## **UPCOMING DIGITAL EVENTS**

2021

## THE LEADING EVENT SERIES **GOES VIRTUAL**

**TV & VIDEO** 

**CONTENT** 

**ADVERTISING** 

**PRODUCTION** 

**SPORT** 

**AUDIO** 

**SUBSCRIBERS** 

**TELECOM & MEDIA** 



















Nextv | Ad

Nextv | Prod

**Nextv** | Sport

Next | Audio

Next | Subs

**Sustainability** 







## **EVENTS CALENDAR**

2021

## Nextv|TV

MARCH 23 ♥ Nextv Afrique

MARCH 29-30 ♥
Nexty CEO Africa

**APRIL** 20-21 **○** Nextv Andean

MAY 18 ♥
Nextv Caribbean

JUNE 1-2 ♥
Nexty Europe & CEE

JUNE 29-30 ♥
Nextv Central America

**SEPTEMBER** 1-2 **○ Nexty South America** 

**OCTOBER** 5 **○** Nextv MENA

**OCTOBER** 20-21 **○** Nextv Mexico

**NOVEMBER** 9-10 **○** Nextv Europe & CEE

NOVEMBER 18 ♥
Nextv Australia & New Zealand

**DECEMBER** 1-2 **○** Nextv Brasil

## Nextv | Ad

**APRIL** 27 **⊘** Nextv AD Europe **⊘** 

MAY 26-27 ♥
Nextv AD Latin America

**NOVEMBER** 23 **○**Nextv AD France

**NOVEMBER** 24 **○**Nextv AD Spain

November 25 ♥
Nextv AD DACH

## **Nextv | Content**

MAY 6 ♥
Nextv Content Distribution Europe

**SEPTEMBER** 23 **○** Nextv Content Distribution Africa

**SEPTEMBER** 28-29 **○**Nextv Content Distribution Latin America

## Nextv|Prod

**SEPTEMBER** 21-22 **♥**Nextv Prod Latin America

**SEPTEMBER** 30 **②**Nextv Prod Europe **⑤** 



**APRIL** 14♥ Nextv Sport Europe & CEE

MAY 4-5 ♥ Nextv Sport Latin America



JUNE 17 ♥
Next Audio Europe

NOVEMBER 3-4 ♥
Next Audio Latin America



NOVEMBER 16-17 ♥
Next Subs Latin America

**DECEMBER** 7 **○**Next Subs Europe



OCTOBER 19 ♥
Sustainability Telecom & Media

# WHY ATTEND OUR VIRTUAL EVENTS & EXHIBITIONS



#### **NETWORKING & LEAD GENERATION**

Access to messages & book one-to-one meetings with attendees on our online platform. Use of our advanced Al matchmaking, where Al supported technology will match you with connections based on your preferences. Build your own agenda, meeting schedule and get personalised product recommendations. Interact and engage with our expert speakers through live Q&A and polling.



#### **LEARNING**

Hear from an astounding line-up of C-Suite speakers. Build your personal agenda and stream engaging, inspiring & impactful content sessions from industry leaders. Catch up with our on-demand sessions.



#### **EXHIBITION & PRODUCT SHOWCASE**

Meet directly with sponsors and exhibitors at their booth to find the right solution for you. Virtual booths to explore the latest technology and watch the latest product demos.



#### **DEMONSTRABLE ROI**

Our platform enables exhibitors and sponsors to capture leads throughout the event. Track leads from presentations, product demos, meetings, booth visits and connections made.



+3000
Key executives
from the TV and
entertainment industry



+700
Industry leading speakers



Virtual Booths showcasing their latest solutions



+80%
C-level executives:
from the TV and
entertainment industry



Online Meetings
Video calls,
Al matchmaking
and chat



Après le succès de la première édition de **Nextv Series Afrique** à Abidjan, Dataxis a le plaisir de vous annoncer l'édition 2021 qui se déroulera le 23 mars sur notre plateforme virtuelle. Nous réunirons les acteurs majeurs de l'industrie de la télévision de l'Afrique Francophone : opérateurs de télévision payante, diffuseurs publics et privés, opérateurs télécom et satellite, OTT, chaînes de télévision, producteurs, groupes de média, fournisseurs de technologies... Des experts débattront durant cette journée des sujets liés à l'évolution de la télévision et des nouvelles plateformes de diffusion ainsi que de leur impact sur la création et la distribution de contenus.

#### Accélérer la transition vers la TNT en Afrique francophone

Le processus de migration vers la télévision numérique en Afrique a jusqu'ici été une longue et laborieuse transition, même dans les pays les plus développés. Les panélistes discuteront des différents moyens d'accélérer le passage de l'analogique au numérique et de transformer l'expérience télévisuelle dans les foyers des pays d'Afrique francophone.

## Focus sur la Côte d'Ivoire: évolutions de la télévision et des nouvelles plateformes de diffusion

L'industrie de la diffusion télévisuelle évolue rapidement en Côte d'Ivoire, entraînant l'émergence de nouveaux acteurs et services. Des offres attractives de télévision par satellite de radiodiffuseurs privés et des nouvelles plateformes ont inondé le marché ivoirien ces dernières années. Les conférenciers de ce panel donneront un aperçu du potentiel de croissance de la télévision et de la vidéo du pays.

#### Les nouvelles perspectives de développement de la télévision publique

Les diffuseurs publics jouent un rôle important dans de nombreux pays d'Afrique. Cependant, beaucoup d'entre eux doivent lutter pour rester compétitifs et rentables face à l'arrivée des opérateurs de télévision payante et de l'OTT. Les panélistes apporteront leur éclairage pour comprendre la manière dont les diffuseurs publics peuvent renforcer leur position face à la concurrence croissante des acteurs du numérique.

#### La production locale en Afrique francophone: quels partenariats?

La production locale ne croît pas aussi rapidement qu'on pourrait l'espérer. Le marché comprend de nombreux producteurs, cinéastes et talents, mais le financement des œuvres demeure compliqué. Un partenariat avec des acteurs internationaux semble nécessaire pour construire une industrie cinématographique africaine robuste.

#### Télécoms : les défis réglementaires et développements d'infrastructures

L'accès à internet continue de constituer un défi dans un certain nombre de pays africains, mais de nombreuses initiatives permettent d'espérer des évolutions significatives à venir. L'accès mobile est amené à gagner en accessibilité et en qualité avec la diffusion des connexions 4G, tandis que la construction d'un nombre croissant de réseaux fibres pourrait accélérer la transition vers le haut débit. Comment les opérateurs de télécommunications abordent-ils cette période de changement? Quel rôle joue la distribution de services multimédia additionnels? Comment évolue la réglementation liée aux télécommunications et quelles conséquences les intervenants observent-ils sur leurs marchés respectifs?

#### **SOCIÉTÉS PARTICIPANTES**

- ◆ Télédiffusion du Sénégal
- ◆ Opérateurs satellites
- ◆ Orange Côte d'Ivoire
- ◆ Canal+ Côte d'Ivoire
- RTI
- **◆ MIABOX**
- ◆ RTI
- ◆ CRTV
- ◆ ORTB
- ◆ RTS

- ◆ RTI Distribution
- Watara productions
- ◆ Canal+(Production)
- Afrikatoon
- ◆ Martika Productions
- ◆ Orange CI
- ◆ Sonatel
- MTN
- ◆ Gabon Telecom
- **◆** CAMTEL
- ◆ ORTM...



**Nexty CEO Africa** brings together the leading Pay TV operators, Telcos, Broadcasters, OTT platforms, Technology suppliers and the whole entertainment industry from Africa to meet, network and discuss the future of TV. Telco and entertainment. During two days, get ready to engage with top African buyers. Network with influential industry players to promote and sell content within the African growing market.

- ♦ New Broadcast Models: Linear vs Non-Linear
- ◆ Building a resilient African FTA industry
- ◆ Africa's booming music streaming industry
- ◆ Shifting TV viewing habits and usage of multiple devices: how to adapt to that reality?
- The public broadcasters of the future
- ◆ Telco strategy to deliver content: format & business model
- ◆ Dynamics of offering original local content on OTT platform
- ◆ TV and OTT advertising: how can brands target its consumers?
- ◆ Changing media landscape: private TV on the rise!
- ◆ Mobile Money: integration of payment for Pay TV & OTT
- ◆ International TV channels: what formats for Africa?
- Overview of the Digital Migration process in Sub-Saharan African countries
- **◆** Local production trends: what partnerships?
- **♦** TV and broadcasting evolution: focus on Portuguese countries

- Botswana Television Channels TV
- e.tv
- Kana TV
- ◆ Kenya Broadcasting Corporation
- ◆ KTN- Kenya Television Network
- ◆ Multi-TV Ghana
- ◆ NCI Nouvelle Chaîne Ivoirienne
- ◆ Nigeria Television Authority
- RTI Radiodiffusion Television Ivoirienne
- ◆ Rwanda TV
- ◆ SABC South African Broadcasting Corporation
- ◆ Tanzania Broadcasting Corporation
- ◆ Television of Mozambique
- TVC communication
- Royal Media Services
- Azam Media
- ◆ Canal Plus International
- Startimes
- Zap TV
- ◆ Naspers (Multichoice & Showmax)...



With accelerated mobile penetration, the widespread deployment of DTT and the rise of new private and digital players in the TV market in Sub-Saharan Africa, demand for content has surged. The industry requires content in greater quantity and quality, while remaining in local language and varied per country. All actors involved express a strong interest in locally produced content.

