📍 BRUSSELS
📅 22-24/04/2024

egta TV
MASTERCLASS
With Steven Golus

Organised by **egta.**

www.egta.com

MENTOR	STEVEN GOLUS

This year's TV Masterclass will be led by the seasoned trainer & media consultant Steven Golus. After running five, sold-out online training courses on digital advertising for egta members in 2021-2023, Steven's interactive training style is familiar to many. This three-day in-person training will cover the most pressing trends in our industry: data platforms, audience measurement, the future of cookies, retail media, FAST, AI.

Venue: Comet Louise, Place Stéphanie 20, 1050 Brussels

22/04	DAY 1: WELCOME, INTRODUCTIONS & DATA PLATFORMS

12:00	WELCOME LUNCH

13:00	INTRODUCTION & REFRESHER SESSION

The days ahead: A quick introduction from the organisers.
Paulina Kott, Head of IT, Senior Lead – Ad Tech, **egta**
Halli Oddsson, TV Research Manager, **egta**

egta.

Embracing the trends: The buy-side needs for an innovative and modern Total TV offerings.
Bart De Pauw, Independent Consultant, **Piezo – Strategy in Motion**

SESSION 1 WITH STEVEN: A REFRESHER
An overview of the essential digital advertising elements, including ad formats and the overarching OTT ecosystem, the mechanism of ad serving and the roles of cookies, pixels, tags as well as the flow of data and programmatic trading.
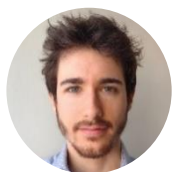
15:30	COFFEE BREAK

16:00	DATA PLATFORMS

SESSION 2 WITH STEVEN: DATA PLATFORMS
The strategic integration of Data Management Platforms (DMPs), Customer Data Platforms (CDPs), and Data Clean Rooms, and how they are leveraged by marketers and publishers to target customers in a more private, safe and effective manner.

DATA-DRIVEN STRATEGIES & PARTNERSHIPS: How Publitalia '80 leverages 1st party-party data, explores alternative ways for direct targeting and leverages data through CDP solutions and partnerships.
Martino Gramegna, Senior Data Scientist, Business Analytics Unit, **Publitalia '80**

MEDIASET GROUP **PUBLITALIA '80**

17:45	END OF DAY 1

19:00	NETWORKING DINNER

Location: Pompon Brunch. Rue du Page 46, 1050 Brussels.

23/04	DAY 2: AUDIENCE MEASUREMENT, THE FUTURE OF THE COOKIE & ALL ABOUT GOOGLE

08:45	WELCOME COFFEE

09:00	AUDIENCE MEASUREMENT

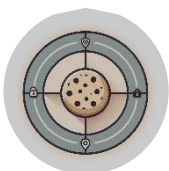**SESSION 3 WITH STEVEN: ADVANCED AUDIENCE MEASUREMENT**
Insights into the competitive U.S. currency landscape and how companies such as VideoAmp, iSpot, Comscore and Nielsen are trying to innovate and take to market new currencies.

10:15	GRAB A CUP

10:30	FUTURE OF THE COOKIE

SESSION 4 WITH STEVEN: FUTURE OF THE COOKIE
Overview of the post-cookie solutions that are shaping the future of digital privacy, including the Privacy Sandbox initiative, distributed IDs, and various other publisher-led approaches.

THE GERMAN APPROACH TO SSO AND IDENTITY RESOLUTION
Deepak Alse, Senior Vice President, Product Management & Data Strategy, SevenOne Media

12:30	LUNCH

13:30	ALL ABOUT GOOGLE

SESSION 5 WITH STEVEN: ALL ABOUT GOOGLE
The inner workings of Google's structure, its diverse ad product portfolio, the target market for the offerings, and the integration of Google's advertising technology components.

WHY TV NEEDS TO GET INTO THE OUTCOME BUSINESS
How TV can compete against outcome-based performance channels and what metrics matter for advertisers when measuring performance.
Sameer Modha, Measurement Innovation Controller, ITV; former Head of Applied Data Science, Google

15:15	COFFEE BREAK

| 15:45	FAST: FREE AD-SUPPORTED STREAMING TV

SESSION 6 WITH STEVEN: FAST
An examination of the FAST ecosystem, including the major players, content acquisition tactics, and monetization strategies.

SAMSUNG TV PLUS' FAST STRATEGY
How Samsung TV delivers FAST through regional ad strategies, content acquisition and partnerships.
Christian Russ, Head of Sales DACH, UK Business Development, *Samsung Ads*
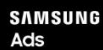
17:45	END OF DAY 2

19:00	NETWORKING DINNER

Location: Penta Hotel Brussels City Centre. Chau. de Charleroi 38, 1060 Brussels

24/04	DAY 3: RETAIL MEDIA & AI

08:50	WELCOME COFFEE

09:00	RETAIL MEDIA

SESSION 7 WITH STEVEN: RETAIL MEDIA
An exploration of Retail media, focusing on current trends, the ecosystem and monetisation strategies.

THE CONVERGENCE OF RETAIL & MEDIA
How TF1 PUB is driving new offerings and activation with retail data targeting. Retail data partnerships and the many segments that can be activated.
Slim Classe, Head of Research, & *Morgane Dupuis-Monot*, Business Analyst, **TF1 PUB**

10:50	COFFEE BREAK

SPECIAL SESSION: AI & MEDIA

Exploration and examples of how AI is redefining creativity, ad sales and pushing organisational changes within media companies. More Speakers to be confirmed soon.

THE COLLECTIVE INTELLIGENCE ERA: THE TRANSFORMATIVE FORCE OF AI IN MEDIA SALES

How AI opens new opportunities for media companies and sales houses, optimises workflows and unleashes new dimensions for creativity. An exploration through examples and brainstorming.

Pillar 1: Impact of AI on Total TV sales houses

Exploring AI's enhancement of ad sales through improved data analysis and sales optimisation thanks to AI tools. The opportunities to integrate specific chatbots and other tools into advertising businesses.

Pillar 2: AI's role and future in TV, radio, and the entertainment industry

Hyper-personalisation of content through AI and the success stories of media companies that have leveraged AI for innovation and revenue generation.

David Grunewald, Founder, *Pluginto.ai; Teacher of Marketing & Advertising Creativity,* Université libre de Bruxelles; *Former CEO,* Havas Brussels

AI AND CREATIVITY – ENGAGING THE AUDIENCE WITH NEW FORMATS

Canal+ Brand Solutions' experimental approach to AI, examples of their new AI-driven TV campaigns and how the technology can be used to increase attention and ad recall through creativity and optimisation.

Julie Galacteros, Director & *Laurent Sequaris,* Creative Director, Canal Brand Factory, **Canal+ Brand Solutions**

12:50   **END OF DAY 3**

12:50   **GOODBYE LUNCH**