

CTAM Europe presents

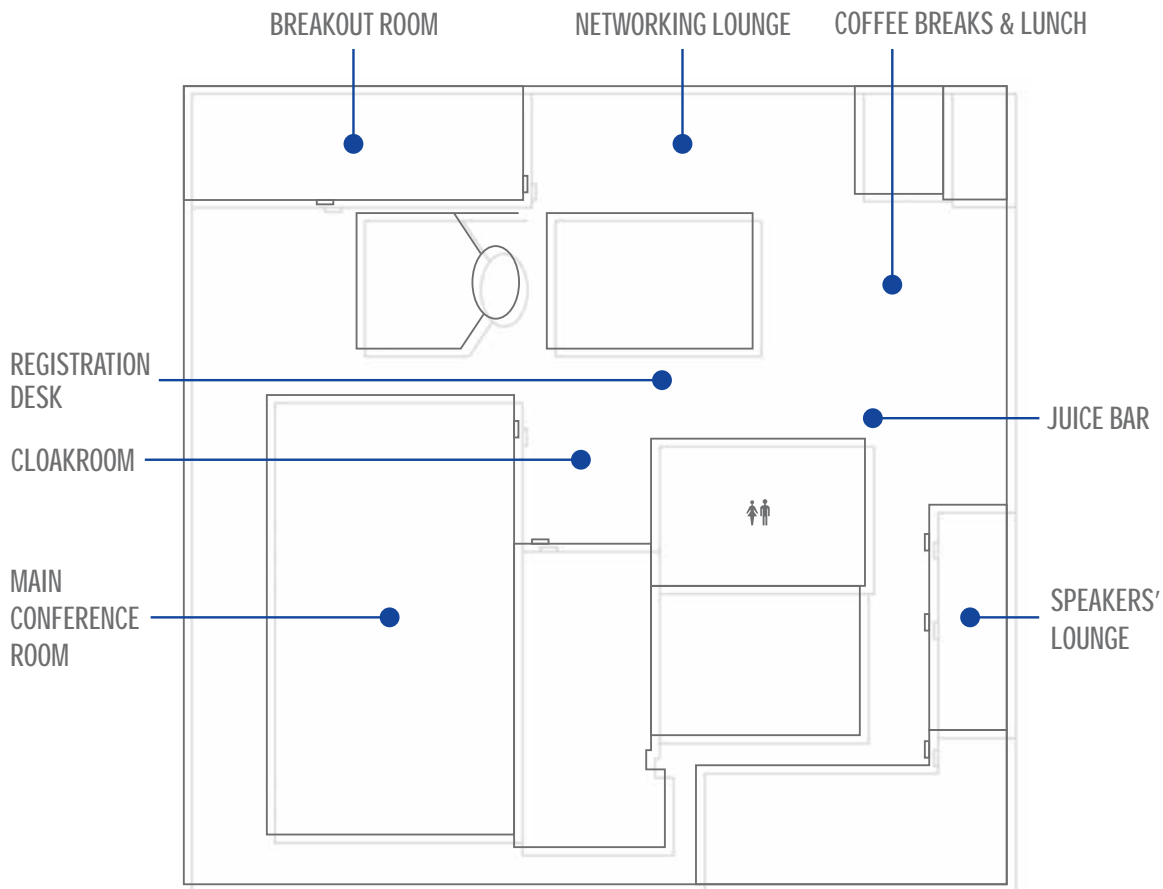
# EUROSUMMIT '15

The cable marketing conference

CONFERENCE  
PROGRAM

27 – 28 August 2015  
Okura Hotel, Amsterdam

# Conference Floor Plan



A blue header with a white geometric pattern of intersecting lines forming a series of triangles.

# Introduction

CTAM Europe welcomes you to the 12th Cable Marketing Conference – **EuroSummit'15**! We're truly excited that you could participate in what is sure to be a stimulating, motivating and thought-provoking two-day experience.

This brochure contains important information to help you make the most of the conference. You'll find the hotel's floor plan, the conference agenda (in both "at-a-glance" and comprehensive formats), and some useful information.

We hope you enjoy the conference and we look forward to getting to know you better.

Best regards,

The CTAM Europe Board of Directors

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# Cable Congress 2016

March 2016, Warsaw *(Dates to be confirmed)*

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# Thank You to Our Partners!

