



TV SESSION

BRUSSELS

27-29/06/2022

Senior Executives' Academy

REVENUE DIVERSIFICATION THROUGH INNOVATION.

Organised by **egta.**

www.egta.com

MENTOR



Christian Godske, Consultant, Godske Media Consulting



Christian has over 20 years of experience in the global media world as a *Media Director, Head of Digital, Head of Innovation* and more. As a C-level consultant, Christian helps broadcasters with business transformation and to develop new commercial business models. Previously he was *Head of Innovation and Commercial Product Development* at **TV2 Denmark**, responsible for the launch and continued development of TV2's addressable TV solution. He also held the roles of *Group Media Director* at **Carlsberg Group** and *Chief Digital Officer* at **MediaCom** in the Nordic Region. Christian's vast experience from all sides of the advertising world makes him the perfect mentor for egta's Senior Executive Academy 2022!

DAY ONE (27 JUNE): SETTING THE STAGE

Location: egta offices: - Rue Washington 34 B-1050 Ixelles (Brussels)

12:00 – 14:00 Welcome lunch and group introduction

14:00 - 17:45 **SESSION 01: MARKET OVERVIEW**

The first session will bring together speakers representing all sides of the advertising industry – sales house, media agency and advertiser, to discuss the expectations and challenges faced today by media owners and buyers, and how all parties can support each other on the road towards research and development through innovation.

14:00 – 14:15 Introduction by egta



Katty Roberfroid, *Director General, egta*
Alain Beerens, *Head of Communications, egta*



14:15 – 14:45 The sales house's perspective: Building relationships with advertisers and agencies



The world we operate and interact in as broadcasters, agencies, clients and other partners is fundamentally different from what it was 5 years ago and in all likelihood from what it will be in 5 years from now. What are the opportunities and threats sellers of premium content are facing – who are broadcasters' friends, partners and competitors? Time for a rethink!

Walter Zinggl, *Chief Executive Officer, IP Österreich, President, egta*



14:45 – 15:15

The sales house's perspective: Setting the path towards a digital-first future



Why and how can a sales houses diversify new revenue streams to underpin sustainability? How does Channel 4 prioritise digital growth over linear ratings? How can you put viewers at the heart of decision making and focus on strategic partnerships to compete more effectively?

Jonathan Lewis, *Head of Commercial Innovation & Partners, Channel 4*



15:15 – 15:30

Coffee break

15:30 – 16:00

The media agency's perspective: The journey ahead



What are the challenges media agencies are tackling in the evolving media landscape? How can media agencies meet the needs of advertisers and sales houses in the digital age? How do we secure value for all making use of the evolutions that have transformed our relationship, such as data, ad tech and measurement?

Nicolas Grand, *Senior Vice President Global Investment, Omnicom Media Group*



16:00 – 16:20

The advertiser's perspective: What does TV mean for us today?



Do advertisers still have the necessary know-how and education when it comes to television? How have media planning and buying evolved over the recent years for advertisers in need of greater accountability and transparency? What role do TV and video play today in the marketing funnel?

Luc Suykens, *CEO and Vice-Chairman, UBA Belgium (United Brands Association), Former Brand leader Belgium/Netherlands/France, Procter & Gamble*



16:20 – 17:00

Panel discussion and Q&A with the speakers



Moderated by



17:00 – 17:30

The Future of TV



An overview of the emerging trends and topics in the advertising industry to watch out for in 2022 and beyond. How can these impact your sales house strategy?

Christian Godske, *Consultant, Godske Media Consulting*



19:30 – 22:00

Networking Dinner at Alice Restaurant

Address: Avenue Louise 190 - 1050 Ixelles (Brussels)

DAY TWO (28 JUNE): DIGITAL-FIRST & NEW FORMATS

Location: Hotel Barsey by Warwick- Avenue Louise, 381-383 B-1050 Ixelles (Brussels)

08:45 - 17:45

SESSION 02: INNOVATIONS IN THE EUROPEAN MARKET

The second day of the Senior Executives' Academy puts the spotlight on digital-first strategies and concrete innovations from within the egta membership: new formats and products, revenue streams, digital products, data strategies and more.

08:45 – 09:00

Welcome word by Christian Godske – learnings from day one and introduction to day two

09:00 – 10:00

Content streaming and the battle for TV



Where do broadcasters go next in the global streaming wars? Understanding the SVOD and AVOD landscapes and seizing the opportunities they offer.

Ian Whittaker, *Managing Director and Owner, Liberty Sky Advisors*

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10:00 – 11:00

The rise of esports and its opportunities for media companies



How can media companies leverage the monetisation opportunities of gaming's and esports' rising popularity? What is the future of the segment, where do the media companies fit in and what are the best practices when implementing the right strategies?

Vladimír Pořízek, *Chief Commercial Officer*

Dominik Novák, *Project Manager, Strategy & Transformation*



11:00 – 11:15

Coffee break

11:15 – 12:30

Participants' case studies: sharing of valuable insights and innovation with colleagues.

Benchmarking at its best: every participant joining the training is asked to contribute with a short 5-minute presentation about a key project or success story from their sales house.

Heinz Mosser, Oliver Böhm - ORF-E

Transforming ORF-E into the digital sales house era

Scott Taylor, Christa Thompson - Paramount

Beyond the Spot & Dot

Ginta Salmane - TV3 LV

Telco deals, ticketing & merchandising

Dominika Gregorzyk - TVN

Power of content in multiscreen environment

Kinga Dec, Monika Holka - TVP

Outside narrow target thinking

Josefine Bratt - Viaplay Group

The Viaplay Sports Video Network

Luis Fonseca - SIC - Impresa

Launch of SIC's OTT platform

Ingrid van der Werf - Ad Alliance NL

AVOD proposition on a SVOD platform

12:30 – 13:00

The Cookie Apocalypse: TV advertising in a cookieless world



With third-party cookies phasing out, how do TV companies best prepare for the changes and what scenarios does the future hold? How will the cookieless future affect the industry and TV companies' capacity to monetise their different digital assets?

Conor Murray, *Director Regulatory and Public Affairs*, egta



13:00 – 14:00

Lunch

14:00 – 15:00

RTL AdConnect 's strategic roadmap to a becoming a one-stop shop for pan-European campaigns



Laying the groundwork to creating local and global exclusive solutions around high-quality content – how is RTL AdConnect challenged by media agencies, what are the strategic innovations and what does the future hold?

Franck Litewka, *Head of Strategy & Development*, RTL AdConnect



15:00 – 16:00

ITV AdLabs – Changing perceptions through a culture of innovation



Bringing together all of ITV Commercial's innovation under roof to create a new culture of experimentation, with clients working side-by-side with ITV to define the future of advertising in the UK.

Will Tapp, *Strategy Controller, Client Strategy & Planning*, ITV



16:00 – 16:15

Coffee break

16:15 – 17:15

Participants' case studies: sharing of valuable insights and innovation with colleagues.

Ascanio Colombo - Publieurope

Dr. Podcast

Saskia Schatteman - Var

Radio's Power for Good

Sandra Nikolova - BTV

Developing a niche TV audience for new business perspectives

Shaun Chettiar - DStv

Dynamic Ad Insertion

Vincent Binon - RMB

ATV with paper mail

Tom Ballon - Ads & Data

The pause button & digital couponing

Sigitas Berlinkas - TV3 LT

To be confirmed

17:15 – 17:30

Conclusion of the day with Christian Godske

19:30 – 22:00

Networking dinner at 65 Degrés

Address: Avenue Louise 173 - 1000 Brussels

DAY THREE (29 JUNE): PARTNERSHIPS

08:00 – 12:30

SESSION 03: PARTNERSHIPS AND RELATIONS

The third day of the Senior Executives' Academy dives deeper into win-win partnerships between TV sales houses and other players within the ecosystem: start-ups, tech companies, advertisers, and more

08:00 – 08:10

Welcome word by Christian Godske – learnings from day two and introduction to day three

08:10 – 09:00

Participants' case studies: sharing of valuable insights and innovation with colleagues.

Stefan Hougaerts - Transfer

High-rate TV conversion in a digital world

Maximilian Klopsch - Seven.One Media

Building an own commerce brand by leveraging the whole value chain

Adan Exposito Serrano - Atresmedia

Events planning for different audiences

Pauline Madhloom - DPG Media

DPG Media's new Ad Window Strategy planning

Ahmet Göktas - El Cartel Media

LaSchnitte - the pizza of Berlin

Cornelia Hartl - IPA

Revenue diversification through product innovation - Live shopping

Davide Pattano - RTL AdConnect

To be confirmed

09:00 – 10:00

Investing media-for-equity in high growth D2C companies



The benefits of investing media-for-equity in high growth D2C companies. How can sales houses create long-term partnerships with early-stage companies? How can media-for-equity bring brand awareness to companies with a digital-first focus?

Sami Vikback, *Managing Partner, 8 Media Ventures*



10:00 – 10:30

Late breakfast and coffee

10:30 – 11:30

Making TV easier to buy: a self-service world



A learning-by-doing journey: insights into how TV4 is shifting towards a self-service strategy for clients. How can selling and buying become more efficient for new clients and old alike, and what are the pitfalls to avoid?

Jens Svantesson, *Head of Sales Excellence, TV4*



11:30 – 12:30

The strategic decision-making & media planning process of a performance-driven advertiser



Performance, performance, performance: Vinted's approach to media planning & modelling with data & performance at the centre. What defines and motivates this strategy chosen by the direct-response company? What are the implications of such an approach for media owners?

Linas Paulikas, *Offline Media Director, Vinted*

Vinted

12:30 – 13:30

The Metaverse Gold Rush: how tech giants are conquering the new frontier



What is the Metaverse, and which worlds exist in it? What are the opportunities and challenges for businesses in this new immersive digital universe? How can they experiment during this tipping point and prepare for the future?

Jean-Vianney Philippe, *Senior Vice President, Head of digital communications, Weber Shandwick*



13:30

Lunch & End of Academy

egta.