

	<b>16-18/06/2026</b>
	<b>BRUSSELS</b>

# AI FORUM

**FUTURE-PROOFING AD SALES:**  
Practical AI Applications for Revenue Growth  
for Multiplatform TV and Audio Companies

# DAY 01: 16 JUNE [TUE]

11:00

## WELCOME

▶ Introduction from the organiser



Katty Roberfroid, Director General, egta



11:15

## ALIGNMENT SESSION: AI LANDSCAPE REFRESHER [Bonus content]

▶ A grounding in AI, machine learning, generative AI, and agentic AI to support discussion of commercial use cases in advertising



Steven Golus, Media Specialists & Founder, Steven Golus Consulting



12:15

## NETWORKING LUNCH

13:15

## SETTING THE STAGE

▶ Ad sales in the age of algorithms. How AI is rewriting ad trading and what it means for future-proofing revenue strategies for multiplatform TV and audio companies



Bart de Pauw, Owner, Piëzo & Chief Strategy Officer, RMB



13:45

## SESSION 01: The AI shift: a new ad trading blueprint for the algorithmic era

▶ The algorithmic media economy: AI, investment and the future of media buying. From planning and optimisation to agentic buying and automated transactions: how AI is transforming agency workflows, media investment strategies and trading models - and what it means for TV and audio companies.



Vincent Spruyt, Global Chief Product officer, KINESSO - IPG Mediabrands



▶ Decoding the agency AI-native buying stack. Inside WPP's end-to-end AI operating system for planning, activation and optimization, and the evolving role of data partnerships



Sebastien Reps, Executive Director Development, Data & Tech, WPP Media

**WPP Media**

**15:15**

**COFFEE BREAK**

**15:45**

**SESSION 01** [Continued]

▶ Closing the KPI gap. How AI is reshaping brand media decisioning across budget allocation, performance forecasting, and channel optimisation. Strategic implications for TV & audio companies



Duncan Wagner, Global AI Lead MSc AI & Data Science, Diageo

**DIAGEO**

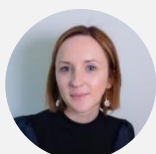
▶ [Panel discussion] Fit for the algorithm? The buyer-seller reset: how TV and audio can evolve their ad offer to remain central in an AI-optimised, performance-first ad trading ecosystem

With the participation of: Vincent Spruyt (KINESSO - IPG Mediabrands), Sebastien Reps (WPP Media), Duncan Wagner, Global AI Lead MSc AI & Data Science, Diageo  
Panel moderated by Bart de Pauw (Piëzo & RMB)

**17:00**

**SESSION 02:** Interoperability 2.0 and agentic trading

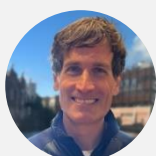
▶ Unlocking machine-to-machine media trading. A practical roadmap for multiplatform TV and audio companies: machine-legible inventory, agentic sales pipelines, partnerships designed for commercial impact without flattening premium value or surrendering commercial control



Anne Coghlan, Co-founder and COO, Scope3

**Scope3**

▶ AdCP as the connective tissue and a common language for agentic media trading. How a common agent communication protocol can reduce integration costs, bridge fragmentation, and enable cross-platform orchestration across the AI-powered ad trading ecosystem. Opportunities for TV and audio companies



Benjamin Masse, President of the Administrative Council, The AgenticAdvertising.Org and Chief Product Officer, Triton Digital



**18:00**

**GROUP DISCUSSION & WRAP-UP**

**18:15**

**END OF DAY 01**

**As of 19:30**

**NETWORKING DINNER at Warwick Barsey** - Av. Louise 381-383, 1050 Ixelles

## DAY 02: 17 JUNE [WED]

09:00

**SESSION 01:** The global platforms' AI playbook

▶ Big tech, bigger algorithms. A focused look at how major tech platforms are embedding AI into their sales tools and offers. The session also explores what these shifts mean for TV and audio businesses, from competitive pressure to new revenue opportunities.



