

AGENDA

Maximizing Value and Attention

Berlin - Thursday 13th June 2024

Venue: SAP Data Space, Rosenthaler Str. 38, 10178 Berlin-Mitte

Meet & Greet

Welcome(s)	Peter Schauerte, Managing Director, AllScreens, and Liz Bales, CEO, DEGI
Global Trends	Insights Intro, Yasmin Nevard, Head of Insights, DEGI
Transactional Focus:	Maximizing value – State of the Nation Jeremy Enos, SVP, WW Market Intelligence & Strategic Planning, Paramount Pictures, DEG/ GfK
Sponsor Slot 1	Becca Monahan, Commercial Director, Official Charts

Break

Sponsor Slot 2	Ole Kleinen, Managing Director, K-Medienberatung
SVOD / AVOD / FAST	James Duvall, Principal Analyst – Head of Entertainment, Futuresource Consulting
Consumer Behaviours	Craig Armer, Global Strategic Insight Director (Entertainment on Demand & ComTech), Kantar Worldpanel
Audience Q & A	Moderated by Yasmin Nevard, Head of Insights, DEGI

Lunch & Networking

Sponsor Slot 3	Ingke Purrmann, CRO and Co-Founder, JustWatch
Maximising Value &	Engagement Panel: Dr Philipp Bode, Head of Commercial & Studio Partnerships, Prime Video Dr Malte Probst, Chief Product Officer Fiction, blue Entertainment AG Moderated by Liz Bales, CEO, DEGI
International Growth Initiatives	James Gallagher, Senior Marketing Manager, DEGI
Closing Comments	Peter Schauerte, Managing Director, AllScreens, and Liz Bales, CEO, DEGI

Break

Group Discussion	Transactional Messaging Group Discussion [optional]
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