

CONNECTED TV SUMMIT

Wednesday 23 October - MIPCOM CANNES DAY 3

MIP Innovation Lab - Palais des Festivals P-1

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08.30 - 09.00 Welcome Networking Coffee

09.00 – 09.15 “The State of CTV: Market Dynamics and Emerging Opportunities”

Presented by Alan Wolk, Co-Founder/Lead Analyst, TVREV in partnership with Video Advertising Bureau (VAB)

09.15 – 09.30 “Anatomy of a Streamer”

Presented by Antoine Chotard, BD Country Lead STVP FR & MENA, Samsung TV Plus

09.30 – 09.50 “The Power of the Operating System: Partnering with Distribution Platforms to Supercharge Content Distribution”

Alan Wolk, TVREV (moderator) in fireside chat with Katherine Pond, Group Vice President of Platform Content and Partnerships, VIZIO

09.50 – 10.20 “UX Matters: Why The Right User Experience Can Make Or Break Your Streaming Service”

Alan Wolk, TVREV (moderator) in conversation with Keith Bedford, General Manager EMEA, Wurl, Amanda Stevens, VP Global Digital Partnerships, All3Media International, Dr Bernd Riefler, Founder & CEO, Veed Analytics and Marc Zand, Chief Content Officer, Anoki

10.20 – 10.40 “Content Monetization & FAST integration”

Mirjam Laux, Managing Director, Numila Advisory (moderator) in conversation with Johan Kim, Executive Vice President & Co-founder, NEW ID, Christian Russ, Head of Sales DACH, Samsung Ads and more to be announced.

10.40 – 11.00 “The role of TV OS”

Mirjam Laux, Numila Advisory (moderator) with Teresa Alonso Lopez, VP of Content Partnerships, Whale TV and more to be announced.