We would like to give special thanks to Liberty Global, Virgin Media, Telenet, HBO Europe, YouSee, Solon Management Consulting, BBC Global News and INIT — our Strategic Partners.

These companies share our vision for the Cable Industry, and their significant contributions and commitment to CTAM Europe play a key role in its growth and development



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We'd like to sincerely thank all of our Event Sponsors for their generous contributions to the 2015 CTAM Europe Cable Marketing EuroSummit.

This conference would not be possible without their support.



# Agenda at-a-Glance

## Pre-Summit – Wednesday, 26 August

18:00 – 20:00	Chairman's Reception	Okura Hotel Foyer
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## Day 1 - Thursday, 27 August

08:00 – 08:45	Registration – Coffee Service	Conference Foyer
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08:45 – 09:00	Welcome Address	Plenary Room
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09:00 – 10:00	Netflix Europe Review: Has Expansion Changed the Game for Locals?	Plenary Room
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09:00 – 10:00	The Real Story behind <i>The Story of Now – a perfect marriage between technology &amp; branding</i>	Breakout Room
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10:00 – 11:00	What's Next for Gen Y? Tracking the Latest Trends	Plenary Room
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10:00 – 11:00	Survival of the Fittest: Channel Strategies of Leading Brands	Breakout Room
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11:00 – 11:30	Coffee Break	Conference Foyer
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11:30 – 12:30	Keynote Dialogues, Part 1	Plenary Room
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12:30 – 14:00	Networking Lunch	Conference Foyer
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13:00 – 13:15	General Assembly: Make CTAM Europe Your Cable Marketing Organization	Plenary Room
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14:00 – 15:00	CTAMX: The Hottest Innovators Battle It Out	Plenary Room
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14:00 – 15:00	Monetizing Telco Convergence: Myth or Reality?	Breakout Room
15:00 – 16:00	Winning Advertising Strategies in the Multi-Screen World	Plenary Room
15:00 – 16:00	Best in Show: New Products & Services for Monetizing OTT	Breakout Room
16:00 – 16:30	Coffee Break	Conference Foyer
16:30 – 17:30	CMO Forum: “What’s Hot?” An Update from our Marketing Leaders	Plenary Room
17:30 – 18:30	Networking Happy Hour Coaches to Evening party – <i>leave the hotel at 19:30 sharp</i>	Conference Foyer
19:45 – 00:00	EuroSummit’15 Party	The Harbour Club

## Day 2 – Friday, 28 August

08:30 – 9:30	Coffee Break	Conference Foyer
09:30 – 10:30	Keynote Dialogues, Part 2	Plenary Room
10:30 – 11:30	B2B’s Bright Future: Insights from Time Warner Cable’s Billion Dollar Business	Plenary Room
11:30 – 12:00	Coffee Break	Conference Foyer
12:00 – 13:00	CEO Forum	Plenary Room
13:00 – 14:30	Networking Lunch & Closing Remarks	Conference Foyer

# Summit Central

## Networking Lounge

A fabulous Networking Lounge is available to attendees throughout the conference. It is located in the Conference Foyer. This is a great place for you to meet with potential business associates and/or your colleagues. Please see the map [inside front cover](#) for location information.

## Speakers' Lounge

A Speakers' Lounge is available to all speakers throughout the conference. It is located on the Conference Floor in the Meerman Suite. This is a place for you to prepare for the panels and meet with your other panelists. Please see the map [inside front cover](#) for location information.

## Summit Juice Bar

Got a thirst for a healthy drink? Enjoy refreshing juice and smoothies throughout the refreshment breaks. The Juice Bar is located in the Conference Foyer area, please see map [inside front cover](#).

## Coat & Luggage Check

When your hands are full and your arms are tired, head over and drop off your bag, briefcase or jacket in the complimentary coat check, located in the Conference Foyer area.



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# Detailed Agenda

On the following pages is the complete conference agenda, including full session descriptions.

## Special Notes

Concurrent sessions: To enhance the quality of the conference and to provide attendees with as many options as possible over the two days, we have scheduled two sets of panel sessions to run concurrently. Please refer to the details in the comprehensive agenda to decide which sessions most suit your interests.

Please see the map inside front cover for location information.

