TVLS 2018

TV LEADERS SUMMIT

MAY 17-18, 2018
HOTEL MOLITOR
PARIS

DAY ONE: DEEPER UNDERSTANDING

**12:30 – 14:00** Welcome Lunch & Networking

14:00 Introduction
Paul Molinier, CEO, Viaccess-Orca

14:20 Keynote Session — The Rise of OTT
Paolo Pescatore, VP, Multiplay & Media, CCS Insight

Paolo will provide a C-level analysis of the disruptive changes that OTT is having on the business of video. How will fragmentation affect its continued growth? What are the opportunities for telcos in the area? What will be the impact of the Connected Home and the smart speaker? This session will provide a snapshot of the current situation and extrapolate future trends and possibilities.

15:15 Keynote Session - How to Become a Data Driven Media Organization – the Story of "yes Television", Israel
Ido Biger, Chief Data Officer, "yes Television"

How implementing effective data analytics and customer recommendations has impacted the bottom line at leading Israeli Pay-TV provider, "yes Television".

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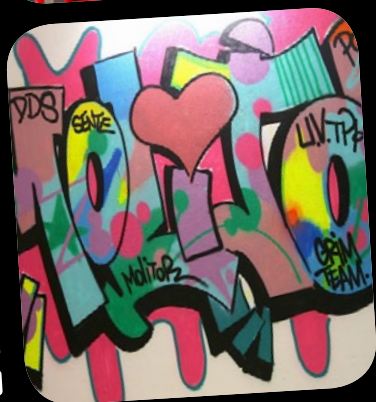
16:00	Coffee & Networking Break
16:30	Panel - How Addressable TV Can Boost Your Business

Moderator:
Neil Howman, Managing Director,
202 Communications

Panelists:
Jose-Antonio Guzman, Director of TV,
Orange Spain;

Fabian Birgfeld, CEO and Co-Founder,
W12 Studios;

Stephane Bismuth, Co-founder, viznet.tv

Moderated by industry expert,
Neil Howman, our panelists will discuss the
powerful benefits and competitive edge
that data analytics can confer on
operators, particularly the addressable TV.

17:15	Day 1 Closing session - Chem Assayag, EVP Marketing & Sales, Viaccess-Orca
17:45	End of Plenary Session
19:00	Meet in the lobby to leave for the Gala Dinner
20:00	Cocktails and Gala Dinner at Alain Ducasse's Ore restaurant, Château de Versailles

Dress code: Formal

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DAY TWO: STAYING SMART

9:00 – 9:30	Welcome Coffee & Networking
09:30	Keynote - Bringing Big Data to Life; Adding the Behavioral Perspective

Liraz Margalit PhD, Web Psychologist and Head of Behavioral Research, Clicktale

Big data is definitely capable of telling a general story, providing broad insight into the user journey, but how do we capture the essence of the story, all the components that give the story life?

Today's recommendations' engines are built on a wrong assumption: What people have chosen in the recent past determines what they will likely do in the future. The problem is that from a psychological perspective, there is little validity to this assumption. Only by adding a cognitive behavioral perspective to our understanding of customers, can we effectively personalize the experience by content that matches their state of mind, emotions and personality and bring big data to life.

10:15	Panel - GDPR - Obstacle or Opportunity?

Moderator:
Neil Howman, Managing Director, 202 Communications

Panelists:
Cédric Prevost, Marketing Director for Security & Managed Services, Orange Cloud for Business;

Samuel Profumo, Chief Data Officer, Le Groupe Figaro;

Christine Maury- Panis, EVP Legal and Security, Viaccess-Orca

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Europe's General Data Protection Regulations roll out on May 25th and promise to change much of the data landscape for any companies that do business in Europe. What are the main challenges it presents? What are the costs of non-compliance? This session will provide strategic insight into what operators need to know both at roll out and in the forthcoming years as it takes effect.

11:00	**Keynote -** **Piracy: From Whining to Acting** Olivier Dufour, CEO France, Motorsport Network
11:40	**Coffee & Networking Break**
12:10	**Speed sessions - What Does Security Mean in the Age of Digital TV?** Kevin Le Jannic, Product Marketing, Viaccess-Orca; Jérôme Pons, Orange Expert Program Manager, Orange; Ron Paans, Technical Director, M7 Group Join us for an exciting "speed dating" session. Our speakers will share their vision, insights and definition of what security means in the age of Digital TV. How will they deal with these threats and are there any opportunities?
12:50	**Wrap Up Session** Chem Assayag, EVP Marketing & Sales, Viaccess-Orca
13:00	**Closing Remarks** Paul Molinier, CEO, Viaccess-Orca
13:15	**Farewell lunch, Hotel Molitor**

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