



**8-9 OCTOBER**



**HELSINKI, Epicenter**

# **MARKETING & SALES MEETING**

**TV SESSION**

Organised by



Hosted by



**RadioMedia**

# 08 OCTOBER

## Tech Fair

16:30 - 17:45

FROM PILOT TO PROFIT: FRAMEWORKS FOR SUCCESSFUL TV-START-UP PARTNERSHIPS

► **Keynote: TV x Start-ups - A New Innovation & Revenue Playbook**

How multiplatform TV companies can unlock growth through partnerships with start-ups - strategies and business models for innovation.



Sami Vikback, CEO & Founder, 8 Media Ventures



► **Innovation showcase**

Swipefinder makes discovering content simple and engaging through its vertical video interface. With tools like Showfinder, Foodfinder, and Travelfinder, users can easily explore entertainment, food, and travel. Their unique "Findvertising" approach integrates relevant ads seamlessly into the experience, adding value instead of disruption. By driving real-time choices and attracting quality viewers, Swipefinder offers a new way to connect audiences with content and advertising in harmony.



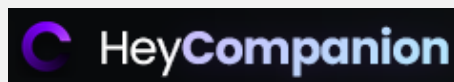
Calle Sjönell, CEO, Swipefinder

**SWIPEFINDER**

HeyCompanion is an AI-powered SaaS solution that makes streaming interactive. With a single tap, viewers can discover actors, outfits, products, and locations in real time – and even purchase what they see without leaving the platform. For streaming providers, HeyCompanion creates new ways to strengthen engagement, reduce churn, and unlock additional revenue streams.



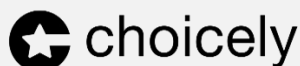
John J.J Lindberg, CEO & Co-Founder, HeyCompanion



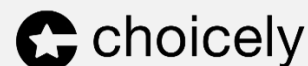
Choicely helps businesses create mobile apps easily using AI technology. Their platform lets you turn your existing website into a fully functional app quickly, without needing any coding skills. It's a smart way to save time and cut costs on app development, especially if you want to launch something fast and independent.



Kaius Meskanen, CEO, Choicely



Heikki Rotko, Executive Chairman



Vuer (Washington, DC) is introducing Extended Reach AI, a patent-pending measurement solution that verifies TV viewing and co-viewing at scale. Extended Reach analyzes Bluetooth and motion sensor data from nearby mobile devices to constantly determine human presence, co-viewing, and attention in front of the TV. It leverages large user bases from OTTs and advertisers to deliver real-time verification at the bid stage, giving the industry scalable, privacy-safe metrics that enhance panel-based insights and drive stronger ROAS.



Omar Delgado, CEO, Vuer



17:45 - 19:00

NETWORKING COCKTAIL & LIVE PRODUCT DEMOS

19:30

NETWORKING DINNER at Ravintola Sunn - Aleksanterinkatu 26, 2.krs

## 09 OCTOBER

# Attracting the next generation of audiences and new clients to multiplatform TV

08:45

WELCOME COFFEE

09:00

START OF THE MEETING

9:00 - 10:30

NORDIC EXCELLENCE

### ► Introduction to the day & welcome from the hosts



Sauli Asikainen  
Vice President, B2B Sales & Marketing



Anna Lujanen  
Executive Director



Katty Roberfroid  
General Director



### ► Finnish broadcasters and their new visions for the future of multiplatform TV advertising Insights into collaboration, new “total video” strategies and inventory unification



Sauli Asikainen  
Vice President, B2B Sales & Marketing



Tuomas Airisto  
Chief Commercial Officer (B2B)



Eetu Ojala  
Director, Ad Sales Finland



Anne-Laure Dreyfus-Coutinho  
TV Director



### ► Getting a seat at the table: The buy-side's point of view

What we need TV to do more: Insights from Finnish brands and agencies who travelled to the Cannes Lions festival this year



