



28-29/05/2026



VIENNA

CEOs' & TOP EXECs' SUMMIT



www.egta.com

PROGRAMME OVERVIEW

THU 28 MAY

DAY 01

09:00 - 10:00

egta INFO SESSION

(for new members or members who want a refresher on egta services)

10:00 - 10:30

WELCOME COFFEE

10:30 - 13:00

**JOINT TV & AUDIO
SESSION**

13:00 - 14:15

NETWORKING LUNCH

14:15 - 17:30

**JOINT TV & AUDIO
SESSION**

17:30 - 19:00

TIME AT LEISURE

19:00

DEPARTURE FOR DINNER

19:30

NETWORKING DINNER

FRI 29 MAY

DAY 02

08:30 - 09:00

WELCOME COFFEE

09:00 - 13:00

**TV
SESSION**
See page 10

09:00 - 13:00

**AUDIO
SESSION**
See page 7

13:00 - 14:00

NETWORKING LUNCH

DAY 01: 28 MAY [THU]

JOINT TV & AUDIO SESSION

09:00

egta info session (optional)
[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 THOUGHTS AND SETTING THE STAGE

▶ Welcome to egta's CEOs and Top Executives' Summit



Katty Roberfroid
Director General, egta



▶ A welcome from the hosts: Inside Austria's media industry



Elisabeth Frank
Managing Director
RTL AdAlliance



Heinz Mosser
Chief Financial Officer
ORF-Enterprise



11:00

QUALITY, TRUST, AND THE MEDIA VALUE EQUATION

▶ Advertising, AI and Trust: What is moving the needle?

A UN perspective on where engagement is translating into real-world impact



Charlotte Scaddan, Senior Adviser on Information Integrity, United Nations



▶ Beyond reach: the value of "quality media" from an advertiser's perspective

Brands need quantifiable metrics when deciding on budget allocation. What are TV and Radio's USPs that truly matter to marketers. How can the industry put a metric on media value? How to measure quality, attention, and accountability across media?



Andreas Cieslar, Head of Marketing & Branding, Donau Vienna Insurance Group



▶ Why investing in trusted, safe and local media environments matters more than ever

Let's hear it from a sales house that just celebrated its 100th anniversary!



Luca Poggi, Chief Executive Officer, Rai Pubblicità



▶ Why investing in trusted, safe and local media environments matters more than ever

Let's hear it from an audio group active across 9 countries!



Simon Kilby, Managing Director, Bauer Media Advertising



12:10

TRADING IN A FAST CHANGING LANDSCAPE

▶ You have audiences. You need fans.

Building a flywheel in decentralised media.



Marion Ranchet, Founder & Managing Director, Streaming Made Easy



▶ Rewiring the media ecosystem: From centralisation to collaboration

A buy-side and sell-side view on how agencies and media owners adapt to structural change
A fireside chat



Johan Boserup
Chief Commercial Officer
Omnicom Media EMEA

& Chair of the MediaAgency
Council, EACA



Stéphane Coruble
Chief Executive Officer
RTL AdAlliance

& Incoming President, egta



13:00-14:15

LUNCH

14:15

VISION 2030: FUTUREPROOFING OUR BUSINESS WITH BOLD IDEAS

▶ **The next wave of audio innovation**

How the audio industry can adapt, innovate and thrive in a rapidly changing ecosystem



Joris van der Pol, General Director - One Media Sales, Talpa Media



▶ **Streaming acceleration: streaming strategy, audiences, and revenue**

From a game-changing Netflix partnership to performance measurement tools and a new SME strategy – how TF1 is turbocharging TF1+ audiences and reinventing its revenue model



Laurent Bliaut, Deputy General Director, TF1 Publicité & outgoing egta President



▶ **Beat big tech, at their own game!**

TV and Radio providers are being challenged to join the programmatic game. Dominated by US tech, who have little incentive to protect quality European content, those that join could see long-term erosion of control, programming and margins. But not to join seems a fool's errand. Discover an alternative route to market; one that protects the TV and Radio industry!



Simon Peel
Managing Partner
The Other Lot



Justin Lebbon
Partner
The Other Lot



15:25

LET'S HEAR IT FROM THE BRANDS

▶ **Branding: investing in growth under pressure**

How advertisers justify brand building, navigate commoditisation, and rethink media effectiveness in a performance-driven market

With contributions from:



Ingrid Gogl
Senior Director
Head of Brand & Communication
Austrian Airlines



Stefanie Winkler-Schloffer
Director Marketing
Communications
A1 Telekom Austria



Moderated by:



Fabrice Mollier
President
Canal+ Brand Solutions
& egta Board member



15:55

HOW AI IS TRANSFORMING THE MEDIA INDUSTRY

▶ **AdCP and the agentic era: why broadcast's moment is coming**

For the last decade, the industry kept asking how TV and radio should adapt to programmatic. Agentic flips the table: what happens when ad tech finally recognizes the true value of broadcast media?



Benjamin Masse, President of the Board, AgenticAdvertising.org



16:15-16:45

COFFEE BREAK

▶ **Teaching AI what broadcast is worth**

A live demonstration of how structured knowledge architecture lets AI planning tools discover and value broadcaster propositions across European markets.



Jon Block, Founder, Syllepsis



17:15

CLOSING THOUGHTS

▶ **Closing remarks and thoughts for the future**



Stéphane Coruble, Incoming President, egta



17:30

END OF THE DAY

19:30

NETWORKING DINNER

Address: Summer Stage
Donaukanal (vis à vis, Roßauer Lände 17) 1090 Wien

DAY 02: 29 MAY [FRI] AUDIO SESSION

08:30

WELCOME COFFEE

09:00

PART 1 - DRIVING GROWTH THROUGH INNOVATION AND COOPERATION

► Welcome and opening remarks



Thierry Mars, Radio Director, egta



► The state of audio in Austria

Market landscape, audiences, ad spend trends and what is shaping radio's next chapter



Heinz Mosser,
Chief Financial Officer,
ORF-Enterprise (Austria)



Mario Frühauf,
Chief Executive Officer,
RMS Austria



Der Audiovermarkter.

