

9:00-9:30	Poranna kawa i herbata
9:30-9:40	Oficjalne otwarcie konferencji
9:40-10:20	Marketers are from Mars. Consumers are from New Jersey. Bob Hoffman /Type A Group
10:25-10:45	Why powerful TV content matters all around the world? How TV can engage consumers behind a global lifestyle brand. Kevin Chorlins /Scripps Networks Interactive
10:50-11:10	Event Television: converting viewers into engaged fans. Case Study: The Walking Dead Christian Brent /FOX Networks Group
11:15-11:35	Warsaw Shore, czyli o tym, jak wszyscy znają program, którego podobno nikt nie ogląda! Daniel Reszka /Viacom International Media Networks
11:40-12:00	Star Wars: The Force will be with us. Always. Patryk Piputa /The Walt Disney Company
12:00-12:50	Przerwa na lunch
13:00-13:20	Wymierne dowody, a nie opinie: efektywność mediów na podstawie wyników modeli ekonometrycznych Anna Gałzka /Publicis Media DNA Aneta Zima /Starcom
13:25-13:55	TV jako początek konwersacji Michał Maszkiewicz /Millward Brown Maciej Ziqbrowski /TVN Media
14:00-14:20	Telewizja driverem e-commerce. Efektywność sponsoringu TV Jacek Szymczyk /Discovery Networks CEEMEA
14:25-14:45	Zrozumieć pokolenie X,Y,Z – ich styl życia, wartości i sposób konsumpcji treści TV Magdalena Płaźnik /Viacom International Media Networks
14:50-15:20	Why TV remains the most effective medium for advertisers? Zoe Harkness /Think Box UK
15:20-15:40	Przerwa kawowa
15:40-16:10	Potential of programmatic TV: new way to access TV audience Daniel Stephenson /SKY Media
16:10-16:40	Measuring net reach of TV & video online: overview of existing and potential cross-media surveys Matthew Carver /egta
16:40-17:00	Trzęsienie video – ziemi. Jak telewizja zmieni się w cyfrowej erze? Michał Kreczmar /PWC

9:00-9:30	Morning coffee & tea
9:30-9:40	Official conference opening
9:40-10:20	Marketers are from Mars. Consumers are from New Jersey. Bob Hoffman /Type A Group
10:25-10:45	Why powerful TV content matters all around the world? How TV can engage consumers behind a global lifestyle brand. Kevin Chorlins /Scripps Networks Interactive
10:50-11:10	Event Television: converting viewers into engaged fans. Case Study: The Walking Dead Christian Brent /FOX Networks Group
11:15-11:35	Warsaw Shore - TV show that everyone knows, but supposedly no one watches. Daniel Reszka /Viacom International Media Networks
11:40-12:00	Star Wars: The Force will be with us. Always. Patryk Piputa /The Walt Disney Company
12:00-12:50	Lunch break
13:00-13:20	Tangible evidence, not opinions: media efficiency based on econometric models' results Anna Gałązka /Publicis Media DNA Aneta Zima /Starcom
13:25-13:55	TV as a conversation starter Michał Maszkiewicz /Millward Brown Maciej Ziqbrowski /TVN Media
14:00-14:20	Television as an e-commerce driver. The effectiveness of TV sponsorship. Jacek Szymczyk /Discovery Networks CEEMEA
14:25-14:45	Understanding generations X,Y,Z – their lifestyle, values and the way of TV content consumption Magdalena Płaźnik /Viacom International Media Networks
14:50-15:20	Why TV remains the most effective medium for advertisers? Zoe Harkness /Think Box UK
15:20-15:40	Coffee break
15:40-16:10	Potential of programmatic TV: new way to access TV audience Daniel Stephenson /SKY Media
16:10-16:40	Measuring net reach of TV & video online: overview of existing and potential cross-media surveys Matthew Carver /egta
16:40-17:00	The video earthquake. How will TV change in the digital era? Michał Kreczmar /PWC