#### Free to air satellite distribution: is it possible to reach new audiences in Africa?

- Overview of FTA satellite distribution in SSA
- How to reach new audiences
- Monetisation models

#### **Financing African movies and fiction**

- Line of funding available (Local and international)
- ◆ Collaboration between TV channels and producers or partnership with big media groups?
- ◆ Revenue sharing models: role of advertisers in production

#### **Monetization of local content on digital platforms**

- What are the challenges for content providers
- **◆** Collaboration with Telcos
- ◆ Role of Smart devices

#### Movies & Fiction: How to compete with international SVOD platforms?

- ◆ With the surge of SVOD: what is the role of linear programming?
- ◆ Consumer behaviour evolution in Africa
- Potential collaborations and partnerships

#### **International news TV channels**

- Overview of international and pan-African news channels
- ◆ Role of international channels
- ◆ Digital transformation of International news channels

#### **Operators Chief Content Officers strategy panel**

- The future of linear TV
- ◆ Evolution of on demand: T-VOD. AVOD. SVOD
- Original and local content production strategy

#### The rise of international TV channels in Africa

- Factors contributing to and affecting the growth of international
- ◆ TV channels
- ◆ The foreign strategies of International TV channels Localised content to reach a larger audience

- ◆ AfricaXP
- ◆ Citizen TV
- ◆ Channel TV
- ◆ SABC
- ◆ KBC
- **◆** UBC
- ◆ Multi TV
- ◆ Rapid Blue
- National Film& Video Foundation
   ◆ AMC Network
- ◆ Youtube
- ◆ Wiflix
- ◆ Envivo TV
- ◆ Ebony Life TV
- ◆ ROK Studio
- ◆ Onua TV
- ◆ Netflix
- ◆ DEOD
- VIU
- Airtel TV

- ♦ RTI
- ◆ Canal+
- Startimes
- ◆ BBC
- ◆ Al jazeera
- ◆ France 24
- ◆ Euronews/ Africanews
- **◆** DW
- Discovery Network
- ◆ Sony Pictures Entertainment
- ◆ A&E Network
- Disney
- ◆ Viacom





**Nextv Series MENA 2021** will feature One-to-One sessions, panel discussions and live debates. It provides the opportunity to learn facts, stats, updates and interact with key industry players. The event will also provide live networking sessions for attendees to facilitate key conversations and further nourish their business relationships.

#### **Pay TV CTO strategic insights**

- ◆ Future role of STB
- OTT for connected screens
- Integration of external content

#### **FTA broadcaster digital transformation**

- ◆ Routes to OTT: challenges
- **♦** Impact on content integration
- Growth drivers and monetization strategies

#### The content needs for MENA

- ◆ Current demands and content consumption
- ◆ Arabic versus Hollywood versus Bollywood and beyond
- ◆ Opportunities for regional collaboration

#### **Sport content going OTT**

- Insights on the specific issues related to providing sport for an OTT audience
- ♦ Initiatives from right owner and D2C strategies
- ♦ How to keep subscribers engaged online?

#### **Addressing Piracy in MENA**

- ◆ How to combat illegal TV services and the overall piracy issue?
- ♦ How can operators re-think their security strategy in a digital world?
- ♦ Infrastructures, platforms used to build your technology to fight piracy

#### **Integrating pure players in broadcasting**

- Building partnership with social media platforms
- ♦ How to integrate social live streaming in broadcasting?
- ♦ What can broadcasters learn from social media platform?



- ◆ Maroc Telecom
- ◆ OSN
- ◆ Etisalat
- ◆ Ooredoo
- ◆ beIN
- ◆ Omantel
- ◆ STC
- ◆ MBC Group
- ◆ Rotana Group
- ◆ LBC
- ◆ ART
- ◆ OSN
- ◆ Abu Dhabi Sport
- ◆ Facebook
- ◆ YouTube
- ◆ STARZPLAY

- ◆ Eros
- ♦ B4U
- **◆** ABC-CBN
- ◆ Zee
- ◆ Star TV
- ◆ Sun
- ◆ Ooreedoo
- ◆ Vodafone
- ◆ Orange
- ◆ Zain
- ◆ Maroc Telecom
- ◆ DMC
- ◆ Liga
- ◆ UEFA
- ◆ Icflix...

# Nextv | EUROPE | CEE



Nextv Series Europe & CEE brings together the leading Pay TV operators, Telcos, Broadcasters, OTT platforms, technology suppliers and the whole entertainment industry from Western, Central and Eastern Europe to meet, network and discuss the future of TV. Telco & entertainment.

#### **Country Focus: Turkey**

- Overview of the TV and video landscape
- **♦** Emergence of new players and services
- Opportunities, challenges and the way forward

#### **CEO broadcasters' strategic insights**

- ◆ What are the growth drivers for Free-to-air broadcasters?
- Diversification options
- **◆** Advertising and monetization strategies
- ◆ Free-to-air broadcasters going OTT: What strategies?

#### **FTA Broadcasters OTT D2C strategies**

- ♦ What are the approaches for broadcasters going OTT D2C?
- Content strategy and content protection
- ◆ Technology challenges

#### **Cloud TV for Pay TV D2C strategies**

- ♦ How are operators using cloud TV to launch OTT service and second screen services?
- **◆** Advanced content discovery and personalization
- ◆ Return on experience

#### **Content discovery in the era of OTT**

- Change in consumer content consumption habits
- ◆ Use of advanced user experience by SVOD giants
- ♦ How can operators meet their customer expectations with often less resources?

#### **Pay TV operators OTT D2C strategies**

- ◆ What are the approaches of operators & TV going OTT D2C?
- ◆ Are TV networks and Pay TV distributors now competitors?
- ◆ Technology challenges and content protection

#### **Country Focus: Israel**

- Overview of the TV and video landscape
- **♦** Emergence of new players and services
- Opportunities, challenges and the way forward

#### Mobile operators going into TV and Pay TV going mobile

- Mobile operators' strategies to go into TV
- ◆ D2C OTT approach
- ◆ Launch of fixed line business and mergers

- ◆ Tele2
- ◆ Telenor
- ◆ Allente
- ◆ MyTF1
- ◆ HBO
- ◆ Canalplay
- ◆ Deutsche Telekom

- Amazon Channel
- → Waipu
- Molotov
- ◆ TVplayer Samsung
- ♦ LG
- ◆ TPVision

- Cgates
- Baltcom
- Arte
- ◆ Telenet
- Orange
- ◆ Voice of america
- france24...





The **Nextv Series Australia and New Zealand** is a new event focusing on the trends, innovation and strategies driving Pay TV, Telecom and OTT in an increasingly connected ecosystem. This 1st edition will regroup TV industry professionals from Australia and New Zealand to discuss the newest business trends and key challenges faced by the industry.

#### TV broadcasters' strategic insights

What are the growth drivers for Free-to-air broadcasters?

- Diversification options
- ◆ Advertising and monetization strategies
- ♦ Free-to-air broadcasters going OTT: What strategies

#### **Pay TV operators OTT D2C strategies**

- ◆ What are the approaches of operators & TV going OTT D2C?
- ◆ The role of STB and other devices
- Content Delivery Networks
- ◆ Technology challenges and content protection

#### The evolution of FTA broadcasting platforms

What are the major innovations in FTA DTT & DTH broadcasting

- ◆ HbbTV
- ◆ Live Streaming
- **◆ EPG & Content discovery**
- On Demand services

#### **Better content discovery in a streaming world**

- Prioritizing content discovery and personalization
- ◆ Churn and the importance of customer retention
- ◆ Change in consumer content consumption habits
- How can operators & VOD providers show all content behind each OTT app?

#### **Targeting social media with live content**

Broadcasters and OTT pure players are now more and more targeting younger audiences directly via social media.

**◆ STAN** 

◆ NEON ◆ OPTUS

◆ Facebook

◆ Tiktok...

- Case studies with active organisations
- Best practices
- Editing highlights efficiently
- ◆ Live delivery to social media



- ◆ ABC
- **◆** TEN
- ◆ Nine
- ◆ SBS
- ◆ Seven
- **◆** TVNZ
- ◆ MediaWorks
- ◆ Fetch
- ◆ Foxtel
- ◆ Telstra
- **◆ TPG**
- ◆ Vodafone New Zealand
- ◆ Freeview Australia
- ◆ Freeview New Zealand
- ◆ Samsung
- ♦ LG
- ◆ TEN

# Nextv SERIES LATIN AMERICA

THE LEADING EVENT SERIES
FOR THE FUTURE OF TV & VIDEO
GOES VIRTUAL



## **Latin America**

And the same of th

**Nexty Series Andean** 

**Nextv Series Caribbean** 

**Nextv Series Central America** 

**Nextv Series South America** 

**Nextv Series Mexico** 

**Nextv Series Brasil** 

April 20th-21st

May 18th

June 29th-30th

September 1st-2nd

October 20th-21st

December 1st-2nd







## **HOT TOPICS**



#### The new OTT era of pay TV operators

- Hybrid cable/ DTH/ IPTV with OTT?
- **◆** Third party OTT integration
- ◆ Linear OTT channels
- Evolution of TV everywhere



#### Best strategies for pay TV operators on Android TV

- **♦** Enhanced TV apps and multiscreen strategies
- ◆ Android TV vs RDK
- OTT aggregation on Android TV
- ◆ Addressable TV advertising on Android TV STBs



#### **New UI and impact on TV business**

- The evolution of UI
- ◆ Personalization tools & Al
- ♦ New content discovery and voice command
- ◆ OTT & VOD content integration



#### **OTT aggregation: how to be a TV supermarket?**

- OTT & D2C aggregation strategies
- ◆ Challenges of OTT aggregation in STB
- ♦ New OTT aggregators
- ♦ New premium packages and upselling strategies



#### TV Networks: the new challenge of D2C and VOD

- ◆ From channel bundles to VOD and linear D2C offer
- ◆ Learnings on first D2C and D2B2C deployments
- Is OTT platform mandatory for TV channels?
- ◆ Channels and brands strategies in the new operator UI



#### Future trends in home media & entertainment technology

- WiFI & digital home
- ◆ Al, data and home entertainment
- STB-less or Android TV STB?
- **♦** GPON vs DOCSIS vs 5G



#### Future trends in broadcasting & streaming technologies

- Zero latency and best strategies to reduce delay
- ◆ TV apps across different connected TV devices
- New encoding technologies, 4K & 8K
- How to reduce streaming costs?



#### TV opportunities for cable competitors

- Best multiscreen strategies
- ♦ How to bring low-cost OTT services?
- Opportunities in OTT for new GPON deployments
- How to rise TV ARPU?

## **HOT TOPICS**

#### **New OTT TV models for ISPs**



- ◆ Traditional Pay TV of new OTT TV bundles?
- ♦ How to bring low cost offer with OTT?
- ♦ Is it possible to compete without a video offer?
- ◆ OTT and D2C aggregation

#### **OTT aggregation from mobile operators**



- ◆ Impact of 5G arrival
- ◆ OTT: anti-churn or pro-ARPU strategies
- ◆ Mobile data packages for video consumption
- ◆ Aggregation models for mobile operators

#### **Cloud TV production: OTT ready**



- ◆ Cloud media asset management
- ◆ Saving costs on 4K production and distribution
- **♦** Setting the content for OTT platforms
- ♦ How to protect the content value from piracy?