We are delighted to Welcome [Aaron Heslehurst](#), BBC World's News Anchor as EuroSummit'15 Event MC.

Aaron Heslehurst is one of the main faces on [BBC World News](#). He's been a high profile BBC business news presenter since February 2002 and currently presents across all of the BBC television channels, including BBC World News, the BBC's 24 hour international news channel where he is part of the presenter team for Business Live. He covers the latest stories from leading international and domestic corporate news to global finance, as well as breaking major news stories.

In 2009 Aaron won "Best Industry Commentator of the Year" – voted by the British Public in the Daily Telegraph Wealth Management Awards.

Aaron is always an extremely popular MC at EuroSummit events – due to his personality, wit and humour!

Also, we welcome back CNBC's [Carolyn Roth](#) as our Keynote Interviewer.

Carolyn Roth is based in London and is anchor for Worldwide Exchange. Carolyn also covers the Swiss market for [CNBC](#). Fluent in both German and English, she has been with CNBC since 2007, reporting on air since 2009. She has anchored Capital Connection and also hosted European Closing Bell and co-anchored Squawk Box (Europe) from CNBC's London studios. Carolyn also contributes to CNBC programming in the US.

## Pre-Summit – Wednesday, 26 August

**18:00 – 20:00**

Okura Hotel Foyer

### **Chairman's Reception**

Start your networking early at our Chairman's Welcome Reception, exclusively open to EuroSummit attendees. Join us for refreshing drinks, hors d'oeuvres and a special opportunity to connect with fellow delegates and colleagues prior to the start of the conference.

## Day 1 – Thursday, 27 August

**08:00 – 08:45**

Conference Foyer

### **Registration - Coffee Service**

**08:45 – 09:00**

Plenary Room

### **Welcome Address**

Eric Tveter, CTAM Europe's Chairman, kicks off the EuroSummit'15 with a warm welcome and an overview of the event. He will present the conference agenda, set the stage for the next two days, and introduce the first session and its panellists.

**Master of Ceremonies:** Aaron Heslehurst, Anchor, BBC World News

**09:00 – 10:00**

Plenary Room

### **Netflix Europe Review: Has Expansion Changed the Game for Locals?**

Almost one year ago, Netflix targeted six new countries in Europe and began rolling out to France, Germany, Switzerland, Austria, Belgium and Luxembourg. Leveraging years of experience with millions of U.S. users and data of their consumption behaviors, Netflix was able to build a superior subscription-based VOD service and continue its unprecedented growth.

But as the Internet TV network races to expand its footprint, what impact has it had on local industry and consumers who eagerly awaited the launch of the new "all you can watch" concept?

Find out in this comprehensive session as global experts evaluate the Netflix European market entry and share insights into what lies ahead.

**Moderator:**

Duane Dick, Partner, Sand Cherry Associates  
Bernd Riefler, CMO, Veed Analytics

**Speakers Prospects:**

Benny Salaets, VP Strategy & Business Development, upc cablecom  
Arno Otto, Chief Digital Officer, RTL Netherlands  
Dr Markus Frerker, Chief Officer Group Content, ProSiebenSat 1

**09:00 – 10:00**

Breakout Room

**The Real Story behind *The Story of Now* – a perfect marriage between technology & branding**

Whether surfing the web or watching the box, the way audiences consume content is changing fast. In a world of nonstop innovation, broadcasters must find new strategies for exciting and motivating viewers, especially tech savvy younger audiences who demand instant gratification. Where do they turn for inspiration?

Join us for a highly visual and thought-provoking presentation as video tech innovator TouchCast and branding agency Lambie-Nairn go behind the scenes of the Story of Now. They'll share how they joined forces with the BBC to make this cutting-edge interactive series combining video, games and the full richness of the web to engage viewers in novel ways. It's a rare opportunity to hear from two foremost visionaries and gain insights into how imaginative, impactful creativity can drive commercial success. Don't miss it!

**Presenters:**

Adrian Burton, Executive Creative Director, Lambie – Nairn  
Paul Field, CEO Europe, Touchcast

**10:00 – 11:00**

Plenary Room

**What's Next for Gen Y? Tracking the Latest Trends**

Since the explosion of online gaming, music streaming, social networks, instant messaging and viral media, the content industry is faced with completely new - and drastically reduced - consumption behaviors from one of its most important targets: the Millennial generation. What's going on? Has Gen Y stopped watching TV altogether, or is it just a phase?

