

TV & RADIO

PUBLIC SERVICE BROADCASTERS' MEETING

07/12/2023

14H00 – 16H00 (CET)

Allowing an exchange of best practice, opinion and experience sharing amongst sales houses selling the ad space for **public service broadcasters** across Europe and beyond.

Registration for the meeting under this [link](#).

ONLINE **WORKSHOP**

Organised by **egta.**

14:00

Welcome and introduction

14:05 PART 1

Market developments for radio and TV – the growth of radio in some markets.

For this specific part, we will base our conversations on the answers you provide to our questionnaire.

14:40 PART 2

Regulatory challenges and their impact on greater or lesser monetisation opportunities for your sales house.

15:10 PART 3

Sustainability and its impact on advertising.

15:30 PART 4

New programming and marketing strategies aimed at attracting both new audiences (younger) and advertisers (interested in more senior audiences).

16:00

End of the meeting

Disclaimer: the aim of this meeting is to inform participants about market trends and innovations and to act as a forum for legitimate contacts between members of the broadcasting industry. No price or otherwise sensitive information will be shared and any anti-competitive or collusive conduct is strictly forbidden.