#### Free-to-air broadcasters going OTT: new strategies



- VOD & catch up value
- **♦** Live streaming and linear channels
- ◆ AVOD, Freemium & Subscription models
- OTT aggregation and OTT Pay TV

#### **Social Networks strategies for TV Networks**

- Multiplatform social TV network strategies
- Monetization of social networks audiences
- Audience engagement
- New video formats for social networks

#### **OTT in sub-urban and rural areas**



- Satellite Internet & OTT
- ◆ 5G & OTT
- Is Push VOD still an alternative?
- OTT strategies for DTH and DTT TV

# **Ø**

#### Addressable TV advertising in OTT & linear TV

- ◆ Addressable TV for cable, IPTV and OTT
- ◆ Private marketplaces & premium CPS
- Addressable TV ads for Smart TVs
- New measure and audience data strategy

#### **Multichannel linear and live OTT**



- Aggregation of FTA channels
- Advertising based linear OTT channels
- Freemium OTT Pay TV strategies
- Multichannel OTT vs DTT: revenue models

## **HOT TOPICS**

#### Telco Cooperatives: the opportunity to catch the new TV wave



- ◆ IPTV vs OTT TV: best strategies
- ◆ Traditional TV packages or OTT aggregation
- Associative TV models
- How to jump to next generation TV?

#### How to avoid "subscriber spinning" and churn in OTT

- ◆ Latin American OTT consuming behavior
- Best strategies to keep subscriber loyalty along the year
- How to avoid the season effect of key series and sport competitions?
- ◆ Hope to identify the "risky" subscribers

#### The "new normality" drives PVOD and TVOD for movies



- **♦** The rise of PVOD and impact in TV business
- ♦ How to push T-VOD in Pay TV and OTT consumers?
- ◆ T-VOD or premium S-VOD offer?
- ◆ Is the theatrical window disappearing?



#### Music concerts & theater: The new streaming business

- New normality and live music concert streaming
- ◆ Challenges of "live" and "false live"
- ◆ The new VOD and live theater business
- ◆ First class online entertainment experiences

#### Latin American broadband boom & new pirate IPTV services



- How to protect content in the new era of ultra-broadband?
- ◆ New legal models to address the demand
- Identifying and blocking illegal services
- ◆ Riskiest countries for online piracy

#### The new streaming piracy threats



- The new map of P2P piracy.
- How to identify & block piracy during live events?
- ◆ Best DRM and watermarking solutions
- Benchmarking of successful anti-piracy strategies

#### The new ad-supported linear and VOD OTT business



- Best programmatic strategies for Pay TV operators and and FTA broadcasters
- ♦ How to raise advertising business in OTT?
- Dynamic ad insertion.
- Different ad supported OTT business models

Pay TV operators, Pay TV Networks, FTA Broadcasters, OTTs, Telco operators and ISPs, content owners, studios and producers of the great media hub of the Andean Region of Latin America: **Colombia, Ecuador, Peru and Venezuela.** 

- ◆ Directv
- Movistar
- ◆ Claro
- ◆ ETB
- ◆ TV Cable Ecuador
- ◆ Tigo-Une
- + CNT

- ◆ Caracol
- ◆ RCN
- ◆ RTVC
- ◆ America TV Peru
- ◆ Viacom
- ◆ WarnerMedia
- ◆ Pluto TV

- ◆ HBO Max
- ◆ Disney +
- ◆ Bitel Peru
- ◆ Emcali
- HV
- Win Sports
- ◆ NetUno

- ◆ Vivo Play
- ◆ Ecuavisa
- ◆ TC Mi Canal
- ◆ Canal 1 Colombia
- ◆ City TV
- ◆ Alfa TV
- Univisa

- ◆ Grupo Inter
- ◆ Legon TV
- ◆ Conexion Digital
- ◆ Discovery
- ◆ Fox Telecolombia
- ◆ Vision Peru
- ◆ Best Cable...







◆ Jamaica Broadcasting...

Pay TV operators, Pay TV Networks, FTA Broadcasters, OTTs, Telco operators and ISPs, content owners, studios and producers of **20 Caribbean countries**. Many players fighting for high ARPU markets with the need of state-of-the-art TV services.

- ◆ Claro ◆ Flow
  - ◆ Liberty Cablevision
  - Directv
  - Altice
  - Digicel
  - ◆ Telehaiti

- ◆ WarnerMedia
- Viacom
- ◆ HBO Max
- ◆ Disney +
- Discovery
- ◆ Cable Bahamas
- ◆ E-Networks

- ◆ Ready TV
- ◆ Servicios TV SateliteMCR
- ◆ Green Dot
- ◆ St Maarten Cable TV
- ◆ Tres Networks Curacao
- ◆ Telecable Central
- ◆ BTC Bahamas

- ◆ CBC Barbados
- ◆ UTS Curacao
- ◆ Logic Cayman
- ◆ Moviestar
- ◆ Orbit Cable
- ◆ WTN Cable
- ◆ Grupo de Medios Telemicro



Pay TV operators, Pay TV Networks, FTA Broadcasters, OTTs, Telco operators and ISPs, content owners, studios and producers of Panama, Costa Rica, Nicaragua, Honduras, El Salvador, Guatemala, the Latin American region with the most potential.

- ◆ Tigo
- Movistar
- ◆ Claro
- ◆ Cable Onda
- Cabletica
- ◆ Cable Color
- ◆ Telecable Costa Rica

- ◆ CE
- ◆ Sky
- ◆ Coopelesca
- ◆ IBW
- ◆ Clarovideo
- ◆ WarnerMedia
- ◆ Pluto TV

- ◆ IHBO Max
- ◆ Disney +
- AMC
- ◆ Medcom
- ◆ C&W Panama
- ◆ Repretel
- Mayavision

- ◆ Honduvision
- ◆ Astrovision Honduras
- ◆ Cablevision Guatemala
- ◆ Megavision El Salvador
- ◆ Telecorporacion Salvadoreña
- ◆ Red Salvadoreña de Medios
- ◆ Televicentro Nicaragua...



## Nexty SOUTH AMERICA SERIES



September 1st-2nd, 2021

Pay TV operators, Pay TV Networks, FTA Broadcasters, OTTs, Telco operators and ISPs, content owners, studios and producers of the strong Southern Cone of Latin America: Argentina, Chile, Uruguay, Paraguay & Bolivia.

- ◆ Telecom Argentina
- ◆ VTR
- Directv
- Movistar
- ◆ Claro
- ◆ Entel Chile
- ◆ Entel Bolivia

- ◆ Tigo
- Montecable
- **◆** TCC
- ◆ Telecentro
- Antel
- ◆ Copaco
- ◆ Tuves

- ◆ Personal
- ◆ Telefe
- ◆ Viacom
- ◆ GTD Chile
- ◆ WarnerMedia
- ◆ Colsecor
- ◆ Grupo Perfil

- ◆ Cine.ar
- ◆ Zapping TV
- ◆ Pluto TV
- ◆ Supercanal
- ◆ HBO Max
- ◆ Disney +
- ◆ America TV Argentina

- Artear
- ◆ Canal 13 Chile
- ◆ Red Intercable
- ◆ Canal 9 Argentina
- ◆TVN Chile
- ◆ Mega Chile
- ◆ Digital TV Cable Bolivia...





Pay TV operators, Pay TV Networks, FTA Broadcasters, OTTs, Telco operators and ISPs, content owners, studios and producers of the largest Spanish speaking media market with the strongest local players in Latin America.

♦ Izzi

- Megacable
- ◆ Totalplay
- Sky Mexico
- Dish
- Clarovideo
- ◆ Blim

- ◆ TV Azteca
- ◆ Televisa
- ◆ Star TV
- ◆ Amazon Prime Video
- ◆ Netflix
- ◆ Telmex
- ◆ AT&T

- Viacom
- ◆ WarnerMedia
- ◆ Pluto TV
- ◆ HBO Max
- ◆ Disney +
- ◆ Imagen TV
- ◆ AMC

- ◆ Eii NRT
- ◆ Twister Telecom
- ◆ Gigacable
- ◆ Movistar
- ◆ Digicable
- ◆ Vission Cable
- ◆ TV Rey

- ◆ Airecable
- ◆ Cosmored
- ◆ Ultra Telecom
- ◆ Cinepolis Klic
- ◆ Starz
- ◆ Filmin
- ◆ PX Sport...



# Nextv BRASIL SERIES



December 1st-2nd, 2021

Pay TV operators, Pay TV Networks, FTA Broadcasters, OTTs, Telco operators and ISPs, content owners, studios and producers of the largest Latin American media market with one of the strongest and most innovatives TV industries worldwide.

## \* ( \* (

- ◆ Claro
- ◆ Sky Brasil
- Vivo
- Globoplay
- ◆ Oi
- PlayPlus
- ◆ Brisanet

- ◆ Algar Telecom
- ◆ Nossa TV
- ◆ Cabo Telecom
- ◆ TVN
- ◆ RCA Brasil
- **♦ UOL**
- ◆ Box Brasil

- ◆ Canais Globo
- ◆ Record
- ◆ Band
- ◆ SBT
- ◆ Univer Video
- ◆ Guigo TV
- Multiplay

- ◆ Mastercabo
- ◆ Rede TV
- Discovery
- ◆ AMC
- ◆ Triple Play Holding
- ◆ Looke
- ◆ VidMais

- ◆ Clarovideo
- ◆ Amazon Prime Video
- ◆ Netflix
- ◆ Viacom
- ◆ WarnerMedia
- ◆ Pluto TV
- ◆ HBO Max...





**Nextv Content Distribution Europe** is a new event focusing on the trends, innovation and strategies driving entertainment companies in an increasingly connected ecosystem. The one day event will be an opportunity to learn about the newest business trends and key challenges faced by the industry. Nextv Content Distribution Europe is addressed to FTAs, pay-TV channels, cable and satellite operators, IPTV, production, distribution and technology companies and other specialists connected with the TV content industry in Europe.

#### A la carte distribution in the Nordics: lessons to be learned

- State of a la carte distribution in the Nordics
- Consequences and opportunities
- ◆ How can TV networks adapt?

#### **EU Roaming for OTT services: impact in Europe**

- ♦ How did EU TV networks and SVOD implemented EU roaming?
- What are the consequences?
- What new opportunities?

#### Operators' AppTV boxes : a new distribution model?

- Operators insights on this new strategy
- Overview of the business model
- ◆ Aggregating app TV only as a new distribution model?

