Welcome lunch

13:00 – 13:15 Opening remarks

Welcome from the organiser



Katty Roberfroid, *Director General*,
egta



Alain Beerens, *Head of Communications*,
egta



13:15 – 14:00 Get to know your group (networking activity)

SESSION 01: Understanding the expanding video streaming universe.

14:00 – 14:45 **What's hot in the streaming market?**
An overview of market trends and predictions, and what they mean for BVOD.

Richard will analyse the impact of the expansion of the AVOD market (as SVOD majors introduce ad-supported tiers) and its progressing fragmentation and complexity through the lenses of consumers' wallets and clients' ad budgets.



Richard Broughton, Executive Director & Co-Founder, **Ampere Analysis**

AMPERE
ANALYSIS

SESSION 02: Building a "premium narrative" for BVOD.

14:45 – 15:30

How broadcasters can make a strong business case around their streaming proposition when speaking to clients?

Thinkbox will highlight a set of fail-proof arguments showcasing the superior value of broadcasters' premium online video ad offers compared to those from other online players. The session will dig deeper into the BVOD Almighty: Reach and Return study – looking more closely at the ethnographic research from Acacia Avenue to understand the way that people are watching different types of video, and to specifically focus on the characteristics of their advertising experience and engagement. The session will also touch on econometric analysis from Gain Theory and GroupM as well as advanced data science evaluation from PwC and key insights from Thinkbox's Media Mix Navigator tool. This data-supported factual toolbox is designed to help TV sales houses prove the effectiveness of BVOD and influence their clients' media planning decisions.



Nailah Uddin, Research Manager, Thinkbox



15:30 – 16:00

COFFEE BREAK

SESSION 03: Maxing on streaming as the recipe for success.

16:00 – 16:45

The sales house's perspective: Building a prototype for the future TV in the age of streaming.

Insights into Paramount's streaming strategy. How a consumer-centric business approach enables Paramount to serve all types of audiences. The session will showcase the composition of the company's streaming portfolio (platforms and business models), its market positioning as well as its global distribution and sales partnerships policy.



Christian Kurz, Senior Vice President, Global Streaming Research and Insights, Paramount



16:45 – 17:30

The buy side's perspective: what do marketers want? (Panel discussion)

How do clients optimise their ad investments in a fragmented and budget-pressured economy? This session will focus on targeting, measurement, attribution, ROI and ROAS expectations from ad buyers and how TV companies can fulfil them with their streaming offers. The panellists will discuss how to ensure a 'win-win-win' for consumers, media owners and media buyers in the video ecosystem.



Hugues Rey
CEO, Havas Belgium



Richard Brooke
Global Media Operations Director, Unilever



17:30 – 17:45

Summary of the day and conclusions

19:30 – 22:30

Networking dinner at Aglio & Olio
Address: Ch. de Vleurgat 25, 1050 Ixelles

DAY 02: Tuesday 27/06/2023

08:40 – 08:45 Start of the day

SESSION 01: Consumers in the age of fragmentation.

08:45 – 09:30 How do viewers navigate the fragmented streaming market and what does it mean for TV sales houses?

How do viewers choose streaming offers, and discover content between various publishers and distribution platforms? What does it mean for user experience and how does it impact advertising? Is bundling subscriptions an answer to fragmentation? Can aggregation be beneficial for TV companies? This session provides TV companies and their sales houses with actionable takeaways on how to improve their streaming platforms to maximise monetisation opportunities and distinguish themselves in the video ecosystem.



Bernd Riefler, Founder & CEO, Veed Analytics



SESSION 02: Successfully navigating the streaming economy in an inflationary era.

09:30 – 10:00 Securing revenue growth and market share in the competitive streaming space – the battle for consumers' wallets and attention.

How can streamers utilise content strategies to reduce subscriber churn and increase subscriber acquisition? Digital I will use SVOD behavioural audience data to identify the growth areas that media companies can focus on to capitalise on the viewing revolution.



Matt Ross, Managing Director, Digital I



10:00 – 10:30 Coffee break

SESSION 03: Setting up for success in the crowded streaming space. Insights from TV companies.

10:30 – 11:15 Market expansion through diversification of sales offer and partnerships.

While the future of the streaming video market is difficult to predict, Canal+ Brand Solutions leaves nothing to chance. The company prepares by opting for diversification of its offer (both consumer- and client-facing), ad sales innovation and flexibility. Fabrice will showcase the recent evolution of the business model for MyCanal (Canal+'s streaming platform). He will also focus on content, distribution and sales partnerships with services such as Paramount, Disney+, and Apple TV+ as well as OEMs (Samsung, LG, Hisense) and game consoles (PlayStation).



Fabrice Mollier, President, Canal+ Brand Solutions



11:15 – 12:00 Automation of sales as a key success factor in the premium video market place.

Planet V is a self-serve buying service developed by ITV to allow clients to plan and buy programmatically-enabled targeted ads on ITV's premium streaming outlet – ITVX. Olivia will highlight the recent upgrades to the platform including new data onboarding and data matching solutions that puts even more control into buyers' hands.



Olivia Abraham, Controller, Customer Success for Planet V, ITV



12:00 – 13:00 Case studies from the participants.