Steven Golus, Media Specialists & Founder, Steven Golus Consulting

**sg/**

10:30

**COFFEE BREAK**

11:00

**SESSION 02:** Practical AI integration strategies

▶ [Interactive session] AI in ad sales operations. Focus on how ad sales teams can operationalize AI to improve everyday workflows, strengthen decision-making, and support better commercial outcomes. Insights into practical tools, partnership models, and the organizational changes needed to make adoption stick



Steven Golus, Media Specialists & Founder, Steven Golus Consulting

**sg/**

12:30

**LUNCH**

13:30

**SESSION 03:** Innovation corner

▶ From human teams to hybrid AI-powered fleets. Reinventing media sales operations for the agentic economy. How agent-to-hire marketplaces (like Sokosumi) and live data integrations can lower the barriers to agentic technology and transform advertising workflows



Gregory Cosman, AI and Transformation Director, Serviceplan Group

**SERVICEPLAN GROUP**   
HOUSE OF COMMUNICATION

▶ Sound intelligence: how AI is rewriting the rules of audio advertising. Using AI to optimise the prediction, creation, activation and measurement of audio ad campaigns



Nicolas Chrun, Global Programmatic Manager, Audion

**Audion**

14:30

**SESSION 04:** Turning AI into revenue - insights from TV and audio companies

▶ Correcting the signal. How Swiss media companies are building a common data layer for buying tools and agents to fix misrepresentation in media planning



Guido Trevisan, CMO, Goldbach Group AG

**GOLDBACH**

15:00

**COFFEE BREAK**

15:30

**SESSION 04** [Continued]

▶ From Broadcast to Intelligence: Designing the Big Data Hub for AI-Driven Media



Marin Komadina, Head of Data Management & AI - HR SI BG, RTL HR (CME)

**RTL**  
HRVATSKA

▶ Audience discovery, agentic advertising & AI-powered campaign management. The next evolution of DPG Media's Advertising Platform



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

media  
**dpg**

▶ AI, automation and audio: reinventing radio spot production. How broadcasters are using AI to simplify ad creation and unlock new opportunities for SMEs and local advertisers



Sini Kervinen, Director, Tech & Innovations / Nordic AI & Innovations Lead, Bauer Media Oy

**Bauer Media Group**

16:30

**GROUP DISCUSSION & WRAP-UP**

17:00

**END OF DAY 02**

**As of 18:00**

**NETWORKING DRINKS - Perché Rooftop**

(5th floor terrasse of the JAM Hotel - Chau. de Charleroi 132, 1060 Saint-Gilles)

## DAY 03: 18 JUNE [THU]

09:00

### SESSION 01: Building AI foundations for broadcaster teams

► [Interactive session] MCP-based solutions for TV and audio companies. This two-part workshop session focuses on how broadcasters can move beyond generic AI usage by building structured knowledge foundations tailored to their own business operations. Through hands-on group exercises, participants will develop practical AI training documents for key commercial functions and examine how shared knowledge layers could support future AI-driven buying, discovery and collaboration across the industry. The session also addresses governance, guardrails and the implications of AI-readable media inventories and commercial data.



Jon Block, Founder, Syllepsis



10:30

### COFFEE BREAK

11:00

### SESSION 02: Turning AI into revenue - insights from TV and audio companies

► Thematik by AI - AI-powered semantic targeting. How TF1 PUB transforms thousands of hours of content into precise advertising opportunities.



Olivier Gouriten, Senior Manager Business Strategy, TF1 Pub



11:20

### SESSION 03: Innovation corner

► Streamr.ai: unlocking the AI-powered TV creative. How automated creative generation, format adaptation, and instant CTV activation are changing the economics of TV ad sales and helping TV companies expand their client portfolio



Anant Joshi, Director, Business Development International, Magnite and Strategic Advisor, streamr.ai



11:50

### SESSION 04: Turning AI into revenue - insights from TV and audio companies

► Contextual AI and Scene Sense: The Next Frontier of Advertising at e.tv.



Megan Tait, Sales Manager, e-tv



▶ Building the next generation of audience intelligence with synthetic data, digital twins and conversational AI.



Antonio Marinaro, Data Strategist, Rai Pubblicità

**Rai** Pubblicità

**12:30**

**CLOSING DISCUSSION AND FUTURE OUTLOOK**

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▶ The strategic response. TV and audio's unique assets in an AI-driven ad sales landscape. A structured closing discussion on how multiplatform TV and audio companies can collectively respond to the AI revolution in ad sales - and how their core strengths, such as viewer trust, brand safety, live content, reach, and editorial quality, position them for the future of automated and AI-powered media trading

Session moderated by Jon Block (Founder, Syllepsis)

**13:00**

**CLOSING NETWORKING LUNCH**

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