Listen to what industry experts and behavioral media researchers say as they dive deep into the future of TV consumption behaviors of Millennials. They'll compare Gen X and Gen Y, interpret the latest data and discuss its impact on OTT, Catch-Up TV, Video On Demand and the overall industry. It's an exciting session you won't want to miss!

**Moderator:** Heiko Bleeker, Partner, Strategy and Business Development, station10

**Speakers:**

Bob Greene, MD Internet and Interactive Development, Liberty Global

Asanga Gunatillaka, CPO, Com Hem AB

Alice Mascia, Senior Vice President Product Strategy and Management, Sky Deutschland

Alberto Horta, VP Distribution and Commercial Strategy, Discovery Communications

**10:00 – 11:00**

Breakout Room

**Survival of the Fittest: Channel Strategies of Leading Brands**

In today's fast-paced and cluttered TV landscape, the strongest channel brands are establishing themselves as leaders by leveraging the best, highest quality and most in-demand original programming.

Now in this enlightening session, you'll have the chance to hear from these world-class brands and how they've evolved their programming strategies to meet the challenges and opportunities of the new media world.

**Moderator:** Peter Radnai, Creative Director, AMC Networks CEE

**Speakers:**

Harold Gronenthal, EVP Programming & Operations, AMC Networks & Sundance Channel Global

Kate Bradshaw, VP Digital, UK & EMEA, Scripps Networks International

Lisa Opie, Controller of Business, Factual & Daytime, BBC

John Rossiter, Managing Director, Sony Pictures Television CEE

Antony Root, VP of Original Programming, HBO Europe

**11:00 – 11:30**

Conference Foyer

**Coffee Break**

**11:30 – 12:30**

Plenary Room

**Keynote Dialogues, Part 1**

Don't miss the first segment of our dynamic executive series featuring top CEOs from around the globe.

**Speakers:**

Mike Fries, President & CEO, Liberty Global

Jeff Bewkes, Chairman & CEO, Time Warner Inc

**Hosted by:** Carolin Roth, Anchor, CNBC

**12:30 – 14:00**

Conference Foyer

### **Networking Lunch**

Each day, EuroSummit'15 offers numerous opportunities to interact with marketing leaders from around the world. Our networking luncheon is an excellent way to meet the presenters, discuss key topics and share ideas in an informal setting. It's also a great time to chat with peers, renew business acquaintances and connect with colleagues.

**13:00 – 13:15**

Plenary Room

### **General Assembly: Make CTAM Europe Your Cable Marketing Organization**

CTAM Europe's Chairman will host our General Assembly, during which members will have the chance to provide feedback on the operations and strategic development of the organization. This is the perfect time to make CTAM Europe your cable marketing organization, and we encourage all members to participate in the discussions.

Our agenda will include:

1. Organizational update
2. Financial update
3. Board elections
4. Committee participation
5. Going forward

#### **Presenters:**

Eric Tveter, Chief Executive Officer Central Europe Group, Liberty Global plc.  
Austria/Switzerland Region, Central & Eastern Europe Region  
Krisztina Homolay, Managing Director, CTAM Europe

**14:00 – 15:00**

Plenary Room

### **CTAMX: The Hottest Innovators Battle It Out**

*(Concurrent sessions)*

Get a ringside seat at this fast-paced, interactive session, as four game changers in the industry vie for CTAM's 2015 Innovation Award. They'll unveil the coolest CEX technologies and revenue generating tools, and have just 9 minutes to present their ideas to us. So come prepared to be wowed and decide which product or service is the most innovative. Your vote will determine the winning company in each category. Don't miss the fun!

**Moderator:** Peter Dorr, Managing Director, Strategic Sales, Marketing & Care, Liberty Global

#### **Speakers:**

Warren Packard, CEO, Thuuz Sports  
Udi Ziv, CEO, Pontis  
Tuval Lava, Executive Chairman, Call Vu  
Iain Case, Director, Sunday Sky

**14:00 – 15:00**

Breakout Room

*(Concurrent sessions)*

### **Monetizing Telco Convergence: Myth or Reality?**

The telecom industry is undergoing a major transformation. As end-user market segments have grown more diverse in their needs, the once separate worlds of entertainment, cable TV and mobile have converged. But what are the benefits of convergence? Is there any proof that it generates value for operators?

