

egta.

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ANNIVERSARY  
CELEBRATION



**6-7 JUNE**



**LONDON**

# CEOs' & TOP EXECs' SUMMIT

**TV & RADIO**



# CEOs' & TOP EXECs' SUMMIT

## 6-7 JUNE 2024

King's Place - 90 York Way - London N1 9AG

Hosted by



NBCUniversal



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### PROGRAMME OVERVIEW

THU 6 JUNE DAY 01	FRI 7 JUNE DAY 02	
	08:15 – 08:45 WELCOME COFFEE	
09:45 – 10:15 WELCOME COFFEE	08:45 – 13:30 TV SESSION	08:45 – 13:30 RADIO SESSION
10:15 – 13:00 TV & RADIO SESSION		
13:00 – 14:00 NETWORKING LUNCH	13:30 – 14:30 NETWORKING LUNCH	
14:00 – 17:30 TV & RADIO SESSION		
19:00 NETWORKING DINNER		

# THU 6 JUNE | DAY 01 | TV & RADIO

09:45

WELCOME COFFEE

10:15

TV & RADIO SESSION

## ► Opening remarks from egta's President and Director General



**Walter Zingg**, CEO, IP Österreich & President, egta



**Katty Roberfroid**, Director General



## ► Keynote: How will the era of user-centricity shape media?



**Evan Shapiro**, Media Universe Cartographer



## ► Televisionaries: Navigating the hypercompetitive media landscape through successful collaboration

*A panel discussion with our UK hosts:*



**Kelly Williams**,  
Managing Director,  
Commercial



**Veriça Djurevicz**,  
Chief Revenue  
Officer



**Brett Aumuller**,  
Managing  
Director



**Lindsay Clay**,  
Chief Executive  
Officer



*Moderated by:*

► **Disney's recipe for success: Getting ad load, ad experience and ad policy right**



**Rita Ferro**, President, Global Advertising



*In conversation with:*

**Justin Lebbon**, Co-Founder & Director



► **There has never been a better time to work in audio: Unlocking growth opportunities for Bauer brands**



**Abby Carvosso**, Chief Commercial Officer



**13:00**

**NETWORKING LUNCH**

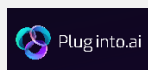
**14:00**

**TV & RADIO SESSION – CONTINUED**

► **A bottom-up approach: Unlocking AI's transformative power for media and sales houses**



**David Grunewald**, Founder



► **TV as a performance medium: What can brands expect from a well-executed multi-screen campaign?**



*Speaker to be confirmed*

**NBCUniversal**

► **The evolving role of sales house: NRJ's journey to become an all-encompassing media partner and audio advisor**



**Cécile Chambaudrie**, Director General



► **Going beyond traditional reach campaigns to meet the needs of clients and the evolving role of media agencies**



**Steve King**, Chairman of Europe

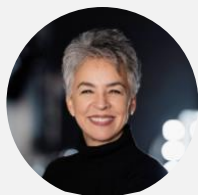


*In conversation with:*

**Justin Lebbon**, Co-Founder & Director



► **Constructive disruption, in-housing and effectiveness: Understanding P&G's media strategies**



**Taide Gajardo**, Chief Brand Officer, Europe



**16:00**

**COFFEE BREAK**

**16:30**

**TV & RADIO SESSION – CONTINUED**

► **The needs and expectations of advertisers are evolving in today's multi-layered and fast-paced advertising ecosystem**

*A panel discussion with senior advertisers:*



**Simon Peel**,  
VP Global Marketing



**Vala Magnadottir**,  
Consultant, Former  
Global Strategy &  
Investment Media  
Leader,  
IKEA



*More panellists  
to be confirmed*



**Jon Evans**,  
Chief Customer Officer &  
"The Uncensored CMO"  
podcast host



*Moderated by:*

► **Scoring big in the streaming era: How to leverage hyper-distribution to amplify sports content by reaching every fan on every platform**



**Katie Coteman**, GVP, Head of Advertising and Partnerships



*In conversation with:*

**Jamie West**, Independent Consultant & Former Deputy Managing Director, Sky Media UK

**17:30**

**END OF DAY 01**

**19:00**

**NETWORKING DINNER**



**King's Place**  
**Battlebridge Room**, Ground floor

90 York Way, London N1 9AG

08:15

WELCOME COFFEE

08:45

TV SESSION

## ► Opening remarks



**Anne-Laure Dreyfus-Coutinho**, TV Director

**egta.**

► **The challenger mindset: Learnings from brands that are bolder, braver and get fast results, and how they can be applied to the TV industry**



**Susie Millburn**, Strategy Director

**eatbigfish.**

► **Being bold in the face of falling TV ratings: Drive transformation through openness, flexibility, accountability and client-centricity**



**Stephane Coruble**, CEO, RTL AdAlliance

**RTL**

► **Including all audiences: Diageo's journey to accessible ads and their collaboration with TV companies**



**Anna MacDonald**, Marketing Director

**DIAGEO**

► **TV can lead the change in media currencies: More sophistication amid an abundance of data and research**



**Nick Manning**, Founder, Encyclomedia International

► **'Politics is not enough, we need to talk about the pipes': A reality-check on data, measurement and currencies**



**Jeff Eales**, Director of Systems Strategy



**11:00**

**COFFEE BREAK**

**11:30**

**TV SESSION – CONTINUED**

► **Comprehensive and impactful premium video: From retail media partnerships to new ad-tiers, insights into Paramount's business outcomes-focused strategy**



**Lee Sears**, President Ad Sales International Markets



► **Three pillars in Altice's hyper distribution strategy: CTV development, diversification of news formats, and content to reach young audiences**



**Raphael Porte**, Director of Advertising Sales



► **A Nordic perspective on repositioning TV towards media buyers through a unified Advanced TV offer**



**Sauli Asikainen**, Vice President, B2B Sales & Marketing



► **Insights into Corus' five-step strategy to drive growth in Total Video with better insights on intra-digital planning and cross-platform optimisation**

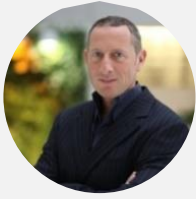


**Spencer Charters**, Vice President, Advertising Products





► **Strategies for the future of Total Video: Conclusions from French industry groups with advertisers and agencies to reshape their business**



**Laurent Bliaut**, Deputy General Director at TFI Publicité and incoming egta President



**egta.**

**13:30**

**CLOSING NETWORKING LUNCH**

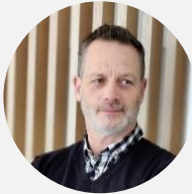
08:15

WELCOME COFFEE

08:45

RADIO SESSION

## ► Opening Remarks



**Thierry Mars**, Radio Director

**egta.**

## ► Unleashing the full potential of radio: Shaping the future and responding to the challenges of commercial radio



**Matt Payton**, Chief Executive Officer

**radiocentre**

## ► Radio everywhere: Joining forces to ensure radio's prominence in a connected world



**Yann Legarson**, Chief Executive Officer

**Radioplayer**

## ► Amplifying success: Growth opportunities for audio businesses, inspiration from Estonia



**Raido Soom**, Member of the Management Board

**DUO MEDIA  
NETWORKS**

► **Innovations at the heart of Bauer strategy: Latest trends and innovations in the areas of audio product development, audience engagement and brand solutions**



**Ben Cooper**, Director Content & Music



**Rebecca Frank**, Content Director KISS Network



► **Redefining radio: Unlocking new formats, audiences and revenue streams**



**Raphaëlle Garrido**, International Sales Manager



**11:00**

**COFFEE BREAK**

**11:30**

**RADIO SESSION CONTINUED**

► **Audio as an integral part of media strategies: an agency perspective**



**Flora Williams**, Head of Planning, Manning Gottlieb OMD



► **The digital journey: Designing a digital-first approach to audio product development and monetisation**



**Burak Can**, Chief Executive Officer

**Karnaval Media Group**

► **Working on the future of media: Redefining creativity and innovation in media through the use of AI**



**Alix de Goldschmidt**, Head of Innovation, AI & Data



► The challenger Mindset: Learnings from brands that are bolder, braver and get results, and how they can be applied to the radio industry



**Suzzie Milburn**, Strategy Director

**eatbigfish.**

**13:30**

**CLOSING NETWORKING LUNCH**

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