#### **Pure OTT pay TV distribution: partners or competitors?**

- ◆ Pay TV convergence with OTT TV
- New OTT players offering new ways for TV channels to gain audience and subscribers
- Technology challenges and opportunities?

#### **Smart TV: a new gateway to TV viewers?**

- Role of content providers: what new strategy?
- Getting access to connected TV users
- ◆ What new opportunity for Smart TV vendors

#### How analytics can influence the operators' content strategy

- ◆ IPTV and OTT pay TV adopting analytics tools
- ◆ Understanding the customer base usage
- ♦ How are the data influencing their content strategy?

#### Free to air satellite distribution: is it possible to reach new audiences in Europe?

- Overview of FTA satellite distribution
- ◆ Reaching new audiences
- Differences between countries and communities

#### Movies & Fiction: how to compete with SVOD, articulate linear and on demand offers?

- ◆ With the surge of SVOD: what is the role of linear programming?
- ◆ Consumer behaviour evolution?
- ◆ What is the role of catch-up and SVOD in the TV network's offers?

#### **International news TV channels**

- Overview of international and pan-European news channels
- ♦ Role of international channels in forging opinion and diversity
- ◆ Digital transformation of International news channels

#### **Abundance of Content: how to improve access and usability**

- ◆ How to facilitate the user experience?
- Choices between linear TV, catch-up services and OTTs
- ♦ Solutions : content recommendation, UX, search, voice, personal profiles

- → Tele2
- ◆ Telenor
- ◆ Allente
- ◆ MyTF1
- ◆ HBO
- ◆ Canalplay
- ◆ Deutsche Telekom

- ◆ Amazon Channel
- → Waipu
- ◆ Molotov
- ◆ TVplayer
- ◆ Samsung
- ♦ LG
- ◆ TPVision

- Cgates
- ◆ Baltcom
- ◆ Arte
- ◆ Telenet
- ◆ Orange
- ◆ Voice of america
- ◆ france24...



**Nexty Content Distribution Latin America** is a new event focusing on the trends, innovation and strategies on new generation programming, content acquisition and OTT partnership for Pay TV and OTT operators in Latin America. Driving entertainment companies in an increasingly connected ecosystem. Regrouping TV industry professionals, the event will be an opportunity to learn about the newest business trends and key challenges faced by the industry.

#### New trends and opportunities in TV content in Latin America

- Hot new formats and genres in Latin America
- ◆ New channels or new OTT aggregation?
- ◆ OTT long tale opportunities and limits
- ♦ The new role of programming & content acquisition manager

#### The future of kids channels and content

- **◆** Trends of Alpha generation in TV consumption
- ◆ OTTs with gaming and interactive content
- ◆ New educational content
- ◆ Mobile OTT strategies

#### A new world for International TV channels

- Add-ons or basic channels?
- New OTT distribution alternatives
- ◆ The role of international news channels in Latin America
- Language strategies

#### **How to integrate OTTs and the new D2C**

- ◆ The new era of channel branding on Pay TV
- Unified content discovery
- ◆ Integrating apps or content?
- Partnership models and deal strategies with OTTs

#### **Challenges for sport networks & programming**

- ◆ The value of national football rights and premium channels
- ◆ COVID crisis and new football channels
- ◆ New generations and new alternative sports
- ♦ How to bring esports audience to Pay TV?

#### **Movies and Series and the VOD library**

- With the boom of SVOD: what is the role of linear channels?
- ◆ TVOD movies: how much are they bringing and how to deal?
- ◆ Exclusive VOD content direct from TV producers
- ◆ Series: binge or linear offer?

#### How analytics can drive content strategies & acquisition

- ◆ New OTT platforms and analytical tools
- ◆ Understanding the customer base usage.
- ♦ How is data moving programming strategy & content acquisition?
- ◆ The role of granular and unified metadata

- Sky Brasil
- Vivo
- Globoplay
- ◆ Oi
- ◆ PlayPlus
- Brisanet
- ◆ Algar Telecom
- ◆ Nossa TV
- ◆ Cabo Telecom
- **♦** TVN
- ◆ RCA Brasil
- + UOL
- ◆ Telecom AMC
- ♦ Izzi

- Megacable
- ◆ Totalplay Sky Mexico
- Dish
- ◆ Clarovideo
- ◆ Blim
- ◆ VTR
- ◆ Directv
- Movistar
- Claro
- ◆ Entel Chile
- ◆ Entel Bolivia
- ◆ ETB
- ◆ TV Cable Ecuador

- CNT
- Montecable
- ◆ TCC
- ◆ Telecentro
- ◆ ArgentinaTigoGrupo
- Inter-Tuves
- ◆ Zapping TV
- ◆ The Walt Disney
- Company
- ◆ WarnerMedia
- Viacom Discovery
- Netflix
- ◆ Amazon Prime Video...



**Next Ad Europe 2021** will bring together the whole TV advertising ecosystem to explore the latest developments in TV advertising and how programmatic and TV strategies integrate. The conference will provide an opportunity for brands, media agencies, operators and tech providers to share their insights and address challenges on how best to utilize TV as an advertising medium.

#### **Addressable TV for FTA broadcasters**

- **◆ Dynamic Ad insertion and performance in FTA broadcasting**
- ◆ Social Networks and multi-platform strategies
- ◆ The role of FTA streaming for advertising

#### **Addressable TV for pay TV Operators**

- ◆ Addressable TV ad for cable, DTH, IPTV and OTT
- ◆ Revenue sharing with TV networks and tech partners
- ♦ New ad formats for linear and catch up: channel switching, new screen

#### The boom of Android TV STB and new ad revenues

- ◆ Addressable ad management on Android TV STBs
- ◆ Android TV vs. AOSP opportunities
- ◆ Migration to Android STB

#### **Opportunities for AVOD**

- ◆ AVOD multichannel: the future of FTA broadcasting?
- ◆ Freemium models: AVOD and SVOD
- ◆ AVOD to TV: streaming devices, smart TV and connected STB

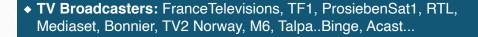
#### **New multiplatform TV audience measurement**

- ◆ Multiscreen and multiplatform audience measurement
- ◆ Social networks video audience and impact
- VOD and catch up integrated measurement

#### **Private and Premium Ad Marketplaces**

- ◆ How to rise CPA value for TV?
- ◆ TV groups premium marketplaces
- Premium Ad sales strategies for advertisers





- ◆ Operators: Orange, Telefonica, Telekom, Proximus, KPN, Telenet, SFR, Tele2, Bouygues, Virgin, Sky...
- ◆ Advertising Agencies: Havas, Omnicom, Aegis Dentsu, Admeira...
- ◆ Smart TV / streaming devices: Samsung, LG, Fire TV, Roku...





The TV landscape is evolving at a rapid pace. The popularity of streaming services is rising and the amount of time spent watching live TV is declining. This shift in viewing habits has led operators to develop new technologies and tools to provide a more targeted advertising offer and advertisers have to adapt their media plans and be more creative in how they use TV.

#### **Addressable TV for FTA broadcasters**

- Dynamic Ad insertion and performance in FTA broadcasting
- ◆ Social Networks and multi-platform strategies
- ◆ The role of FTA streaming for advertising

#### **Addressable TV for Pay TV Operators**

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- ◆ Directv
- ◆ Movistar TV
- ◆ Cablevision Flow
- ◆ Dish Mexico
- ◆ Totalplay
- ◆ Megacable
- ◆ Izzi
- ◆ Pluto TV
- ◆ Globoplay
- ◆ Claro
- ◆ Tigo
- ◆ Blim
- ◆ Zapping TV
- ◆ Disney Latin America
- ◆ Warner Media Latin America
- ◆ Televisa
- ◆ Caracol
- ◆ ATV Peru
- **◆** RCN
- ◆ Vivo Play
- ◆ R7
- ◆ Looke
- ◆ Band

- ◆ Guigo TV
- ◆ Discovery Latin america
- ◆ VTR
- ◆ Liberty Latin America
- ◆ Telecentro
- ◆ Havas
- ◆ Omnicom
- ◆ Aegis Dentsu
- ◆ Mediacom
- ◆ OMD
- ◆ Mindshare
- ◆ Wunderman
- Universal MacCann
- ◆ Don
- ◆ Ogilvy
- ◆ Starcom
- ◆ Carat
- ◆ BBDO
- ◆ Publicis
- ◆ AMC Latin America
- ◆ Box Brasil
- ◆ AMCO (América Movil Contenidos)



Shortly following the deployment of addressable TV in Belgium, the first segmented ad campaigns started airing in France in early 2021. TelcoM operators and broadcasters have been working closely to deploy addressable advertising products and enable ad agencies and advertisers to reach unprecedented levels of granularity in audience segmentation and campaigns performance measurement. It is now time for industry experts to come together and discuss how the French speaking markets are assessing new business opportunities in TV advertising.

#### France's journey to addressable TV: A dialogue between operators and broadcasters

- ◆ Specificities of the French TV industry & addressable TV deployed solutions
- ◆ Uniformization of industry standards on a fragmented market
- ◆ Revenue sharing between operators & broadcasters
- ◆ Technical challenges

## **Deploying addressable TV in Belgium: Insights from key players**

- ◆ Deploying addressable advertising on pay TV reception
- ◆ Revenue sharing between operators & broadcasters
- ♦ New ad formats for linear and catch up: channel switching, new screen
- Operators ad sales deployment

#### Onboarding new advertisers on TV screens: How is addressable TV reshaping ad sales

- Opportunities for smaller budgets, niche market advertisers, localized businesses
- ◆ Addressable TV pricing & ROI
- ◆ Creative & technical solutions for segmented campaigns

#### A new era for ad campaigns' performances measurement: How to upscale ad efficiency

- ◆ Measuring viewability of ad spots on connected/addressable TV screens
- Upscaling granularity of audience metrics through third party data integration
- ◆ Tracking viewers' consumption patterns by crossing CRM information with advertisers
- ◆ Technical solutions for kpis measuring & reporting

## Advanced ad strategies on OTT players: Opportunities of digital advertising

- ◆ OTT players' business models: AVOD, freemium, hybridization with TVOD/PVOD...
- ◆ Commercial strategy: programmatic DSP vs direct ad sales
- ◆ Ad insertion & UX optimization: CSAI vs SSAI
- Brand safety on the big screen

- ◆ Bouygues Telecom
- ◆ Orange
- ◆ SFR
- ◆ Free
- ♦ TF1
- ◆ Canal+
- ◆ M6
- ◆ France Télévision
- + CNIL
- ◆ ARPP
- ◆ Proximus
- ♦ Voo
- ◆ RTBF
- ◆ RTL
- ◆ IP Belgium
- ◆ Régie Média Belge
- Publicis
- ◆ Havas

- ◆ MediaTrack
- ◆ Solocal
- ◆ Médiamétrie
- ◆ TDF
- ◆ Enensys
- ◆ Salto
- Molotov
- ◆ MyCanal
- ◆ Amazon Prime Video
- ◆ Samsung TV Plus
- ◆ Facebook Watch
- ◆ Dailymotion...



