

CONNECTED TV SUMMIT

Wednesday 23 October - MIPCOM CANNES DAY 3

MIP Innovation Lab - Palais des Festivals P-1

08.30 - 09.00 Welcome Networking Coffee

09.00 – 09.15 “Global CTV Landscape: 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 “Presenting Partner: Samsung TV Plus”

Presented by Antoine Chotard, Country Lead France & MENA, Samsung TV Plus

09.30 – 09.50 “In conversation with VIZIO”

Alan Wolk, Co-Founder/Lead Analyst, TVREV (moderator) with Katherine Pond, Group Vice President of Platform Content and Partnerships, VIZIO

09.50 – 10.20 “Global Perspectives on CTV: Enhancing User Experience & Discovery”

Alan Wolk, Co-Founder/Lead Analyst, TVREV (moderator) 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) with Johan Kim, Executive Vice President & Co-founder, NEW ID, AND Christian Russ, Head of Sales DACH, Samsung Ads and more to be announced.

10.40 – 11.00 “The role of TV OS”

Mirjam Laux, Managing Director, Numila Advisory (moderator) with Whale TV and more to be announced.