



5-6 JUNE



PARIS

CEOs' & TOP EXECs' SUMMIT

Driving Growth
Through Bold
Innovation and
Cooperation

www.egta.com

DAY 01: 5 JUNE [THU]

JOINT TV & AUDIO SESSION

09:00

egta info session - Salle 2

[For broadcasters & sales houses only - if you wish to learn more about egta's tools & services or discuss with the team]

10:00

Welcome coffee

10:30

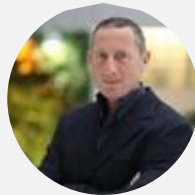
Opening session

► Welcome to egta's 51st CEOs and Top Executives' Summit

Why bold innovation and radical cooperation are key to driving growth



Katty Roberfroid,
Director General, egta



Laurent Bliaut,
President, egta



► Opening Keynote: The creativity gap: what we lose when culture gets flattened

In a world of snackable content, virality and algorithms, how can tv and audio reclaim depth, meaning, and attention for a lasting impact?



Betsy Pendergast, VP Trends and Innovation, Dig Insights



11:15

egta's very own Tour de France in 8 stages

Visionary strategies from France's multiplatform TV and audio companies [Part 1]

Simplification,
innovation and
unification:
The future of automated
ad buying at TF1
Publicité



Laurent Bliaut,
Deputy General Director



Elevating storytelling:
Canal+'s vision to
reinforce TV's unique
value for brands and
audiences



Fabrice Mollier,
President



Stronger together:
Innovative cooperation
models with NRJ Global



Cécile Chambaudrie,
President



Skyrock's path to
tomorrow:
Engaging young
audiences for driving
growth



Bertrand Spinelli,
General Manager and
Chief Revenue Officer



12:00

What do bold innovation and radical collaboration really mean?

► The agency's point of view



Gautier Picquet, COO, Publicis Groupe and CEO, Publicis Connected Media FR



► The multiplatform TV and audio businesses' point of view

Pick your side! It is 2030: how does your company position itself? Hear the bold point of view of our panellists and make up your mind!

Moderated by Fabrice Mollier, President, Canal+ Brand Solutions



Christian Kurz,
Senior VP Global
Streaming
Research and
Insights



Stefan Mölling,
CEO



Sauli Asikainen,
VP B2B Sales and
Marketing



Tina Sany-Davies,
SVP Legal and
Governance
Group Deputy
General Counsel



Agnieszka Wieczorek-
Biedrzycka,
Commercial & Legal
Director



13:00

LUNCH

14:10

egta's very own Tour de France in 8 stages
Visionary strategies from France's multiplatform TV and audio companies [Part 2]

What matters:
France TV Publicité's
commitment to
responsible advertising
and a sustainable future



Radovan Aleksic,
Deputy Marketing &
Strategy Director



From multi-platform to
one destination: Radio
France's strategic shift in
content distribution
and audience
engagement



Laurent Frisch,
Head of Digital and
Innovation Strategy



Uniting for impact and
purpose: M6's vision for
relevant partnerships and
advertising that resonates
with audiences and
brands



Tristan Lemoine,
Deputy Managing
Director



BFM's bold leap:
Shaping the future of CTV
and FAST through
hyperdistribution and
innovation



Raphael Porte,
Director of Advertising
Sales



15:00

The advertisers' perspective

▶ The marketer of tomorrow: shaping a shared global agenda

How future-fit marketing leaders drive collective progress through fundamentals, creativity, and responsible growth



Stephan Loerke, Chief Executive Officer, WFA



▶ The advertisers' point of view: the future of marketing for global brands



Jean-Pierre Diernaz
Global CMO, General Motors



Sarah Armitage
Group International Media
Director, LVMH



15:55

COFFEE BREAK

16:25

Marketing of tomorrow: Strategic growth, trusted measurement, and GenZ insights

▶ Trust, Transformation and Collaboration

Navigating the balance between accelerating Channel 4's digital ambitions and harnessing the enduring superpowers of TV - why success lies in complementarity, not substitution.



