



TV STREAM

05/10/2023 8AM – 2PM

RIGA [LV]

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EGTA MARKETING & SALES MEETING

Organised by **egta.**

Hosted by **3 group**

TV SESSION

Location: Hotel Radisson Daugava, Kuģu iela 24 Zemgales priekšpilsēta Rīga - [Register here.](#)

08:00 – 08:15 **Welcome from hosts**

Opening remarks from egta and hosts



Mindaugas Rakauskas, Chief Executive Officer, TV3Group Latvia



08:15 – 10:20 **SESSION 01: Merging linear and digital inventories**

Insights from a direct-response brand

Vinted's approach to media planning & modelling with data and performance at the centre.



Linas Paulikas, Reach Media Director, Vinted



The Total TV Advertising Survey

Unlocking valuable insights into the opportunities and challenges facing European broadcasters through the consulting firm's international advertising survey.



Mary Ann Halford, Partner, Altman Solon



Decoding data-driven advertising: navigating buyers' expectations and realities from an agency lens

Redefining the pitch: is the TV ad industry really aligned with the buyer's needs? Exploring the reality gap in selling socio-demographics versus data-driven opportunities.



Emmanuel Crego, Director General, Values.media



Future media trends: A new hyper-personalised reality

What will be the needs of the consumer of the future in a hyper-personalised media landscape? Exploring the concepts of the 'liquid consumer' and 'flexible media', AI & automation, the creative economy, synthetic media, the Metaverse and Web3. How will they affect companies, society and individuals, for better or worse?



Sofie Hvitved, Futurist, Senior Advisor and Head of Media, Copenhagen Institute for Futures Studies



Navigating the crisis and thriving amidst adversity

Lessons learned on how to tackle change and remaining agile in a war-stricken and recession-dominated advertising landscape.



Ginta Salmane, Commercial director, TV3Group Latvia



Insights into RTL AdAlliance's strategy to "unifying by transforming"

Unveiling the total video sales house's internal and external evolution in response to shifting advertising market expectations.



Daniel Bischoff, Chief Marketing & Operations Officer, RTL AdAlliance



Into Prima's strategic vision to uphold the premium quality of TV inventory

Exploring the sales house's holistic business approach and unpacking the impact of eGRP campaigns on affinity and reach.



Marek Singer, Chief Executive Officer, Prima



Sky Media's One Campaign: Insights into a strategy to unify inventories

How a unique offer for linear TV and online video can create solutions that allow clients to elevate brand engagement and drive revenue growth whilst making TV easier to buy.



Dan Cohen, Director, Product and Advertising Innovation, Sky Media UK



The optimal strategy for viewer-centric streaming

A dive into advertising insights from the ad-supported streaming market. From how's it going overall through insights from Freewheel's ad load report to what's going well, showing how Ad Innovation is driving user engagement and increased ROI on the NBCU's Peacock platform.



David Evans,
Senior Director,
Global Advertising and Partnerships,
NBCU



Emmanuel Josserand,
Senior Director,
Brand, Agency and Industry Relations,
FreeWheel



12:30 – 13:50

SESSION 02: Technology at the service of Total TV

Connecting to consumers through qualitative apps

Insights from the Icelandic market: leveraging second screen interaction through a dedicated broadcaster app, encompassing the entire RUV ecosystem



Heikki Rotko
Executive Chairman, Choicely



Einar Logi Vignisson
Head of Sales House, RUV



TVer, a unique VOD platform for the entire Japanese market

Unlocking the dynamics of Japan's broadcasting ecosystem and exploring the launch and challenges of the TVer Video-On-Demand platform.



Hisashi Okano
Director Business Development BVOD,
Tokyo Broadcasting System Television



Hinako Fukuda
Digital Strategy Manager
Tokyo Broadcasting System Television



Operative's AOS tool: Unlocking the Power of Convergence in Advertising Operations

Going beyond the packaging of offers: How can broadcasters connect and automate digital and linear revenue workflows in a multicurrency landscape?



Ben Tatta, Chief Commercial Officer, Operative



Unification of cross-platform TV data

Managing complex streaming data and currency-grade panel data to support a new total video measurement ecosystem for both buy and sell-side. Discover early insights from Streamhub's new approach to build out incremental-reach calculations for clients, leveraging its multi-dataset analytics and activation platform.



Aki Tsuchiya,
Founder and CEO, Streamhub



Jamie West
Board Adviser & Investor / Non-Exec
Director, Streamhub



13:50 – 14:45

CLOSING LUNCH

With thanks to our partners

