



50TH

ANNIVERSARY
CELEBRATION



6-7 JUNE



LONDON

CEOs' & TOP EXECs' SUMMIT

TV & RADIO

THU 6 JUNE | DAY 01 | TV & RADIO

9:45

WELCOME COFFEE

10:15

TV & RADIO SESSION

▶ Opening remarks from egta's President and Director General



Walter Zinggl, CEO, IP Österreich & President, egta



Katty Roberfroid, Director General



▶ Keynote: Thriving in the user-centricity era

At a time when consumers control their media suites in their system settings with a swipe left, what are the rules for surviving and thriving in the User-Centric Era?



Evan Shapiro, Media Universe Cartographer



▶ Televisionaries: Navigating the hypercompetitive media landscape through successful collaboration

How the three leading broadcasters in the UK are transforming their businesses by rethinking legacy business models and collaborating more than ever

A panel discussion with our UK hosts:



Kelly Williams,
Managing Director,
Commercial



Veriça Djurdjevic,
Chief Revenue
Officer



Brett Aumuller,
Managing
Director



Lindsey Clay,
Chief Executive
Officer



▶ Disney's recipe for success: Getting ad load, ad experience and audience strategy right

Reflecting on its successful Upfront presentation this May, Disney continues to set the standard for the next generation of advertising, powered by automation and data, while delivering advertisers a unified path to audience and premium storytelling across linear, digital and streaming/CTV.



Rita Ferro, President, Global Advertising



In conversation with:

Justin Lebbon, Co-Founder & Director



▶ Journey to the centre of the Audioverse

Bauer will take attendees on a journey to unlock the magic and power of the Audioverse - highlighting the continued influence of audio, and demonstrating how the medium is uniquely placed to deliver impact.



Abby Carvosso, Chief Commercial Officer



In conversation with:

Mike Toolan, Radio Presenter



13:00

NETWORKING LUNCH

14:00

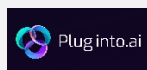
TV & RADIO SESSION - CONTINUED

▶ A bottom-up approach

Unlocking AI's transformative power for media and sales houses

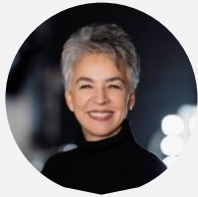


David Grunewald, Founder



▶ The Art & Science of market growth

How to use creativity wisely and strategically for better reach, effectiveness & efficiency, while making the most of talents in the right way.



Taide Guajardo, Chief Brand Officer, Europe



▶ The Importance of Agency Transformation in an increasingly digital and always-on environment

How are agencies evolving to support clients' needs? Where are platforms and tech providers playing a role when it comes to client investment? Discussing how Publicis is achieving success in challenging industry conditions, as well as understanding the overall industry shift from traditional media to data-driven and outcome-based efforts.



Steve King, Chairman of Europe



In conversation with:

Justin Lebbon, Co-Founder & Director



▶ The evolving role of sales houses: NRJ's journey to become an all-encompassing media partner and audio advisor

In a fast-evolving media landscape NRJ GLOBAL has transcended from being solely a sales house to becoming a consulting and communication powerhouse, helping brands to maximise the impact of their campaigns through an array of innovative solutions.



Cécile Chambaudrie, President



▶ Scoring big in the streaming era

How to leverage hyper-distribution to amplify sports content by reaching every fan on every platform



Katie Coteman, CVP, Head of Advertising and Partnerships



In conversation with:

Jamie West, Independent Consultant & Former Deputy Managing Director, Sky Media UK

15:45

COFFEE BREAK

16:15

TV & RADIO SESSION - CONTINUED

▶ TV of Today: Transforming television into a full-funnel performance platform

How NBCUniversal is combining big tech with big media to re-invent TV as a full-funnel performance platform



Ryan McConville,
EVP, Ad Platforms & Operations, NBCUniversal Advertising & Partnerships

NBCUniversal

▶ Brands in a transformed media ecosystem

The needs and expectations of advertisers are evolving in today's multi-layered and fast-paced advertising ecosystem

A panel discussion with senior advertisers:

Moderated by:



Simon Peel,
VP Global Marketing

HALEON



Vala Magnadottir,
Consultant, Former
Global Strategy &
Investment Media
Leader,
IKEA



Ross Sergeant
Global Head of Media
Allwyn

allwyn



Jon Evans,
Chief Customer Officer &
"The Uncensored CMO"
podcast host

System1

17:30

END OF DAY 01

19:30

NETWORKING DINNER



King's Place
Battlebridge Room, Ground floor

90 York Way, London N1 9AG

08:15

WELCOME COFFEE

08:45

TV SESSION

▶ Opening remarks



Anne-Laure Dreyfus-Coutinho, TV Director



▶ Adopting a challenger mindset to transform and futureproof a business

Learnings from brands that are bolder, braver and get fast results, and how they can be applied to the TV industry



Susie Millburn, Strategy Director



▶ Friends & Foes: How to be bold in the face of falling TV ratings

Why we shouldn't wait for TV to suffer even more to transform radically through more collaboration, more openness and client-centricity.



