



AUDIO SESSION



7 - 8 / 10 / 2026



AMSTERDAM

MARKETING & SALES MEETING

www.egta.com



DAY 01: 7 OCTOBER [WED PM]

AI TECH FAIR SESSION

15:00–18:00

► AI-powered tech solutions as a revenue driver

Insights into innovative products from startups and growth-stage innovators leveraging AI to unlock new monetisation opportunities for TV and audio companies

Confirmed companies (more to be announced soon):



Choicely is an AI-powered platform that enables media companies to quickly build, manage and monetise fully native mobile apps with built-in audience engagement features such as voting, polls, subscriptions and push notifications.



Spotwise is an AI-powered sales intelligence platform for broadcasters that identifies advertising opportunities and automates prospecting to help media sales teams win more business.

19:30

NETWORKING DINNER

DAY 02: 8 OCTOBER [THU]

AUDIO SESSION

8:30–9:00

WELCOME COFFEE

09:00–9:20

SESSION 01: Welcome to the Netherlands

► Opening remarks

Setting the scene for the day and overview of the programme



Thierry Mars, Radio Director, egta



► The state of audio in the Netherlands

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



Liedewij Hentenaar, Director, Audify



Twan de Haan, President, Audify & Team Manager Inventory, Ster



09:20-10:40

SESSION 02: Audio's next chapter: new tech, new clients, new partners, new audiences

- More than a media buy
How Tempo Team and Q-Music built a true business partnership



Denise Kenter, Principal Brand Experience Marketeer & Brand Lead Tempo-Team, Randstad Groep Netherlands



- AdPower – combining big-brand media with self-service simplicity
The UK's first self-service platform to book mainstream audio and outdoor advertising



Miranda Mathews, Director, AdPower - Global



- AudioGraph – broadcast radio enters new era
How iHeartMedia's AudioGraph brings digital-like targeting, identity-based planning, and outcome-based attribution to broadcast radio at scale



Benjamin Masse, Chief Product Officer, Triton Digital



- Unlocking new business with local creators
How a creator database helped convert digital-only advertisers into active client meetings



Johannes Ott, Chief Executive Officer, Radio Gong



10:40-11:20

COFFEE BREAK

11:20-12:40

SESSION 02 - continued: Audio's next chapter: new tech, new clients, new partners, new audiences

► SUNSHINE LIVE: a growth story

How digital radio drives reach, revenue and fresh opportunities for broadcasters



Petra Lemcke, Chief Executive Officer, SUNSHINE LIVE / Head of Mergers & Acquisitions and Investment Management, Regiocast



Christoph Schick, Chief Digital Officer, SUNSHINE LIVE



► The evolution from podcast to video

Unlocking new opportunities for marketing, sales, and business growth



Mandy van der Wal, Director, Audiohuis



► Advancing digital audio monetisation

How the right technology and strategic partnerships are driving new commercial value in digital audio



Patrice Sguerzi, Chief Executive Officer & Co-founder, Soundcast



► ARD SOUNDS

Unifying radio, podcasts, and on-demand audio for the streaming era



Gwendolin Niehues, Head of ARD Partner Management - Audio & Voice, ARD



Stefan Köhler, Head of Programme Management ARD Sounds, ARD



12:40-13:50

LUNCH

13:50-16:30

SESSION 03: Radio, reimagined: strategy meets creative execution

► **Sound strategy**

Exploring how strategic audio use strengthens brand communication and drives KPIs



Roel Willemsen, Sales Director, Talpa Media



► **Rethinking audio advertising**

Best practice for proving and elevating audio's role within the broader media mix



Ciarán Cunningham, Chief Executive Officer, Radiocentre Ireland



► **The art of connection**

Maximising the impact of radio creative partnerships



Marjolein Laekeman, Head of Product, DPG Media Advertising



More speakers to be announced soon

16:30

End of conference

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