With 18 million TV households, Spain is one of the biggest TV markets in Europe. As a growing number of connected screens are making their way into Spanish living rooms, new business opportunities emerge for media agencies and advertisers through addressable TV. National broadcasters already deployed HbbTV based advanced ad products, and local IP based platforms are pushing the industry towards digital advertising opportunities. **Nextv Ad Spain** will provide an opportunity for brands, media agencies, operators and tech providers to share their insights and address challenges on how best to utilize TV as an advertising medium.

## Spanish broadcasters' roadmap towards interactive & addressable advertising

- Opportunities of HbbTV
- ◆ Interactive ad spots & dynamic linear ad insertion
- ♦ Digital advertising on proprietary OTT players & catch-up services
- Cross services ad products?

#### Local advertising on free-to-air terrestrial reception

- ◆ Opportunities of DVB-T on a free-to-air terrestrial market
- ◆ Dynamic linear ad replacement on regional reception
- Innovations for local advertisers

#### TV advertising going beyond linear broadcast: digital advertising on OTT players

- ♦ Beyond traditional TV ad spots and towards digital ad products
- ◆ OTT services' ad sales & pricing: programmatic DSP vs direct ad sales, advert cost
- ◆ Ad insertion & UX optimization: CSAI vs SSAI
- ♦ Brand safety on digital platforms

#### Upscaling ad products' efficiency: data management & technical challenges

- ◆ Measuring viewability of ad spots on connected/addressable TV screens
- Upscaling granularity of audience metrics through third party data integration
- ◆ Tracking viewers' consumption patterns by crossing CRM information with advertisers
- Technical solutions for kpis measuring & reporting

## TV advertisers entering a new era for ad campaigns' performance & segmentation

- ◆ Addressable TV and the benefits of better ad relevance
- Beyond geolocalization: new opportunities for audience segmentation
- ◆ Ad campaigns' viewability & efficiency measurement
- Collaboration between advertisers and content distributors & datasets aggregation

- **◆** RTVE
- ◆ AtresMedia
- ◆ Mediaset Spain
- Discovery
- ◆ ViacomCBS
- ◆ Cellnex
- ◆ TDT Hybrida
- **◆ TV3**
- **◆ EITB**
- ◆ Canal Sur
- ◆ TV de Galicia
- ◆ Radio Television Canaria
- Youtube
- ◆ Xumo
- ◆ Rakuten TV
- ◆ Samsung TV Plus
- ◆ Facebook Watch



- Dailymotion
- ◆ Telefonica Spain
- ◆ Hyundai
- ◆ Carrefour
- ◆ CNMC
- ◆ ONTSI
- ◆ Publicis
- ◆ Havas
- ◆ Oblicua...

With a growing number of connected TV sets and a significant penetration of IP based TV & video services, advanced advertising products keep on being deployed across Germany, Austria and Switzerland. DACH markets' operators and broadcasters have been leading the way for advertising innovations in Europe over the last few years with HbbTV ad products. They are now turning towards direct to consumer OTT strategies, opening new opportunities for digital advertising on the big screen and competing with very active local pure players. As targeted and interactive ads are reaching more and more households, the industry is setting up new standards to quarantee viewers' privacy and safety in a TV ecosystem which is becoming increasingly digital.

#### Advanced advertising on HbbTV: **DACH** markets lead the way in Europe

- ◆ HbbTV standards deployment in DACH market & equipped households
- ◆ Telco operators & HbbTV based ad products
- ♦ Optimizing dynamic linear ad insertion on HbbTV standards: **HbbTV-TA & DVB-TA**

#### Addressable ads on pay TV platforms: **DACH telco are entering the advertising industry**

- ◆ Deploying addressable advertising on pay TV reception
- ◆ Revenue sharing between operators & broadcasters
- ◆ New ad formats for linear and catch up: channel switching, new screen
- ◆ Operators ad sales deployment

#### TV going digital: Advanced advertising on OTT players

- ◆ DtoC OTT strategies from operators & broadcasters
- ♦ Opportunities for OTT pay TV pure players in DACH markets
- ◆ Ad sales model: programmatic DSP vs direct ad sales
- ♦ Advanced advertising products on digital players & cross devices campaigns

#### **Targeted ads & regulation compliance:** How are data managers securing viewers' information

- ♦ How is the GDPR shaping data collection & management on a digital environment
- ◆ Kpis measurement on connected TVs
- ◆ Consent frameworks on the big screen
- ◆ Third party data integration
- ♦ Opportunities from programmatic advertising on the big screen

#### A new era for ad campaigns' performances measurement: **How to upscale ad efficiency**

- ◆ Measuring viewability of ad spots on connected/addressable TV screens
- Upscaling granularity of audience metrics through third party data integration
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- ◆ Technical solutions for kpis measuring & reporting

- ◆ Deutsche Telekom
- ◆ Freenet
- ♦ HD+
- ◆ Pyür
- ◆ Magenta Austria
- ◆ Salzburg Kabel TV
- ◆ ARD
- ◆ ProSiebenSat1
- **♦** ORF
- ◆ SRG-SSR
- ◆ RTL Mediengruppe
- ◆ Sky Media
- ◆ 3 Austria
- ◆ A1 Austria
- ◆ HD Austria
- Sky Austria
- ◆ Joyn

- ◆ RTL Now TV
- ◆ Waipu
- ◆ Zattoo
- ◆ Teleboy
- ◆ Wilmaa
- **◆** DAZN
- **◆ VAUNET**
- **◆** DDOW
- ◆ EASA Alliance
- ◆ SPORT1
- ◆ Tele 5
- ◆ Viacom...



TV and video production is likely to be transformed by AI, Machine Learning (ML) and cloud based solutions, with software and algorithms assisting production tasks which was until now carried by people. **Nextv Prod Latin America** will look into how these latest technologies trends will help and personalize user experience in the new media landscape.

#### Automatization of VOD production for news and social networks

- Multiplatform strategy for audience engagement.
- Monetization of short videos with advertising
- ◆ Automatic production and edition platforms for highlights
- ◆ The impact of growing mobile audience

#### Al, data and analytics for edition and content creation

- ◆ Better or more efficient edition process with AI?
- Producers as Al APIs curators and managers
- Content creation based on data insights and Al
- What is the potential of AI for the creative process?

#### **AR and Software Visual Storytelling for TV shows**

- ◆ The revolution of SDVS, trackless and remote studios
- ◆ Graphics and Interactive content for engagement
- ◆ AR for live events and advertising
- ◆ The road to VR and immersive technologies

#### The new cloud and IP based production & workflow

- Cloud production and migration to IP infrastructure
- Video archives monetization
- ◆ OTT ready workflow & distribution
- ♦ How to leverage the cloud in a 4K HDR world?

#### The new generation of cameras and capture

- ◆ Smart cameras & PTZF for productivity and multi camera live OTTs
- ◆ Al powered drones & robotic cameras
- ◆ 360 and immersive cameras
- ◆ Why to migrate to 8K & HDR cameras?

#### The era of remote production

- Remote fiction production in low cost countries
- ◆ The new era of global remote live sport production
- Global fiber connectivity
- ◆ Mobile 4G/5G remote production for news

- ◆ Televisa
- ◆ Caracol
- ◆ TV Azteca
- ◆ Artear
- ◆ Globo
- Dopamine
- ◆ Telefe
- ◆ Band
- ◆ RCN
- ◆ Fox Telecolombia
- ◆ Torneos
- ◆ Pol-Ka
- ◆ Grupo America
- ◆ TV Publica Argentina
- ◆ Net TV
- ◆ Grupo RBS
- ◆ Record TV
- ◆ TV Cultura
- ◆ Band
- ◆ SBT

- ◆ Mega
- ◆ RTVC
- ◆ Telecorporación Salvadoreña
- ◆ Corporacion Televicentro
- ◆ Grupo Milenio
- ◆ ATV Peru
- ◆ Endemol
- ◆ Filmes Que Voam
- ◆ Jovem Pan
- Animaking
- ◆ Floresta
- Chilefilms
- Dirty Kitchen
- ◆ Lemon Studios Ajusco
- ◆ Argos Comunicacion
- ◆ Pulsar Studios
- ◆ Metrovision Argentina
- ◆ Chilevision
- ◆ Canal 13 Chile
- ◆ TVN Chile...





With the explosion of OTT and social media platforms, the demand for video content is higher than ever. Several advances have been made in recent years, with a number of AI and cloud based offers available to make editing, asset management better, and video delivery more efficient than before. TV and video production is likely to be transformed by AI, Machine Learning (ML) and cloud based solutions, with software and algorithms assisting production tasks which was until now carried by people. **Nextv Prod Europe** will look into how these latest technologies trends will help and personalize user experience in the new media landscape.

#### **Video production automation for news and social networks**

- ◆ Multiplatform strategy for audience engagement
- Monetization of short videos
- Automatic production and edition of highlights
- ◆ Impact of growing mobile audience

#### TV broadcasters CTO panel: The impact of Al & Cloud

- ◆ Key Al & cloud based innovations
- ♦ How cloud helps transform content delivery and personalization?
- ◆ Return of experiences from broadcasters

#### The era of remote production

- ◆ Opportunities of global remote production
- Global fiber connectivity
- ◆ Mobile 4G/5G remote production

#### **New cloud and IP based production & workflow**

- Cloud production and migration to IP infrastructure
- ◆ Video archives monetization
- ◆ OTT ready workflow & distribution
- ♦ How to leverage the cloud in a 4K HDR world?

#### How to extract more value from video libraries?

- ◆ Control over archived content with cloud and Al
- Valuing archived content
- Archive monetization strategies

### KEY COMPANIES TARGETED:





◆ Social media: Brut, Vice, BuzzFeed, Facebook Live, Youtube, Konbini, Insider, Zoomin.tv...