Tim Breiter, <i>Admeira (CH)</i>	Insights from Admeira's new study on the perception of advertising on streaming platforms in Switzerland.
Ralph Wallace, <i>AdAlliance (NL)</i>	An overview of AdAlliance's streaming portfolio and its positioning in the overall offer. Focus on pricing structure (challenges and solutions).
Elke De Ceulaer, <i>Ads & Data (BE)</i>	Ads & Data's Total TV ecosystem.
Tea Hynynen & Minna Andersson, <i>MTV Oy (FI)</i>	Development and productization of MTV's Total TV ad product, measurement, and currency.
Riaz Ebrahim, <i>e-tv (ZA)</i>	Linear and VOD: better together.
Daniela Schopf, <i>IP Österreich (AT)</i>	IP Österreich's Total CTV Reach package. Combining all digital big screen formats (addressable TV, CTV pre/midrolls and LG smart TV ads).

13:00 – 14:00 Lunch

14:00 – 14:45

Placing streaming at the centre of the TV company business strategy.

Seven.One will showcase its plans to recalibrate its strategy by placing the video streaming service Joyn at the centre of its digital entertainment presence, in order to become the biggest entertainment & lifestyle streaming brand in the DACH region. Benjamin will focus on elements such as the evolution of Joyn's business model, recent additions to the platform's portfolio (FAST channels) and innovations going beyond the current core – the JoynMe app that seeks to blend TV-content and interactive engagement with Twitch-style user creation.



Benjamin Risom, Chief Product Officer, JOYN, Seven.One Entertainment Group



14:45 – 15:30

Extreme makeover – streaming edition.

DPG Media invests in both BVOD (with VTM GO) as SVOD (with Streamz). BVOD and SVOD complement each other in catering viewer's needs, while business models are converging. The presentation will focus on the ongoing changes to VTM GO's business model and audience conversion strategies between VTM GO and Streamz.



Calogero Macaluso, Streaming Business Director, DPG Media



15:30 – 16:00

Coffee break

16:00 – 17:00

Case studies from the participants.

Marion Bardagi and Emma Van der Veen, <i>RTL AdAlliance (INTL)</i>	RTL's VMP Connect - an international solution for programmatic buyers.
Philip Miro, <i>ORF Enterprise (AT)</i>	Inventory yield management: how to "trick" the ad server into using all the inventory
Gert Mertens, <i>Var (BE)</i>	Optimal ad load strategy for impactful advertising.
Melinda Naicker, <i>DStv media Sales (ZA)</i>	Evolution from linear to digital advertising within an African context.
Dmytro Dutchyn, <i>Space Media (UA)</i>	Insights into the advertising market in Ukraine.
Eirini Panzari, <i>European Media Services (GR)</i>	Insights into EMS's digital offer.
Adrian Luca, <i>TVR (RO)</i>	Reshaping TVR's VOD platform - challenges and questions.

19:30 – 22:00

Networking Dinner at Alice Restaurant

Address: Avenue Louise 190 - 1050 Ixelles (Brussels)

DAY 03: Wednesday 28/06/2023

08:40 – 08:45 Start of the day

SESSION 01: Is FAST the new linear?

08:45 – 09:30 Monetisation opportunities and challenges linked to FAST channels.

Is FAST the solution to the decreasing linear broadcast ratings? Can broadcasters further monetise their assets and generate revenues with minor investments? What are the key elements they should consider in terms of distribution, technology and ad sales strategies? This session will focus on whether FAST channels can unlock new revenue streams for TV companies.



Marion Ranchet, Founder & Managing Director, The Local Act Consultancy



09:30 – 10:45 Case studies from the participants.

Debbie Kennedy and Ken Nugent, <i>RTÉ (IE)</i>	Content partnership for the streaming generation.
Marija Matic, <i>Direct Media/United Solutions (RS)</i>	An overview of UM's video ad formats (for streaming and ATV; incl. splash screen, branded content, and product placement) and how they are packaged with linear TV.
Monika Skelte, <i>LNK (LT)</i>	The potential of diverse video formats and immersive experiences.
Anna Malatkova, <i>TV Nova (CZ)</i>	Custom brand integration solutions for specific clients: the (Nes)pressu and Zoot cases.
Olivier Gouriten, <i>TF1 Pub</i>	The use of retail data for video ad products.
Elena Garcia Martinez, <i>Publiespaña (ES)</i>	Insights into Publiespaña's new ad offer for specific groups of clients (eg. automotive, cinema, ...), combining linear TV, CTV and streaming.
Alex Becker, <i>IP (LU)</i>	The commercialisation of RTL's live sports arena.

10:45 – 11:15 Coffee break

SESSION 02: Unlocking new monetisation opportunities for streaming with AI

11:15 – 12:00 Vevo's consumer-centric journey and AI boost for video streaming.

This session aims to provide practical insights on how Vevo's platform-agnostic and consumer-centric approach to distribution and sales allows this platform to succeed in the age of audience fragmentation. Richard will focus on how Vevo is using AI to support the creation of more impactful programming and advertising products across Vevo's expanding CTV footprint.



Richard Brant, Senior Director, Advanced TV, UK & International, Vevo



SESSION 03: Exploring new frontiers in video streaming

12:00 – 12:45 Creating next-generation video offers.

Expanding the world of video streaming with new growth areas such as streaming of sports, short-form video, user-generated content, and others. How can TV companies create compelling video propositions reaching viewers in all age groups and prevent the migration of younger audiences (and associated ad budgets) to big platforms? Increasing the value of BVOD inventories through interactivity, shoppable ads and e-commerce. Driving revenues through D2C, in-app purchases, better targeting, and top-quality first-party data.



Heikki Rotko, Executive Chairman, Choicely & former President, **egta**



Choicely

12:45 – 13:45 Closing lunch

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