Rikka-Maria Lemminki, CMO, Marketing Finland



## ► From Output to Outcomes

How bold choices in content, streaming, collaboration and sales created audience growth and commercial success



Glenn Engebretsen  
Sales and Effect Manager  
TV 2 Norway



Morten Thorseth  
Assistant Sales Director  
TV 2 Norway



### AGENCY AND CLIENT PERSPECTIVES

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## ► From digital-first to big-screen impact

The creative agency's perspective on how the TV ad industry can help SMEs scale, build brands and embrace long-term growth



Lydia Esler, Company Director, Studio 90 Media



10:50 - 11:30

COFFEE BREAK

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### AGENCY AND CLIENT PERSPECTIVES (continued)

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## ► The advertiser's perspective - what a scale-up company really needs from TV

The Raisin Media Play Book: which role can TV play in the different life stages of an advertiser's brand?



Burkhard Henn, CMO, Raisin



### TOOLS AND STRATEGIES FROM MULTIPLATFORM TV BUSINESSES

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## ► DPG's AdManager+: Driving innovation to attract new clients to premium video inventory

Scaling trust through self-serve access with qualitative outcomes-driven insights, AI-powered features, and data-enriched targeting capabilities including retail data.



Toon Coppens, Director Advertising Data & AI BENE, DPG Media



► **Scaling TV for new advertisers: M6's strategy to diversify and grow**

Insights into innovation in their commercial offer with STEP, My6 Entreprises and Sports



Marie Delavoie, Head of Innovation and Growth Marketing, M6 Unlimited (formerly M6 Publicité)



► **From onboarding to scaling: turning new advertisers into TV clients**

Strategies to attract with Digital, retain with streaming and grow with TV



Pippa Scaife, Director of Digital Advertising, Sky Media



**13:00 - 14:15**

**LUNCH**

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**MULTIPLATFORM BUSINESS SUPPORTED BY AI**

► **From Wow to How: Turning flashy AI into real-world tools for media and business**

How can broadcasters fully benefit from off-the-shelf AI and leverage their services and workflows?



Jon Block, Founder, Syllepsis



**14:50 - 15:35**

**MAKING THE TV EXPERIENCE MORE ENJOYABLE**

► **Making the TV experience interactive**

Using QR codes to allow viewers to engage with TV programs and advertising, participate in live polls, give feedback, and influence the show's development while watching



Lubomir Angelov, Head of Special Projects and Research, bTV



► Engaging audiences, unlocking revenues:

Engaging audiences, unlocking revenues: How Snap-e helps brands connect with younger generations through gamification, discovery, and discounts.



Jay Dayaljee, Group Executive: Advertising Sales, eTV



► “Made in Austria - Made for Austria”

How the entire media and ad industry in Austria joined forces to promote local media and call advertisers to rethink global budget allocation



Heinz Mosser, Chief Financial Officer, ORF



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**CLOSING THOUGHTS FOR THE ROAD AHEAD**

► Sell It Like CTV: How P7S1 Drives Total Video

How technology enables broadcasters to bridge linear and digital in terms of pricing, inventory management and targeting



Sascha Stojakovic, CTO, Seven.One Media



**16:15**

**END OF THE MEETING**

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### List of participants

<https://cli.re/MS-participants>



### With thanks to our hosts

**SCREEN  
FORCE**  
THE MAGIC OF TV

**RadioMedia**

### With thanks to our partners

**aireal.**

**amily**  
| YOUR ADVERTISING  
MANAGEMENT SYSTEM.

**amy**  
PROGRAMMATIC &  
AUTOMATED RADIO  
ADVERTISING

  
AudioStack

**FRE@WHEEL**

 **Nielsen**

### Conference location

**Epicenter**  
Mikonkatu 9, 00100 Helsinki, Finland

All slides and video recordings will be available on egta's website:  
[www.egta.com/past-events](http://www.egta.com/past-events)

Calendar of future events:  
[www.egta.com/upcoming-events](http://www.egta.com/upcoming-events)