# Nextv | EUROPE | CEE

**Nextv Sport Europe & CEE** features a future-focused agenda exploring the future of OTT streaming in the sports and entertainment industry. Join attendees from Sports Leagues, Clubs, Teams, Right Owners, Pay TV, Telco, Broadcasters, OTT platforms and the whole media and entertainment industry to discuss the cutting-edge trends and future technology insights that will transform the global sports ecosystem.

#### Challenges of delivering sports directly to consumers for sports TV networks

- ◆ Multi-platform strategies
- Business model for D2C distribution
- ♦ Subscriber authentication and application code protection

#### Delivering an enhanced and engaging viewing experience without latency

- Streaming versus satellite
- ◆ Best low latency CDN strategies
- ◆ Impact of 4K on sports streaming

#### **Fighting live sports piracy**

- Protecting premium live sports from streaming piracy
- ◆ Advanced detection, AI and real-time monitoring
- ◆ Watermarking: forensic investigations and legal actions

#### Setting up and monetization of a European OTT sport platform

- ◆ Regulation limits to betting services
- OTT gambling transaction initiatives
- Betting companies and OTT partnerships

#### Driving global fan engagement and reaching a worldwide audience

- ◆ Fan engagement campaigns and social hubs
- ◆ Live production of short videos and live streaming
- ◆ Social TV strategies to engage fans

#### **Sports, OTT and social networks for right holders**

- ◆ Importance of social networks: live broadcasting or specific content
- ◆ Role of Leagues and Federations in fan engagement and leverage of rights value
- Video content monetization for social networks

#### Free-to-Air operators sport strategies: how to innovate with constraints?

- Sports rights spending
- Growth drivers
- ♦ What OTT strategies?

#### **Delivering highlights to media partners and social networks**

- ◆ How to produce a rapid & interactive replay function?
- ◆ How to customize and adapt content for each individual market?
- ◆ Distribution and multi-platform strategies

- Movistar+
- ◆ BT Sport Sky Sports
- ◆ Telenet
- Swisscom
- TF1
- ◆ France TV Sport
- ◆ ARD
- ◆ ZDF
- ◆ RTL
- Twitch
- eSports Channel
- ◆ Ginx Esports TV
- ◆ FFF
- Deutsche Fußball

- ◆ RMC Sport
- ◆ Eurosport
- ◆ Sport TV
- William Hill
- Ladbrokes
- ◆ Bet365
- ◆ Dazn
- ◆ YouTube
- Facebook
- ◆ Amazon
- ◆ UFC
- ◆ ATP / WTA
- ◆ NBA
- Formula 1



# Nextv LATIN AMERICA

The leading executive event on TV & OTT sports and esports production and distribution strategies and technologies in Latin America and US Hispanic. The revolution of sport streaming and the transformation of FTA, Pay TV networks, sports TV producers. And the arrival of new players with new platforms that bring new business opportunities; tems, federations, secondary sports, betting companies.

#### **Sport TV business in the new normality**

- ◆ The impact in TV rights and monetization
- ◆ New ways of monetization
- ◆ Global sports OTT deployment
- ◆ Stand alone D2C and new D2B2C distribution in sports

#### **Fan Engagement strategies for Latin audiences**

- ◆ Social Networks and Sports in Latin America
- ◆ Trivias & polls in storytelling
- ◆ Fan engagement campaigns & social hubs
- ◆ Social TV strategies

#### The boom of esports in Latin America

- ◆ New storytelling for esports
- Esports integration in OTTs, Pay TV and FTA
- ◆ Al and AR for esports
- ◆ Multi-platform esports strategies

#### "Gamification" of Sport TV networks & Sport OTTs

- OTT gambling transaction initiatives
- **◆** Gamification strategies for engagement
- Betting companies and OTT partnerships.
- ♦ Betting as new revenue stream for right holders

#### **OTT Strategies for teams. leagues and federations**

- ◆ OTT for leagues vs OTT for teams
- ◆ League OTTs as alternative international rights distribution
- New content to add in team OTTs
- ◆ League pass models and features for OTTs

#### **Sport video business on social networks**

- Social networks and live sport rights
- ◆ Monetization of sport video in social networks
- ◆ Fan engagement on social networks
- ◆ Automatization of social network video production

#### **How to fight live sports piracy in Latin America**

- Advanced detection, Al and real-time monitoring
- ◆ Watermarking: forensic investigations and legal actions
- ♦ Where Latin American sports piracy is coming from?
- ♦ Best regulations & court practices against sports piracy in Latin America

#### **Opportunities in OTT for secondary sports**

- ◆ Best cost-effective OTT deployments for secondary sports
- ◆ The importance of college and local community fans
- Niche sports going global with OTT
- New cameras with Al

#### From sports TV Networks to D2C

- ◆ When is the time to build a stand alone OTT for sports
- ◆ TV Everywhere and new monetization for streaming services
- ◆ Subscription, freemium, live PPV and ad supported models.
- ◆ Reaching US Hispanic and global as add-on OTT

- ◆ ESPN Latin America
- Claro Sports
- Directv Sports
- ◆ Tigo Sports
- ◆ Turner Sports
- ◆ CDF -Canal De Futbol ◆ TVC Deportes Mexico ◆ CDO Chile
- ◆ TvC Sports
- ◆ Telemundo Sports
- ◆ Globo Deportes
- ◆ Dimayor Colombia
- ◆ Gol TV- Tenfield
- ◆ FIBA Americas TV
- ◆ Sky Sports Mexico

- ◆ AYM Sports
- ◆ MegaSports Mexico
- ◆ Azteca Deportes
- ◆ Cable Onda Sports ◆ SportsMax Digicel

- ◆ VTV Uruguay
- ◆ CNT Sports Ecuador
- ◆ CDN SportMax- MMC
- ◆ Todo Deportes TV
- ◆ Liga Mexicana Del
- ◆ TV Palmeiras
- ◆ Torneos y Competencias

- TUDN
- Conmebol
- Concacaf
- ◆ CMD Peru
- Caracol TV
- Flow Sports
- Liga Mexicana Del Pacifico
- ◆ Fanatiz...



The radio and audio industry is entering a new phase of technological transformation and is becoming increasingly powerful. Radio is still hugely popular but the way people listen to radio is changing and an increasing amount of listening is now on online platforms and connected devices. The **Next Audio Europe 2021** will be posing questions as to what the audio and radio landscape will look like in the coming years, where radio will fit within that landscape and what audio and radio technologies will best serve the future development of this industry.

#### **Beyond radio: The new podcast revolution**

- ◆ Independent podcast producers
- Print media
- **◆** TV
- Audiobooks

#### **Focus CEE audio markets**

- Unlocking the full potential of the market
- Competition and challenges
- ◆ The audio digital revolution

#### In-car audio: Can radio dominance last forever?

- ♦ Content discovery and use of metadata in car
- ◆ Voice command
- ◆ Changes with DAB+
- ◆ Introduction of new audio streaming services
- ♦ Role of GAFA...

#### Innovation strategies of public & private radio

- ◆ Competition for listening time, in particular from original
- podcasts publishers and streaming music services.
- Multiplication of audio listening and interaction devices
- ◆ Rise of on demand usage
- Content discovery
- Analytics

#### Telecom & mobile operators' opportunities in audio streaming

- ◆ Importance of operators in IP audio services distribution
- ◆ Virtual Assistant strategies for telecom operators
- ♦ Launch own new audio services: Podcast, audiobooks, premium radio

- ◆ Public & private radio broadcasters: Bauer Radio, Prisa, RTL, Mediaset, ARD, Radio France, BBC, SSR, VRT, ORF, Cope, Antenne Bayern...
- ◆ Podcast: Stitcher, Podigee, Binge, Acast...
- ◆ Car Audio: PSA, BWM, Renault, Mercedes, Tesla...
- Audio Streaming: Radioline, Soundcloud, Soundcast, Spotify,
  Deezer, iTunes, Stitcher Radio, Spotify, Google Play Music, Podcast
  Addict, CastBox, Pocket Casts, DoggCatcher Podcast, Player;
  Podcast Go, TuneIn Radio, Overcast, Luminary...
- ◆ Books & press audio: Hachette Livres, Schibsted, Audiobooks...
- ◆ Voice AI: Alexa, Apple, Google...
- ◆ Operators: Telekom; Orange, Telefonica, BT...
- ◆ Brands: Jaguar Land Rover, Natwest, Chanel...
- ◆ Ad agency audio: Havas, Lagardère Publicité News, RSM...



**Next Audio Latin America 2021** will be posing questions as to what the audio and radio landscape will look like in the coming years, where radio will fit within that landscape and what audio and radio technologies will best serve the future development of this industry. The event will focus on the importance of online platforms for the future of radio and the challenges and opportunities this creates and gather participants from media companies, tech companies, brands, advertising agencies as well as associations.

#### Streaming radio strategies: reaching the audience

- Radio broadcasting vs. streaming
- ◆ How to set up a profitable App Radio station?
- Where are radio listeners?

#### The future of Virtual Assistants & Smart Speakers in audio business

- ♦ Radio, newspapers and music streaming apps in Virtual Assistants
- ♦ Virtual Assistant as new media. Subscriptions and advertising
- ♦ Stage of Al learning in Spanish for Latin American services

#### Addressable radio and audio advertising

- ◆ Programmatic streaming radio advertising
- ♦ Premium radio, podcast and streaming audio inventory and marketplaces
- ◆ Specialized audio SSPs and DSPs

#### Metadata, Al, content discovery and recommendation

- ◆ The role of metadata in radio and new searching tools
- ◆ Cloud based AI solution in audio production
- ♦ Archive search, music recognition, automatic lyrics creation

#### The new podcast revolution

- ◆ Development of podcast movement in Latin America and worldwide
- ◆ The role of podcast platforms
- ◆ Challenge of podcast hosting for large players

#### **New subscription and transactional audio services**

- New potential paid services: audiobooks, premium podcasts, premium radio
- Monetization models for streaming audio: advertising, subscription and transactional
- ♦ Is there a room for subscription models in Latin America?

