



TV SESSION

LIVE EVENT - STOCKHOLM  
06/10/2022

M&S

EGTA **MARKETING & SALES MEETING**

FOLLOWING AUDIENCES IN THE STREAMING WORLD TO  
CREATE OPPORTUNITIES FOR TOMORROW'S TV.

Organised by

**egta.**

Hosted by



[www.egta.com](http://www.egta.com)

## Following audiences in the streaming world

How do egta members leverage declining linear ratings to create opportunities for tomorrow's TV?

### Welcome from the egta and the host

Katty Roberfroid, Director General, egta

Mathias Berg, Deputy Chief Executive Officer and Head of Advertising Nordic, TV4

### Let's start with the client's perspective:

"Let me tell you about our needs as a brand."



Beatrice Lindvall, Senior Global Media & Digital Executive, Jacobs Douwe Egberts

In a discussion with: Katty Roberfroid, Director General, egta



### "We include digital in our definition of TV."



Mathias Berg, Deputy Chief Executive Officer and Head of Advertising Nordic, TV4



### "We asked our customers for feedback - and completely reinvented our strategy."

Insights into ITV's new client and agency strategy "Better Together" and the major market research that drove their thinking.



Chris Goldson, Director of Commercial Marketing and Pitch Development, ITV



### "We ran a survey to uncover the needs around Advanced TV."

Understanding marketers' perception and what the future holds for our data-driven TV ecosystem.



Emmanuel Pierre Josserand, Brand, Agency and Industry Relations, Freewheel



### "We changed the way we talk to clients."

Infusing data in the services offered to brands and how Canal+ is trying to change their value proposition by moving away from price-driven to service-oriented discussions.



Emmanuelle Godard, Digital Marketing & Innovation Director, Canal+ Brand Solutions



Sara Mengad, Data and Insights Manager, Canal+ Brand Solutions



10:55 – 11:25

COFFEE BREAK

11:25 – 13:00

SESSION 02

**The VOD Carousel** - Understanding the mechanics of a successful VOD platform. Six members share the ins-and-outs of their streaming platforms. Go-to-market strategies, B2B and B2C insights, business-models and windowing strategies.



Anna-Maria Vujinovic, Director of Sales, Ad Alliance Netherlands



Jakub Folauf, Senior Digital Brand Manager, Nova TV



Mélanie Petit, Head of Marketing Operations MYTF1, TF1 Publicité



Paul Fournier, Head of Business Development and Digital, CH Media



Calogero Macaluso  
Streaming Business Director,  
dpg media



Dominika Gregorczyk  
Knowledge and Business Insights  
Manager, TVN media



13:00 – 14:00

NETWORKING LUNCH

14:00 – 16:00

SESSION 03

**Following audiences in the streaming world (continued)**

How do egta members leverage declining linear ratings to create opportunities for tomorrow's TV?

**"We invest in revenue diversification."**

How Seven.One Media is redefining itself as an "diversified entertainment company" by connecting touchpoints across their portfolio and providing a one-stop-shop solution for brands.



Maximilian Klopsch, Managing Director Seven.One Media & Seven.One AD.FACTORY



**"We rebranded and transformed our company to put data at its heart."**

How Ads&Data is coping with a shrinking inventory by applying an "everything, always on-demand" strategy.



Bart Demeulenaere, Chief Commercial Officer, Ads&Data



**"We are developing a top-quality total video sales strategy."**

An overview of Rai's innovation and strategy when it comes to developing a strong commercial offer around the narrative of "quality". Quality in the reach and ratings, in the shorter ad pods, in the attention metrics delivered, in the content strategy but also in the commercial profiles sold.



Giulia De Carli, Chief Clients Officer, Rai Pubblicità



**Inspiration from around the world**

**"We drive change as a public broadcaster."**

How to innovate whilst being risk averse - insights into how CBC/SRC is transforming their business to radically grow their digital revenues, whilst capitalizing on their linear strengths such as ad creativity and brand safety.



Donald Lizotte, General Manager & Chief Revenue Officer Media Solutions, CBC & Radio-Canada



**"We work together for better scale."**

How the Australian market joined forces on VOD and audience measurement to make TV more accountable and easier to buy.



Kim Portrate, Chief Executive Officer, thinktv Australia



16:00

End of the conference

With thanks to our partners

List of participants



<https://cli.re/TVparticipants-MS2022>