Don't miss this timely and informative panel, as leading experts bring us up to speed on this new paradigm and how standalone services are giving way to an increased demand for converged solutions delivered on any device over any network. After a short presentation, they'll dive into the latest trends and convergence strategies, including

- Recent M&A activities between cable and mobile operators
- 3G, seamless WiFi and other innovative offerings
- How to structure and manage an integrated telco, plus much more

Join us for a dynamic exchange and gain valuable insights into how your business can take full advantage of this changing market and the tremendous revenue opportunities it offers.

**Moderator:** Guy Bisson, Research Director, Ampere Analysis

#### **Speaker:**

Ivo Hoevel, Chief Marketing & Products Officer Schweiz/Osterreich, upc Cablecom  
Andrei Torriano, CEO, Melita Plc  
Matthias Hamel, Managing Director, Solon Management Consulting

**15:00 – 16:00**

Plenary Room

### **Winning advertising strategies in the Multi-Screen World**

One of the biggest challenges the TV industry faces today is being able to efficiently reach specific audiences with ads. As viewing behaviors fragment across multiple screens and On Demand platforms, delivering the right marketing to the right audiences becomes even more difficult. Can cable companies and pay TV providers surmount these hurdles?

Find out in this highly informative session as our panel instructs us on how cross-platform, real-time audience data in TV programming and advertising can tackle these issues and fundamentally change the way the TV industry works. They'll show us how to leverage subscriber data and create potential new revenue streams by delivering the right ads, to the right audiences, at the right time.

**Moderator:** Keith Kryszczun, SVP of Global Sales, BlackArrow

**Speakers:**

Joseph Woollen, Managing Partner, OMD

John Paul, Managing Director, Advanced Advertising and Data, Liberty Global

Dr Markus Frerker, Chief Officer Group Content, ProSiebenSat 1

Harry Dekker, Media Director, Unilever Benelux

Phil Duffield, Head of Programmatic Demand - International, AOL Platforms

**15:00 – 16:00**

Breakout Room

**Best in Show: New Products & Services for Monetizing OTT**

For platforms delivering OTT services, the sky's the limit at our first-ever industry supplier demonstration. Presented in a fast-paced, "speed dating" format, each vendor will have seven minutes to showcase their product or services. Get ready to be dazzled and decide which solution best supports building a robust and profitable OTT ecosystem, end to end.

**Moderator:** Thomas Nogues, Executive Adviser, Cable Labs

**Presenters:**

Jane Christ, Vice President Sales, PerfTech Inc

Robert van Loon, MD Communications, Media & Technology, Accenture

Paul Adams, Director, Global Strategic Marketing, Alcatel Lucent

Julian Hens, Director Business Development, B2B Tv Solutions, Zattoo

**16:00 – 16:30**

Conference Foyer

**Coffee Break**

**16:30 – 17:30**

Plenary Room

**CMO Forum: "What's Hot?" An Update from our Marketing Leaders**

What's trending in 2015? Hear what's on the agenda for two of the world's savviest cable marketers. From cool channel rebrands to innovative customer strategies, they'll take us inside their latest projects and show us how they're meeting the challenges of a multiscreen world.

Join us for two inspiring half-hour presentations and take your own cable marketing to the next level!

**Moderator:** Michiel Sanson, Vice President, Sand Cherry Associates

**Presenters:**

Kerry Taylor, Senior Vice President, Youth and Music for Viacom International Media Networks and Chief Marketing Officer for VIMN UK, Australia and Eastern Europe  
Inge Smidts, Senior VP Residential Marketing, Telenet

**17:30 – 18.30**

Conference Foyer

**Networking Happy Hour**

Relax after an intense day of sessions at our casual Happy Hour - the perfect time to unwind, chat with colleagues and EuroSummit presenters over a wine or Dutch beer.

19:30

**Meet in hotel lobby and coaches will be available to transport attendees to the Party location.**

**19:45 – 00:00**

The Harbour Club

**EuroSummit Party**

Join us for a fun and memorable night at Amsterdam's trendiest waterfront venue. Formerly a wine warehouse, The Harbour Club is now a fashionably chic venue blending Miami, Barcelona and the Cote d'Azur. Come uncork a bottle and enjoy sparkling conversations and delicious local cuisine at this stylish hotspot overlooking stunning river views.

