

Behind the Screens

Brought to you by the ACT
Informing and Entertaining Europe

ACT



28 January

5:00pm to 6:30pm
followed by a
drinks reception.

Venue:

Hotel Silken Berlaymont,
Blvd Charlemagne 11/19
Brussels

RSVP before

23 January to:

Marta Sokol
ms@acte.be

Dear colleagues,

We would like to invite you to a seminar on “**Beyond broadcast: innovative models of content delivery**” where commercial broadcasters will demonstrate their new business models of providing great content to viewers.

The meeting will bring together senior experts from different TV companies, who will discuss the impact of the changing viewing habits on the TV business and explain how and why they launch and operate international apps, video-on-demand and other OTT services. To be explored during the meeting:

- How are media content consumption habits changing and what is the impact on the distribution and monetisation of TV content?
- What are the biggest challenges and opportunities in OTT?
- What lessons can be drawn so far?

Speakers:

Rikard Steiber, CEO of MTGX and Viaplay

Arno Otto, Managing Director, Digital Media, RTL Nederland

Chiara Tosato, Commercial Director of Infinity, Mediaset

Heiko Zysk, Vice President Governmental Relations and Head of European Affairs,
ProSiebenSat.1 Group

Moderator:

Frances Robinson, EU Correspondent, Wall Street Journal/ Down Jones

We look forward to welcoming you to an exciting discussion about innovation and television content,

Ross Biggam, ACT Director General

www.acte.be

Together with:

