

One to one Sessions

Panel Discussions

Round Tables

Networking Activities

Welcoming Speech

### **Welcoming Coffee/ Registration**

08:00 - 09:00 | Networking Activity

### **Welcoming remarks and Industry Overview by Pascal Orhan- CEO Dataxis**

09:00 - 09:30 | Welcoming Speech

### **Deutsche Telekom international TV and Video strategy**

09:30 - 09:50 | One to one Session | 20 mins

#### **SPEAKERS**

Anette Schaefer - VP TV Business Europe, DEUTSCHE TELEKOM

### **The future of TV – what are the trends and developments?**

09:50 - 10:15 | Round Table | 25 mins

#### **SPEAKERS**

Gernot Jaeger - Chief Officer B2B TV Solutions, ZATTOO

### **FTA broadcasters: How to grow and innovate in a difficult environment?**

10:15 - 10:50 | Panel Discussion | 35 mins

What are changes in distribution models?

Content strategies and challengers

Competing and developing in the digital space, what are the opportunities?

#### **SPEAKERS**

Dražen Mavric - General Director, CME

Henning Tewes - CEO, RTL CROATIA

Didier Stoessel - CEO, NOVA TV BULGARIA - MTG

### **Coffee Break hosted by Vizrt**

10:50 - 11:20 | Networking Activity

### **Pay TV operators OTT strategies**

11:20 - 12:15 | Panel Discussion | 40 mins

How to integrate OTT in legacy offers

What are the variables accelerating growth?

What factors must be overcome for Pay TV to fully embrace OTT?

Full OTT vs hybrid

#### **SPEAKERS**

Gary Hamer - SVP Sales & Business Development, SMARTLABS

Gyorgy Zsembery - CEO, VOLIA

Damien Lucas - CTO & Co-Founder, ANEVIA

Alexey Kurakin - Business Development and Digital Transformation Director, MEDIA GROUP UKRAINE

Tomas Burovas - Commercial Director, CGATES

Svetlana Manojlovic - Content Acquisition Manager, T2

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## Lunch

12:15 - 13:30 | Networking Activity

## Lunch hosted by ABOX42 (upon invitation only)

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## TV and Telecom: what convergences?

13:30 - 14:05 | Panel Discussion | 35 mins

Why Telecom and TV are converging?

TV and Content strategies

Access networks and bundles strategies

Impact of OTT

### SPEAKERS

Simon Slonjšak - Head of Smart living, TELEKOM SLOVENIA

Krzysztof Kaczurba - Development Strategy Manager, Orange Poland

## Round Table with Ooyala: Turn Metadata into Megadata: Transforming your business with great data

14:05 - 14:45 | Round Table | 40 mins

Round Table with Ooyala:

Turn Metadata into Megadata: Transforming your business with great data

### SPEAKERS

Holger Schöpfer - Regional Director CEU, OYALA

Tobias Fröhlich - Managing Partner & Founder, TERAVOLT GMBH

## Pay TV channels: What strategies for OTT distribution?

14:45 - 15:25 | Panel Discussion | 40 mins

TV channels in the Central Europe embraced digital distribution, what are the OTT strategies?

Direct to consumer initiatives or digital distribution only?

How is the approach segmented according to the different channels genre?

### SPEAKERS

John Rossiter - General Manager - Central Europe, SONY PICTURES TELEVISION NETWORKS

Berk Uziyel - Executive Director, SPI INTERNATIONAL

Victoria Davies - SVP, Country Manager, DISCOVERY NETWORK CEE

Justyna Troszczyńska - CEO, MEDIA4FUN

## Coffee Break Hosted by MISI TECH

15:25 - 16:00 | Networking Activity

Coffee Break Hosted by MISI TECH

## Challenges launching a sport OTT in CEE & DACH countries

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16:00 - 16:40 | Panel Discussion | 40 mins

What are the opportunities to launch a sport OTT?

Advertising & Monetization Challenges?

How to target audience to increase viewership?

Exclusive and premium content: what are the challenges in content acquisition?

#### SPEAKERS

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Krisztina Kegye - Head of B2C product management, MINDIG TV EXTRA

Andrey Stoychev - Director of distribution & business development, DISCOVERY NETWORK CEE

Cristian Ionescu - Senior Project and Marketing Manager OTT Services, TELEKOM ROMANIA

Krzysztof Swiergiel - Managing Director, ELEVEN SPORTS NETWORK

#### **What role for satellite in the pay TV distribution mix?**

16:40 - 17:15 | Panel Discussion | 35 mins

The role of satellite operators in the distribution of Pay TV offer, what are the opportunities?

Case Studies: How is existing players working?

Pay TV operators are looking for a quick entry in the pay TV market to extend their coverage in new areas. What are the available solutions?

#### SPEAKERS

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Bill Wijdeveld - VP Business Development, M7 GROUP

Alexey Kurakin - Business Development and Digital Transformation Director, MEDIA GROUP UKRAINE

Martin Kogler - Sales Director DACH, STRONG

Apostolos Triantafyllou - SVP Sales DACH, CE Europe, Israel, Caucasus & Central Asia- , Eutelsat

#### **Cocktail hosted by Zattoo**

18:00 - 19:30 | Networking Activity

#### **Gala Dinner hosted by Ooyala (On Invitation)**

19:30 - 20:30 | Networking Activity

## **Day 2**

#### **Welcoming Coffee**

08:00 - 09:15 | Networking Activity

#### **Pay Video models for CEE & DACH countries**

09:15 - 10:00 | Panel Discussion | 45 mins

What potential and models for SVOD ?

New strategies for T-VOD and EST

Case studies with key players

#### SPEAKERS

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Rubén Núñez García - Product Marketing & Strategy Manager for International Network Services, TELEFÓNICA

Sanja Bozic-Ljubcic - CEO & Owner, PICKBOX

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Petr Horak - Head of Diversification, NOVA GROUP  
Ludovic Simoens - Vice President Transactional Business, Sky Germany  
Nick Walters - Founder & CEO, Hopster

### **Linear Pay TV OTT: A growing distribution opportunity?**

10:00 - 10:45 | Panel Discussion | 45 mins

What are the challenges and how to launch a linear Pay TV OTT?  
Business models for CEE & DACH countries  
Competitive environment

#### **SPEAKERS**

Andrey Kolodyuk - Founder & Chairman of Board, DIVAN TV  
Matthias Kohtes - Managing Director, TV SPIELFILM LIVE  
Jacob Barlebo - Director of Sales and Marketing, XSTREAM  
Krisztina Kegye - Head of B2C product management, MINDIG TV EXTRA

### **Coffee Break hosted by SeaChange**

10:45 - 11:15 | Networking Activity

Coffee Break hosted by SeaChange

### **One-to-one Session with ABOX42 – Smart Home – The next big thing: Why operators are well-positioned to succeed in the Smart Home Business compared with retailers?**

11:15 - 11:55 | One to one Session | 40 mins

One-to-one Session with ABOX42

Smart Home - The next big thing: Why operators are well-positioned to succeed in the Smart Home Business compared with retailers?

#### **SPEAKERS**

Matthias Greve - CEO and Founder , ABOX42

### **The rise of e-Sport: What does it mean for TV?**

11:55 - 12:30 | Panel Discussion | 35 mins

The rise of the e-Sports industry: state of the market  
What opportunities for players: pay TV and OTT platforms  
What is the future platform for e-Sports and what it means for TV?

#### **SPEAKERS**

Michiel Bakker - CEO, GINX  
Moritz Maurer - Head of Esport, GENIUS SPORT  
Mark Reed - Director, HEAVEN MEDIA  
Johannes Neuschmid - Founder, CVO & COO, ESPORT VERBAND  
Remo Ziegler - Product Manager - sport products and solutions, VIZRT

### **Networking Lunch**

12:15 - 13:30 | Networking Activity | 60 mins

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### **One to one session – The development of Android TV in CEE & DACH**

13:30 - 13:50 | One to one Session

One to one session - The development of Android TV in CEE & DACH

#### **SPEAKERS**

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Sascha Prüter - Director Android TV, Google

### **Mobile-only operators going into TV channel distribution: Opportunities and strategies?**

13:50 - 14:35 | Panel Discussion | 45 mins

What are the opportunities for Mobile only operators to add TV offer?

What are the challenges?

Business models and outcomes?

#### **SPEAKERS**

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Anita Dudas-Koszegi - Senior Consultant - Product & Innovation, TELENOR MAGYARORSZÁG LTD

Karina Rompa - Content Manager, PLAY POLAND

Ela Shapira - VP Business Development, MISI Tech

Marek Kielczewski - SVP Global Engineering, SEACHANGE INTERNATIONAL

Anette Schaefer - VP TV Business Europe, DEUTSCHE TELEKOM

### **What TV Content strategies for CEE & DACH**

14:35 - 15:30 | Panel Discussion | 45 mins

Approach in original content and sports content

How to manage hundreds of channels

what content for OTT strategies

#### **SPEAKERS**

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Manush Melkumyan - Head of Content & Media Division, UCOM ARMENIA

Zuzana Brijová - TV Content Advisor, SLOVAK TELEKOM

Thomas Rajman - TV Content Manager, SWISSCOM

Nikola Francetic - Head of Group Content, Media and Broadcasting, TELEKOM AUSTRIA GROUP

Laima Zivatkauskaitė - VP, INIT

Battelino Irena - Head of Content Acquisition & Media Marketing Services, TELEKOM SLOVENIA

### **Coffee Break**

15:30 - 16:00 | Networking Activity