► Stronger together: radio in the platform age

Sharing experiences from Austria on collaboration in advertising, innovation and policy



Corinna Drumm, General Manager, Association of Commercial Broadcasters in Austria (VÖP)



► The power of local

What the industry must deliver to drive brand impact, relevance and reach - and thus secure growing investment in local media



Alex Thoré, Chief Executive Officer, VAR and President, VIA (Belgium)



► Growth unlocked

How strategic partnerships drive revenue growth and scalable impact



Cécile Chambaudrie, President, NRJ Global (France)



► Reclaim control, drive growth

How the industry can reduce dependency on gatekeepers and scale on its own terms



Rune Hafskjær, Chief Digital Officer, P4 Group Norway - part of Viaplay Group



10:40-11:20

COFFEE BREAK

11:20

PART 2 - DRIVING GROWTH THROUGH INNOVATION AND COOPERATION

► The power of collaboration

How the whole audio industry in the UK came together to deliver consistent growth



Nigel Clarkson, Managing Director, Adwanted UK



► Tech trends to watch to future-proof your audio business

Exploring the rise of cloud-based content delivery, programmatic advertising, and how linear radio can become as easy to buy and accountable as digital



Philippe Generali, Former CEO, RCS and Media Monitors (US)



► Driving innovation

How AI, technology, login strategies, and app developments are redefining industry efficiency



Rüdiger Landgraf, Chief Digital Officer, Kronehit (Austria)



▶ Radio Ready for connected cars

As in-car systems provide increasing entertainment options, Radio Ready is working to ensure radio remains accessible, prominent and discoverable for listeners in modern, connected vehicles



Christian Schalt, Chief Digital Officer, RTL Radio Deutschland



13:00

END OF THE AUDIO SESSION

13:00

CLOSING LUNCH (jointly with TV colleagues)

DAY 02: 29 MAY [FRI]

TV SESSION

08:30

WELCOME COFFEE

09:00

FUTUREPROOFING & REINVENTING THE TOTAL VIDEO AD BUSINESS

► Welcome and introduction



Anne-Laure Dreyfus-Coutinho, Director TV, egta

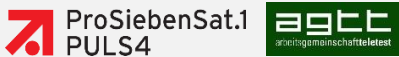


► Turning linear TV into a live optimization engine

How TV-LOAD is bridging the gap between linear and digital reach by using real-time HbbTV data and panel measurement to optimise every linear ad break.



Thomas Gruber
Co-CEO ProSiebenSat.1 PULS4
& Chairman AGTT
(Austria)



Matthias Seiringer
Head of Sales Digital
ORF-Enterprise



Lukas Scharmbacher
Head of Commercial Sales &
Partnerships
Servus Media



► Future-proofing local media: reinventing TV's role in Sweden's digital economy

How TV4 is evolving from broadcast to platform powerhouse within Schibsted's strategy to sustainable growth



Mikael Ekelöf, Director, Business Development & Strategy, TV4 Media (Sweden)



► Switching sides, raising the bar: an advertiser's vision for the sales house of tomorrow

How years of experience on the client side are shaping a new approach to go-to-market strategy, local media value, and measurement that holds its own against global platforms.



Valérie Morfitis, Chief Executive Officer, Ads & Data (Belgium)

Ads & Data

► **Beyond broadcasting: striving in a multi-platform media ecosystem**

From portfolio strategy and pricing to sales transformation and revenue diversification – how Prima is redefining what "TV" means in a streaming-first world



Lukáš Kubát, Chief Executive Officer, Prima Group (Czech Republic)



10:40-11:20

COFFEE BREAK

11:20

DEVELOPING SOLUTIONS THAT FIT BRANDS' REAL NEEDS

► **ITV's approach to testing, learning and scaling innovation**

How creative experimentation with AI and new ad formats are winning TV investment from social and performance marketing budgets ... and what it takes to move from proof of concept to proof of value.



Jason Spencer, Business Development Director, ITV (UK)



► **Stronger together: creating a new "Commercial & Creative Intelligence" Unit through the merger of the research and creative departments into one**

From brand insights to creative impact: An end-to-end process to support C-Level marketing access



Guido Modenbach, EVP Research Analytics & Consulting, Seven.One Media (Germany)



► **The key challenge of "making TV easier to buy"**

As key players across the total TV ecosystem race to launch their own ad managers, what are the real technical hurdles behind building self-serve platforms – and where does the industry need to collaborate? An external perspective from a former Google employee.



Frederik Doods
Owner, Capibara
Co-Founder, Makai



▶ **Blackout. If TV went dark**

A behind-the-scenes look at a provocative market scenario exploring what truly breaks when ad-supported television disappears – from scale and efficiency to the foundations of the advertising ecosystem.



Fernando Pino Velázquez, Marketing Services Director, Atresmedia Publicidad (Spain)



▶ **Reinventing TV's narrative: TV's advertising paradox**

Restoring Linear TV's Value: how a new tone of voice and a video campaign focused on attention have reshaped business discussions with brands and agencies.



Jacqueline Freeman, General Manager, ThinkTV (New Zealand)
(remote)



▶ **Closing remarks and thoughts for the future**



Stéphane Coruble, Incoming President, egta



Conference location:
Melia Hotel Vienna
DC Tower
Donau-City-Straße 7
1220 Vienna

List of participants
cli.re/ceo26-pax

Presentations will be made available on the egta website
www.egta.com/past-events

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