## Day 2 – Friday, 28 August

**08:30 – 9:30**

**Coffee Break**

Conference Foyer

**09:30 – 10:30**

**Keynote Dialogues, Part 2**

Plenary Room

Don't miss the second segment of our dynamic executive series featuring top CEOs from around the globe.

**Speakers:**

Eric Zinterhofer, Chairman, Charter Communications and Founding Partner of Searchlight

Dexter Goei, CEO, Altice

Aryeh Bourkoff, Founder & CEO, LionTree LLC

**Hosted by:** Carolin Roth, Anchor, CNBC

**10:30 – 11:30**

**B2B's Bright Future: Insights from Time Warner Cable's Billion Dollar Business**

Plenary Room

Time Warner Cable's Business Services is a billion dollar operation that's growing at more than 20% a year! But how did it reach this stage of growth and achieve such phenomenal success?

Get the inside story from Ken Fitzpatrick, TWC's President of Business Services. In this lively and interactive Q&A session, he'll tell us how B2B became a major driver of success for Time Warner Cable.

From market strategies to organizational structuring, he'll take us through every stage of growth, share valuable lessons learned along the way, and cover a range of hot topics, including:

- What steps were taken to build a billion dollar line of business
- Robust B2B marketing and sales tactics used
- Key product and customer service innovations, plus much more

Come armed with questions and find out what the future holds for B2B and your business!

**Interviewee:** Ken Fitzpatrick, President - Business Services, Time Warner Cable

**Interviewer:** Raymond Snoddy, Media Commentator

**11:30 – 12:00**      **Coffee Break**

Conference Foyer

**12:00 – 13:00**      **CEO Forum**

Plenary Room

**Moderator:**

David Price, Vice President, Business Development, Media -  
Ericsson Television Inc.

**Speakers:**

Bridget Cosgrave, Non-Executive Independent Director, Member of the Audit Committee,  
Euskaltel

Yves Padrine, VP, GSP Cable, Media and Video EMEAR. Cisco Systems

Phillip Luff, Managing Director UK & EMEA, Scripps Networks International

Matthias Kurth, Executive Chairman, Cable Europe

**13:00 – 14:30**      **Networking Lunch & Closing Remarks**

Conference Foyer

Before heading to the airport, enjoy a casual farewell lunch with fellow delegates. It's another opportunity to meet the presenters, share final thoughts about the conference and make the most of networking in a relaxed, comfortable setting.

# About CTAM Europe

CTAM Europe is the Cable & Telecommunications Association for Marketing and is a non-profit, non-commercial, professional membership organization, dedicated to driving marketing excellence in the cable industry. As “cable’s growth engine” CTAM Europe’s mission is to be the premier provider of marketing education, information and networking opportunities to individuals who work in the European cable industry. CTAM Europe’s membership represents more than 25 leading companies; including cable operators, programmers and service companies that support the industry. The organization is affiliated with CTAM in North America, which began in 1976 and now has more than 3,000 members worldwide. For more information, please visit our website at [www.ctameurope.com](http://www.ctameurope.com).

We are offering to the European cable community:

- **Learning**
- **Sharing**
- **Networking**
- **Resources**

Currently, CTAM has more than 3000 individual members worldwide and is supported by hundreds of the industry’s leading global corporations.

With close to 400 members, CTAM Europe is the one of the fastest growing chapters. We’re dedicated exclusively to meeting the needs of cable professionals in Europe.

For more information, please visit [www.ctameurope.com](http://www.ctameurope.com)

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# CTAM EUROPE

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within your organization?**

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More: [www.ctameurope.com](http://www.ctameurope.com)

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# CTAM Europe 2015-2016 Leadership

The following is a list of contacts including our Board of Directors and CTAM Europe staff. If you are interested in joining a committee, or if you would like to get involved in some other way, please feel free to contact any of us!

## **Barbara Arnst**

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Confrenz

*"Confrenz moved incredibly quickly in getting the app designed and launched. It was professional looking and well-liked by our attendees who used it throughout the event."*

Len Herstein, CEO, Brand ManageCamp, Las Vegas



Contact info:

**Wiktor Czyżyk**

Account Manager

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