



TV SESSION

LIVE EVENT - STOCKHOLM
06/10/2022

M&S

EGTA MARKETING & SALES MEETING

FOLLOWING AUDIENCES IN THE STREAMING WORLD TO CREATE OPPORTUNITIES FOR TOMORROW'S TV.

Organised by

egta.

Hosted by



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Following audiences in the streaming world

How do egta members leverage declining linear ratings to create opportunities for tomorrow's TV?

Welcome from the egta and the host

Katty Roberfroid, Director General, **egta**

Matthias Berg, Deputy Chief Executive Officer and Head of Advertising Nordic, **TV4**

Let's start with the client's perspective:

"Let me tell you about our needs as a brand."



Beatrice Lindvall, Senior Global Media & Digital Executive, **Jacobs Douwe Egberts**



"We include digital in our definition of TV."



Matthias Berg, Deputy Chief Executive Officer and Head of Advertising Nordic, **TV4**



"We asked our customers for feedback - and completely reinvented our strategy."

Insights into ITV's new client and agency strategy "Better Together" - and the major market research that drove their thinking.



Chris Goldson, Director of Commercial Marketing and Pitch Development, **ITV**



"We changed the way we are talking to clients."

Infusing data in the services offered to brands and how Canal+ is trying to change their value proposition by moving away from price-driven to service-oriented discussions.



Emmanuelle Godard, Digital Marketing & Innovation Director, **Canal+ Brand Solutions**



Advanced TV uncovered

Understanding marketers' perception and what the future holds for our data-driven TV ecosystem.



Emmanuel Pierre Josserand, Brand, Agency and Industry Relations, **Freewheel**, a Comcast company



11:30 – 13:00

SESSION 02 – The VOD Carousel

Understanding the mechanics of a successful VOD platform. Six members share the ins-and-outs of their streaming platforms. Go-to-market strategies, B2B and B2C insights, business-models and windowing strategies.



Anna-Maria Vujinovic, Director of Sales, Ad Alliance Netherlands



Mélanie Petit, Head of Marketing Operations MYTF1, TF1 Publicité



Paul Fournier, Head of Business Development and Digital, CH Media



More speakers to be confirmed soon

13:00 – 14:00

NETWORKING LUNCH

14:00 – 16:15

SESSION 03

Following audiences in the streaming world (continued)

How do egta members leverage declining linear ratings to create opportunities for tomorrow's TV?

"We invest in revenue diversification."

How Seven.One Media is redefining itself as an "diversified entertainment company" by connecting touchpoints across their portfolio and providing a one-stop-shop solution for brands.



Maximilian Klopsch, Managing Director Seven.One Media & Seven.One AD.FACTORY



"We rebranded and transformed our company to put data at its heart."

More details to come soon.



Bart Demeulenaere, Chief Commercial Officer, Ads&Data



"We are developing a top-quality total video sales strategy."

More details to come soon.



Giulia De Carli, Chief Clients Officer, Rai Pubblicità



"We work together for better scale."

How the Australian market joined forces on VOD and audience measurement to make TV more accountable and easier to buy.



Kim Portrate, Chief Executive Officer, thinktv Australia



More speakers to be announced soon.

16:15

End of the conference

With thanks to our partners