Stephane Coruble, CEO



▶ Rethinking media value - how can TV can lead the change in media currencies?

How can we go beyond impressions by adopting currencies that reflect TV's sophistication amid an abundance of data and research, with KPIs such as attention, engagement and brand growth?



Nick Manning, Founder, Encyclomedia International

In conversation with:



Katty Roberfroid, Director General



▶ TFI+, the story behind the relaunch of a streaming platform

What is the winning formula for a profitable SVOD business?



Melanie Petit, Head of Marketing



▶ Insights into a hyper-distribution strategy

CTV development, diversification of news formats, and content to reach young audiences on all platforms



Raphael Porte, Director of Advertising Sales



Followed by a discussion with Halli Oddsson, Research Manager, egta

10:55

COFFEE BREAK

11:25

TV SESSION - CONTINUED

▶ Insights into building a globally unified commercial and content powerhouse:

How Paramount is transforming its international commercial teams, maximising its unique global scale and creating a single advertising and content ecosystem for a digital world.



Lee Sears, President Ad Sales International Markets



In conversation with:

Fabrice Mollier, President



▶ Layers of change: how to drive transformation and implement change in a modern business today

A Nordic perspective on repositioning TV towards media buyers through a unified Advanced TV offer



Sauli Asikainen, Vice President, B2B Sales & Marketing



▶ Video First: How Corus is driving growth in audience and revenue in an increasingly competitive Canadian landscape



Spencer Charters, Vice President, Advertising Products



▶ 'Politics is not enough, we need to talk about the pipes'
A reality-check on data, measurement and currencies



Jeff Eales, Director of Systems Strategy



▶ Including all audiences: progress over perfection

Diageo's journey to accessible ads and why their collaboration with TV companies is essential to reach their objectives



Anna MacDonald, Marketing Director



In a conversation with:

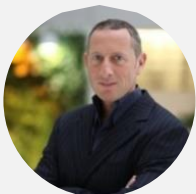
Chris Goldson, Director of Commercial Marketing & Pitch Development



▶ Strategies for the future of Total Video

Conclusions from French tripartite industry groups with advertisers and agencies to reshape their business on topics such as trading, audience measurement and quality.

▶ Conclusions of Summit & Future outlook for sales houses' business



Laurent Bliaut, Deputy General Director at TFI Pub and incoming egta President



13:30

CLOSING NETWORKING LUNCH

08:15

WELCOME COFFEE

08:45

RADIO SESSION

▶ Opening Remarks



Thierry Mars, Radio Director



▶ Securing the future of radio

A model for ensuring online access



Matt Payton, Chief Executive Officer



▶ Radio everywhere

Joining forces to ensure radio's prominence in a connected world



Yann Legarson, Chief Executive Officer



▶ Amplifying success

Growth opportunities for audio businesses, inspiration from Estonia



Raido Soom, Member of the Management Board



▶ **People Power: The role of talent in helping brands access new audiences**

Winning new audiences is key for all audio brands, and within this session Rebecca and Harriet will explain the central role that talent now plays in this process.



Rebecca Frank, Content Director KISS Network



Harriet Rose, KISS Presenter



▶ **Redefining radio**

Unlocking new formats, audiences and revenue streams



Raphaëlle Garrido, International Sales Manager



10:55

COFFEE BREAK

11:25

RADIO SESSION CONTINUED

▶ **'Context is king'**

An agency perspective



Flora Williams, Head of Planning



▶ **The digital journey**

Designing a digital-first approach to audio product development and monetisation



Burak Can, Chief Executive Officer

Karnaval Media Group

▶ Working on the future of media

Redefining creativity and innovation in media through the use of AI



Alix de Goldschmidt, Head of Innovation, AI & Data

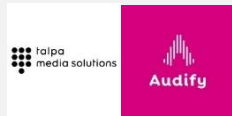


▶ Audify - joining forces to grow the radio market

Since 2020 audio advertising revenues in the Netherlands are on the rise. What are the strategies and tools to achieve such record-breaking results year after year?



Joris van der Pol, General Director, One Media Sales, Talpa Media Solutions & Chairman, Audify



▶ Adopting a challenger mindset to transform and futureproof a business

Learnings from brands that are bolder, braver and get fast results, and how they can be applied to the radio industry



Susie Milburn, Strategy Director

eatbigfish.

13:30

CLOSING NETWORKING LUNCH

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With special thanks to our partners:

