

HOTEL, DINNER & MIM CONFERENCE LOCATION

**Meliá Serrano hotel**

C/Claudio Coello, 139
28006 Madrid

SUMMARY OF EVENTS (for more details, please refer to the [agendas](#))

TUESDAY, 12 MARCH

13:00 – 14:00

Welcome lunch

Foyer 2+3 (floor -1)

14:00 – 18:00

Total TV Measurement Session - upon registration ONLY

Sala Studios 2+3+4 (floor -1)

Networking dinner - Arado Restaurant in Meliá Serrano hotel (floor 0)- upon registration ONLY UNTIL 1 MARCH (please contact [Cécile](#))

19:30

Cocktail followed by a Spanish buffet – drinks included

Amount: 78€ PayPal commission included - [Please pay via PayPal here](#) (with PayPal account or with credit card) or let Cécile know if you prefer an invoice for wire payment (74,26€)

egta had to prebook the space therefore any cancellation cannot be reimbursed - Please inform the team if you have any food restrictions.

WEDNESDAY, 13 MARCH

08:45 – 16:30

Market Intelligence Meeting

- TV session – Meeting 1+2+3 (floor 0)
- Radio session – Sala Studios 2+3+4 (floor -1)

Out of respect for the first and last speakers, please plan to be on time and to stay until the end of the conference.

ON-SITE TRANSPORTATION

TAXI

From Madrid- Barajas Airport (MAD): flat fare 33€ - more info [here](#) (transfer time: about 20 min)

All terminals have clearly signed taxi ranks outside the arrivals area. Official taxis are white with a red stripe and the coat-of-arms of Madrid City Council on the doors.

PUBLIC TRANSPORT

Take metro 8 direction Nuevos Ministerios and get off at the end of the line. Then take metro 10 direction Puerta Del Sur and get off at Gregorio Marañón. Then walk to location. The trip takes approximately 33 minutes.

Cost: 5€ (max) more info [here](#)

BY CAR

2 parking nearby:

- [Parking Claudio Coello 139](#)
- [Onepark - Estacionamiento Madrid - Barrio De Salamanca](#)

IN CASE OF EMERGENCY

Total TV Audience Measurement Session: Anders Rune: +32 476 91 61 57

MIM TV session: Halli Oddsson +32 498 11 05 35

MIM Radio session: Ania Lara - +32 488 25 46 04

COVID REGULATIONS (04/03/2024 – might evolve)

There are no longer any specific recommendations in connection with entry in the province of Madrid. More info [here](#)

ACCESSIBILITY

Hotel is fully accessible to handicapped people (ramp at the main entrance, elevators, and handicapped guest rooms)

MAP

<https://www.google.com/maps/d/edit?mid=1tgaZGDItSTGLFecAV271QizhUtZdXGE&usp=sharing>

Photos/videos may be taken throughout the conference for the purpose of future egta communications. If you do not consent to appearing in photos/videos at this event, please inform an egta team member.