Rak Patel, Chief Commercial Officer, Channel 4



▶ Building a collaborative future for audience measurement

Advocating for independent, transparent and fair audience measurement



Yannick Carriou, Chairman, Audience Measurement Coalition



▶ Closing Keynote: Redefining media and marketing: The future of our industry through GenZ's eyes
Navigating cultural shifts and emerging trends in advertising - reaching GenZ as consumers and empowering them as colleagues



Kian Bakhtiari, Founder, THE PEOPLE



17:45

END OF THE CONFERENCE DAY 1

19:00

BUS PICK UP TO GO TO DINNER LOCATION [Details coming soon]

19:30

WALKING DINNER

at Annette K.
[Address: Port de Javel Bas, 75015 Paris, France]



DAY 02: 6 JUNE [FRI]

TV SESSION

08:45

Session 1: Broadcast reinvented: compete and thrive in the streaming age

► Welcome and opening remarks



Anne-Laure Dreyfus-Coutinho, TV Director, egta



► Rethinking Broadcast: navigating the streaming era

Strategies for Local Broadcasters to Combine, Collaborate, and Compete in a Global Content Ecosystem



Richard Broughton, Research Director, Ampere Analysis



► How Seven.One Media is embarking on a journey to be a convergent advertising powerhouse

Cultural shift, technological innovation, and process optimisation as success factors



Markus Messerer, Chief Commercial Officer, ProSiebenSat.1
and Chief Executive Officer, Seven.One Media



► Insights into ITV's steady transformation: from mass reach to meaningful results

How can TV transform to position itself as the growth engine for businesses and brands in today's fragmented and competitive Landscape?

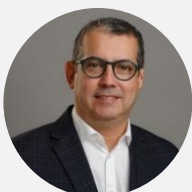


Kelly Williams, Managing Director, Commercial, ITV



► TV 3.0 in Brazil: Globo's roadmap for the next generation of television

How technology, content, and interactivity are converging to redefine the customer and advertising experience



Carlos Octavio Queiroz, Director of Architecture, Partnerships, Data/AI Strategy, Globo



11:00

COFFEE BREAK

11:40

SESSION 2: Product Innovation and strategic shifts in content distributions for a diversified and sustainable media future

► Collaborative Innovation with Universal Ads

Uniting publishers and advertisers for a seamless ad booking and management experience



James Grant, General Manager, Universal Ads at Comcast



► TOTAL VIDEO: Atresmedia's commercial strategy and product philosophy

The importance of context, trust and attention in providing advertisers with qualitative ad inventory across all platforms (CTV, OTT and linear)



Fernando Pino Velazquez, Director of Marketing Services, Atresmedia Publicidad



► Breaking the walls? Windowing and distribution strategies for the modern broadcaster

From walled gardens to hyper-distribution: How broadcasters today are rethinking partnerships with YouTube and other platforms, and the subtle art of balancing audience satisfaction with business growth



Linette Zaulich
Head of B2C and Director
Unscripted
ZDF Studios



Justinas Docka
Chief Content Officer, Pay TV and
OTT
Baltics TV3 Group



In a dialogue with:



Michel Juvillier
Founder and CEO
Juvillier Conseil



DIGITAL ADVERTISING BUSINESS CONSULTING

13:30

LUNCH

14:30

END OF THE CONFERENCE

DAY 02: 6 JUNE [FRI]

AUDIO SESSION

08:45

Collaboration and innovation at its best

► Welcome and opening remarks



Thierry Mars, Radio Director, egta



► Collaboration in a rapidly evolving French audio landscape

Why and how to unite to promote the medium's strengths and relevance



Cécile Durand-Girard, General Delegate, Alliance de la Radio



► From airwaves to online

Comprehensive strategy to digitise and monetise radio content



Charles Cournet, Deputy Director Radio France Publicité, Radio France



► Social and video strategy

Aligning with evolving media consumption while staying true to our core identity



Bertrand Spinelli, General Manager and Chief Revenue Officer, Skyrock



► Make audio louder than ever

Using new tools to explore and attract new clients



Stefan Mölling, Chief Executive Officer, RMS



11:00

COFFEE BREAK

11:45

Collaboration and innovation at its best – continued

► Transformation through collaboration

Best collaborative practices advocating for audio in Australia: from demand generation, research & insights, to digital transformation and automated audio sales



Lizzie Young, Chief Executive Officer, Commercial Radio & Audio



► Topic to be confirmed



Tina Sany-Davies
SVP Legal and Governance, Bauer
Media Audio
Group Deputy General Counsel



Bodil Ehlers
Co-Chief Executive Officer,
Bauer Media Audio Sweden



► Future-proofing the audio business

Embracing digital transformation to thrive in the modern media landscape



Marcin Kowalczyk, Group Digital Managing Director, Eurozet Group



► From local strength to global impact

Mastering the fundamentals to win internationally



Peggy Voutyras, International Sales Director, NRJ Global



More speakers to be confirmed soon

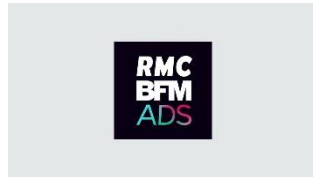
13:30

CLOSING LUNCH

14:30

END OF THE CONFERENCE

An event hosted by:



With thanks to our partners:

