

# AGENDA



11.00am		Start of Event
	Topic	Presenter
1	Keynote	Thomas Ebeling
2	Financials/M&A	Dr. Jan Kemper
3	Pillar 1: Entertainment	
	a) Research Facts: TV Usage	Guido Modenbach
	b) Broadcasting	Thomas Ebeling
	c) Research Facts: TV & Ad ROI	Guido Modenbach
	d) Ad Sales & Media Trends	Sabine Eckhardt
	e) Entertainment Alliances & Digital Platforms	Christof Wahl
Lunch		
4	Pillar 2: Red Arrow Studios	Jan David Frouman
5	Pillar 3: NCG – NUCOM GROUP	Claas van Delden, Dr. Florian Tappeiner
6	Summary & Outlook	Thomas Ebeling
7	Q&A Session	all
8	Roundtable Presentations & Discussions	
	1) Media Trends & TV ROIs	Sabine Eckhardt, Guido Modenbach
	2) Data, AdTech & Addressable TV	Christof Wahl, Dr. Jens Mittnacht
	3) Digital Commerce Platforms	Claas van Delden, Mark Klimmek, Dr. Florian Tappeiner
4.45pm		End of Event