

# CONNECTED TV SUMMIT

Wednesday 23 October – MIP Innovation Lab

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 FR & MENA, **Samsung TV Plus**

09.30 – 09.50 “Ad-Free or Ad-Supported? Why Streaming Has Ads And Why Viewers Are Okay With That”

**Alan Wolk**, TVREV (moderator) in fireside chat with **Edward Wale**, VP International, **LG Ad Solutions**

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; Dr **Bernd Riefler**, Founder & CEO, **Veed Analytics**; **Amanda Stevens**, VP Global Digital Partnerships, **All3Media International** and **Marc Zand**, Chief Content Officer, **Anoki**

10.20 – 10.40 “Content Monetization & FAST integration”

**Mirjam Laux**, Managing Director, Numila Advisory (moderator) with **Johan Kim**, Executive Vice President & Co-founder, **NEW ID**; **Ralf Rückauer**, Vice President Unscripted, **ZDF Studios GmbH** and **Christian Russ**, Head of Sales DACH, **Samsung Ads**

10.40 – 11.00 “TV OS: Redefining Content Aggregation”

**Mirjam Laux**, Numila Advisory (moderator) with **Teresa Alonso Lopez**, VP, whaleTV+ Business Development, **Whale TV** and **Kasia Jablonska**, Director of Digital and On-Demand for EMEA, **BBC Studios**