- ◆ Grupo Radio Centro
- ◆ Radiopolis Mexico
- ◆ Grupo ACIR Radio
- ◆ Radio Formula
- ◆ MVS Radio
- ◆ Imagen Radio
- ◆ Jovem Pan
- Sistema Globo de Radio
- ◆ Radio Bandeirantes
- ◆ Rede Gaucha
- Transamerica
- Rede Mix FM
- ◆ Antena 1 Radio
- Caracol Radio
- ◆ RCN Radio
- ◆ Olimpica Stereo
- ◆ Blu Radio
- ◆ Tevesan Radio
- Radio Mitre
- Radio 10
- Cadena 3
- Futurock
- ◆ Radio Continental
- ◆ Radio America
- ◆ Alpha Media
- ◆ CNN Radio
- FM Latina
- ◆ Radio Metro
- Vorterix

- ◆ RPP (Peru)
- **◆** CRP Radios
- ◆ Corporacion Universal Radio
- ◆ Grupo Panamericana de
- ◆ Radio
- ◆ Multimedios GLP
- ◆ Bethia Radio
- ◆ Radio 13
- Grupo Dial
- ◆ Claro Musica
- Spotify
- ◆ Deezer
- Stingray
- ◆ Tidal
- ◆ Lunfa.fm
- ◆ Podcast Amigos
- ◆ La Liga. fm
- ◆ Posta FM
- ◆ Parque FM
- ◆ Radio Berlin
- ◆ iVoox
- ◆ Radio Disney Latinoamérica
- ◆ Emisor Podcasting
- Congo FM
- ◆ Radio En Casa
- Apple Podcasts
- ◆ Google Podcasts
- Podium
- ◆ Anchor...

Learn what next-generation efforts are under way to attract new customers to emerging and mature subscription media services in Latin America. How publishing, media & and OTTs services deep into their digital subscription journey spark new ways of attracting traffic, registering and logging in users, and converting audiences into subscriptions? How broadband and mobile operators can reach their targets, build the best bundles and convert to subscribers? And how can they take advantage of carrier billing to upsell and grow revenues and ARPU? How analytics and intelligence can leverage personalization and identify risky subscribers? What are the best tools - outreach programs, emailing, events, loyalty programs, product updates, retention campaigns - to keep customers and reduce churn?

#### **New strategies for subs acquisition in Media & Telecom**

- **◆** Best practices in subscriber acquisition
- ♦ Integrating advertising, performance and conversion
- Which free trial offers attract more subscribers, and which ones bring more revenue
- Subscription businesses and social media

#### **Analytics and subs retention in Media & Telecom**

- ◆ Subscription intelligence to leverage personalization
- ◆ How to prevent cancellations through engagement?
- What is the right data to track?
- ◆ The role of billing platforms on subs retention

#### **Telecom operators as multi-subscription aggregators**

- ◆ Advantage of carrier billing in Latin America
- New multiplay broadband and mobile offer: music, podcasts, books, news media
- ◆ How to build better subscription bundles?
- ◆ Upselling, next-selling, cross-selling and referrals

#### **Digital Media paywall strategies for acquisition**

- Emerging best practices in registration walls
- ♦ New paywall models: dynamic paywalls, timewalls and others
- ◆ Registration, log-in strategies & value-added freemium subscriptions
- ♦ Best user-to-subscriber conversion processes

#### **Acquisition & retention for OTTs: the new era**

- ◆ Acquisition strategies once the easy wins are behind you
- ♦ How to reduce conversion and acquisition costs?
- ◆ Retention strategies to avoid "spinning" based on programming
- ♦ Subscription intelligence and churn management

#### **New digital acquisition tools for Telecom operators**

- ◆ Speech analytics and AI in sales
- ◆ Omnichannel strategies: is telemarketing disappearing?
- ◆ Human interaction vs. bots
- Digital strategies for broadband and mobile subscriptions

#### **Online Payment challenges for Digital Media and OTT subscriptions**

- Ensuring strong customer authentication
- Avoiding long checkout processes and abandoned carts
- **◆** Alternative payment methods
- ♦ Barriers for online payments in Latin America

- ◆ Disney+
- ◆ Clarovideo
- ◆ HBO
- ♦ WarnerMedia
- Globoplay
- ◆ Esporte Interativo
- ◆ Blim
- ◆ Crunchyroll
- ◆ Telecine Play
- ◆ Premiere FC
- ◆ Looke
- America tvGo
- Noggin
- ◆ Caracol Play

- Clarin
- ◆ La Nación (Argentina)
- ◆ Perfil
- Abril
- ◆ Editora Globo
- ◆ Estadao
- ◆ Zero Hora
- ◆ Folha
- ◆ El Mercurio
- Diario Financiero Chuile
- Copesa Editorial
- Diario Estrategia Chile
- El Espectador
- ◆ Comunican

- ◆ Claromusica
- Deezer
- Spotify
- UOL
- ◆ Tidal
- ♦ G1
- ◆ Stingray
- Movistar
- Claro
- ◆ Oi
- Vivo
- ◆ TIM
- ◆ Izzi
- ◆ Tigo...

The **Next Subs Europe** is a new event focusing on new ways to attract new customers for emerging and mature subscription media services in Europe. During the conference, panelists will explain how analytics and intelligence can leverage on personalization and help identifying risky subscribers. What are the best tools - outreach programs, emailing, events, loyalty programs, product updates, retention campaigns - to keep customers and reduce churn?

#### New strategies for subs acquisition in Media & Telecom

- **◆** Best practices in subscriber acquisition
- ♦ Integrating advertising, performance and conversion
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#### **Analytics and subs retention in Media & Telecom**

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- ◆ New multiplay broadband and mobile offer: music, podcasts, books, news media
- ♦ How to build better subscription bundles
- ◆ Upselling, next-selling, cross-selling and referrals

#### The new era: acquisition & retention for OTTs

- **◆** Acquisition strategies once the easy wins are behind you
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- ◆ Retention strategies to avoid "spinning" based on programming
- ◆ Subscription intelligence and churn management

#### **New digital acquisition tools for Telecom operators**

- Speech analytics and AI in sales
- ♦ Omnichannel strategies: is telemarketing disappearing?
- Human interaction vs. bots
- ◆ Digital strategies for broadband and mobile subscriptions

#### **KEY COMPANIES TARGETED:**

- Allente
- Altice
- ◆ BT UK
- ◆ Canal+
- ♦ Nos
- ◆ Sky
- ◆ Swisscom
- ◆ Telefonica
- **◆ TIM**
- ◆ Virgin Media
- ◆ Vodafone
- ◆ Amazon Prime Video

- C More
- ◆ Apple TV+
- ◆ Dazn
- Disney+
- ◆ Dplay
- ◆ Eurosport
- ◆ HBO
- ◆ Jovn
- TV2 Sumo
- Viaplay
- Axel Springer
- Deezer



◆ DPG Media

◆ Der Spiegel

◆ Le Monde

◆ El Pais

Spotify

◆ RTL





**Sustainability - Telecom& Media** is a new event focusing on the strategies that key operators are implementing to improve their energy efficiency and reduce the carbon footprint used by their network infrastructures as well as their transition to renewable energies. This 1st edition will have a look at innovative solutions and strategies implemented by the telecom and media industry globally.

#### Sustainability in telecom operator infrastructures

- How can innovations in products and services integrate the environmental impact for the planet?
- What are telecom operator strategies to reduce the carbon footprint of their networks?
- What are the challenges faced by operator?

#### **Set-top-boxes and broadband CPE strategies**

- ♦ How can the energy efficiency of hardware improve to meet social and environmental standards?
- Strategies implemented by major European operator?
- ◆ Focus on consumer electronics and equipments

## Consumer preferences: how can ecological efforts align with business objectives?

- Use of new innovation to improve environmental impact: how are consumers receiving these strategic choices?
- ◆ Can the implementation of better energy and environmental efficiency become a key selling point for media and tech actors?
- Has the ecological impact become a decisive criterion for customers?

#### **Environmental performance in TV broadcasting**

- ◆ Have traditional television models and technologies proven to be more advanced than the digital video?
- ♦ How do broadcast technologies and processes compare with the newly launched OTT services?

#### **Audiovisual production: Implementation of energy-efficient systems**

- How can actors implement energy-efficient systems throughout the production process?
- Emphasis on the concrete actions implemented by key TV and content producers
- ♦ Focus on implementation tools such as Albert in the UK

#### Extending the scope of ecological decisions: can the supply chain follow?

- ♦ How have standards evolved?
- ◆ What strategies are within range of TMT operators?
- Has the environmental impact become a parameter when it comes to tender evaluation?

## How can content providers and OTT services steer their strategies to add greener technologies?

- Strategies of large content providers to improve their environmental impact
- What are the objectives that are achievable for smaller actors?
- ♦ Focus on data centers and content delivery networks

#### **Greenhouse gas emissions measurement**

- ♦ How can telecom and media actors measure their footprint
- ◆ What are the tools to measure companies' emissions?
- Implementation on accurate carbon-reduction strategies?

## **OUR OFFERS**

OUII OTTENO	GOLD \$10,000	SILVER \$7,000	BRONZE \$4,000	
Speaking opportunities	2 speaking slots in a panel	1 speaking slot in a panel	None	
Screening (Nextv content events only)	2 video screenings during the speaking slots	1 video screening during the speaking slot	•	
Special branding	Sponsor event platform or registration sponsor	Content track branding	•	
Virtual booth	•	•	•	
Virtual product gallery/ screening	•	•	•	
Content uploads	5	3	None	
Column Ad	•	•	•	
Send outbound messages	Unlimited	Unlimited	Unlimited	
VIP one-to-one meeting service	Up to 6	Up to 3	None	
Early access to platform for meeting set up	2 weeks	2 weeks	1 week	
Access to the attendees list & registered people	•	•	•	
Outbound meetings	•		•	
Inbound meetings	•	•		
Website branding	•	•	•	
Free passes for staff	20	15	10	
Email blasts Nextv news	2	1	1	
Social promotion on event channels	•	•	•	
Free Dataxis market reports	2	1	1	
Al matchmaking	•	•	•	
Ad banner Nextv news	2 months head banner	1 month central banner	1 month central banner	

2021	0%	5%	10%	15%	20%
Discount (all events)	1 event	2 events	3 events	4 events	5 events and +

## **GOLD SPONSORSHIP**

#### **SPEAKING OPPORTUNITY**

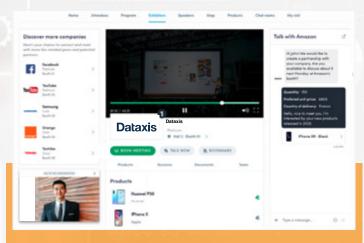
- 2 speaking slots in a panel session or a 20 mins business case study with a client
- 2 video screening during the speaking slots (Nextv Content only)

#### SPECIAL BRANDING

- Positioned as a Gold Sponsor
- Special branding on sponsor event platform or registration sponsor
- Listed in the Exhibitors list
- Branding throughout your presentation sessions with a banner
- Logo and link on the event website homepage
- Logo, company profile, and link included in the sponsor/ exhibitor section of the event website
- 2 weeks early access to platform for meeting set up
- 2 months head banner on Nextv News
- 2 email blasts to the Nextv News subscribers
- · Column Ad and Banner Ad

#### **NETWORKING & LEAD GENERATION**

- 20 free passes for sponsor's staff with access to the virtual conference & networking
- Access to the VIP one-to-one meeting service to book up to 6 meetings.
- 2 weeks early access to platform for meeting set up
- Access to attendees list and registered people
- Dedicated company page with the following features:
  - -Embedded video Option to host a pre-recorded elevator pitch or short company video
  - -Company Logo & Company Profile showcased
  - -Document download option (including, brochures, catalogues, flyers etc)
  - -Ability to schedule meetings with attendees & receive attendees meeting requests



#### **VIRTUAL BOOTHS**

- Exhibitors' videos and marketing material
- Instant video call with leads
- Live chat with speakers & attendees
- Inbound meetings with your targets
- Display and push your range of products/ services



## **SILVER SPONSORSHIP**

#### SPEAKING OPPORTUNITY

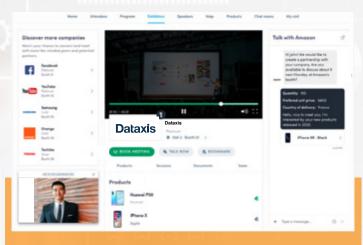
- 1 speaking slot in a panel
- 1 video screening during the speaking slot (Nextv Content only)

#### **SPECIAL BRANDING**

- Positioned as a Silver Sponsor
- Content track branding
- Listed in the Exhibitors list
- Branding throughout your presentation sessions with a banner
- Logo and link on the event website homepage
- Logo, company profile, and link included in the sponsor/ exhibitor section of the event website
- 2 weeks early access to platform for meeting set up
- 1 month central banner on Nextv News
- 1 email blast to the Nexty News subscribers

#### **NETWORKING & LEAD GENERATION**

- 15 free passes for sponsor's staff with access to the virtual conference & networking
- Access to the VIP one-to-one meeting service to book up to 3 meetings.
- 2 weeks early access to platform for meeting set up
- Access to attendees list and registered people
- Dedicated company page with the following features:
  - -Embedded video Option to host a pre-recorded elevator pitch or short company video
  - -Company Logo & Company Profile showcased
  - -Document download option (including, brochures, catalogues, flyers etc)
  - -Ability to schedule meetings with attendees & receive attendees meeting requests



#### **VIRTUAL BOOTHS**

- Exhibitors' videos and marketing material
- Instant video call with leads
- Live chat with speakers & attendees
- Inbound meetings with your targets
- Display and push your range of products/ services



## **BRONZE SPONSORSHIP**

#### BRANDING

- Positioned as a Bronze Sponsor
- Branding on the home page of the conference portal
- · Listed in the Exhibitors list
- Branding throughout your presentation sessions with a banner
- Logo and link on the event website homepage
- Logo, company profile, and link included in the sponsor/exhibitor section of the event website
- 1 week early access to platform for meeting set up
- 1 month central banner on Nexty News
- 1 email blast to the Nextv News subscribers

# Discover more companies Water part draws to consider person and most person and person an

#### **VIRTUAL BOOTHS**

- Instant video call with leads
- Live chat with speakers & attendees
- Inbound meetings with your targets

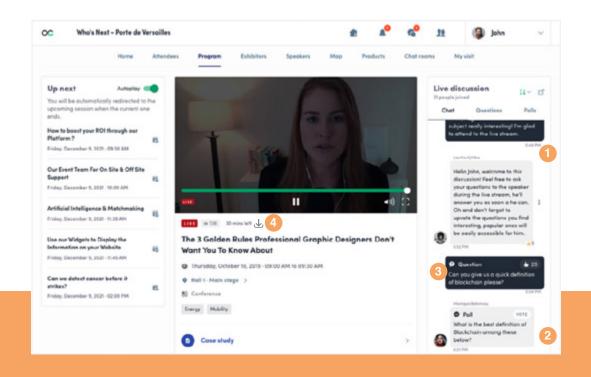
#### **NETWORKING & LEAD GENERATION**

- 10 free passes for sponsor's staff with access to the virtual conference & networking
- Access to platform for meeting set up during show days
- Access to attendees list and registered people
- Dedicated company page with the following features:
  - -Embedded video Option to host a pre-recorded elevator pitch or short company video
  - -Company Logo & Company Profile showcased
  - -Ability to schedule meetings with attendees & receive attendees meeting requests



## THOUGHT LEADERSHIP

#### Nextv Series one-on-one fireside chats, panel discussions and speaking slot addresses

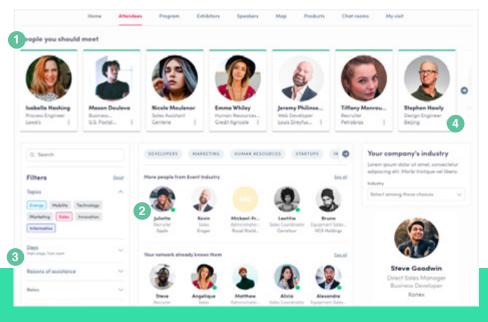


- 1 Sponsors can interact with registered attendees
- 2 Sponsor can publish polls and share instant results
- 3 Attendees can ask questions
- 4 Download materials while listening to sessions

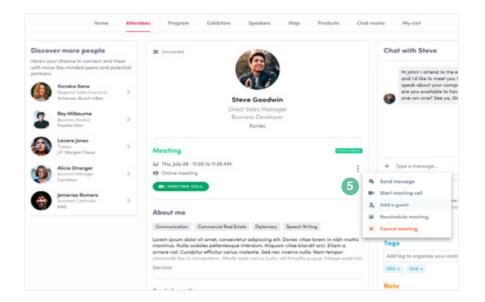
- All conference sessions will be streamed live on the virtual platform
- ✓ All sessions will be recorded and available on our platform for catch-up so that you never miss any sessions.
- ✓ Exclusive CTO's roundtables
- ✓ Interact with our exceptional speakers who will participate in insightful debates about the latest market trends
- ✓ Support your sessions with documents such as case studies & presentations which will be made available for download to the attendees
- Engage your audience by using our polls and surveys during and after the sessions and receive instant feedback and results.
- Smart program The event schedule is easy to navigate and always kept up-to-date.

## **NETWORKING OPPORTUNITIES & LEAD GENERATION**

Arranging meetings with your key targets could not be easier! Book meetings, schedule video calls, and share a quick presentation with your key targets. Use of our advanced Al-matchmaking, where Al-supported technology will match you with connections at the event based on your preferences.



- Al-recommended people to meet
- 2 See who's online
- 3 Advanced filters
- 4 Chat with anyone
- 5 Book virtual meetings



#### VIP one-to-one meetings

Our usual VIP meeting services will also be available during our virtual conference. Our dedicated team will work with you to pre-arrange meetings with your customer wishlist to reach your target clients.

## **BRANDING & VISIBILITY**

Benefit from numerous branding opportunities before, during and after the event.

## Ad Banners on Nextv News website and email blast to Nextv News subscribers

Push your brand on one of the leading media specialized in the TV, OTT, Media & Entertainment industry.

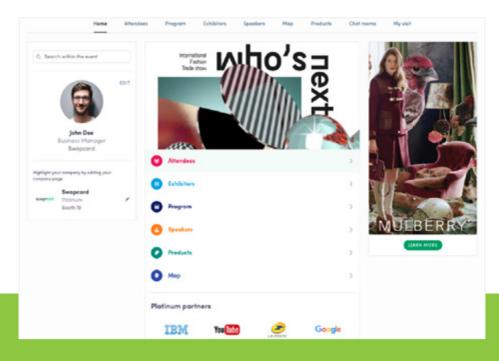
Ad banners appear throughout Nextv News international and regional websites.



#### **EMAIL BLASTS**

Reach more than **25,000 executives** worldwide, or target specific regions

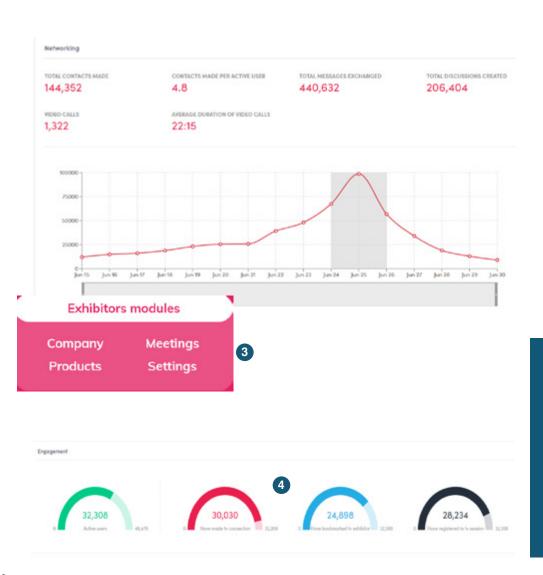
#### Branding on the platform

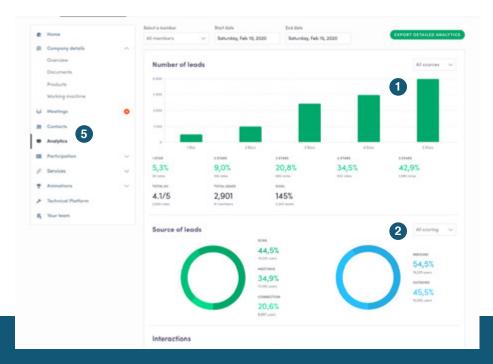


- Access to our engaged +25,000 subscribers
- Send sponsored emails pre and post event
- Display your brand in our daily newsletters
- Send targeted push notifications during the event to attract leads

## **ROI TRACKING & IN-DEPTH ANALYTICS**

Collect leads during your panel sessions, virtual booths visits and virtual meetings. Our platform will enable you to measure engagements of each attendee so that post-event action can be undertaken. Exhibitors can follow their ROI in real-time.





- 1 Volume of leads by rating
- 2 Lead source tracking
- Number of visitors on booths
- 4 Level of attentiveness of attendees
- User-friendly analytics platform