

**EURIO)VISION
CONNECT**

OPERATED BY EBU

| 20
YEARS

PROGRAMME

19-20 MAY 2016

CORINTHIA HOTEL

PRAGUE

In collaboration with



Česká televize

[#eurovisionconnect](https://twitter.com/eurovisionconnect)



EUROVISION CONNECT STEERING GROUP 2016

Vitold Grand'Henry (RTBF), Lene Klev (NRK), Sophiane Tilikete (France 4), Teija Korkeamaa (YLE), Justin Bairamian (BBC), Kristel Maran (ERR), Wim Moellmann (SRF), Deirdre Mcandrew (RTE), Robertino Windisch (ZDF), Bogdan Zupan (RTVSLO), Anne Kornmann (Eurovision), Anne Brochot (Eurovision), Birgitta Kadin (SVT)

WEDNESDAY 18 MAY 2016

WELCOME DRINK

- 19:20** Gathering in the hotel Corinthia lobby
- 19:30** Buses will leave hotel for the Prague Dancing Building
- 20:00** Eurovision Connect 2016 welcome drink
- 22:00** Way back at the hotel Corinthia by bus

DAY 1 - THURSDAY 19 MAY

08:30

REGISTRATION OPEN

09:00

OPENING OF 20TH EUROVISION CONNECT 2016

By Vitold Grand'Henry, 2016 Eurovision Connect Steering Group Chairman and moderator, Strategic Advisor, RTBF

09:10

THE NEXT GENERATION OF ADVERTISING

How to benefit from the cognitive crisis in advertising

Keynote speaker: Walter Naeslund, Founder & CEO of Honesty

While our human cognitive capacity remains roughly the same, the content competing for that capacity is growing insanely fast. The whole advertising industry is scrambling to capture your attention and engagement, and companies are falling over themselves in their attempts to draw clicks and views. But are they chasing the right things? In this talk, engineer and advertising entrepreneur Walter Naeslund suggests a contrarian approach to next generation advertising and looks to YouTubers, television series and Mad Men for inspiration.

MAKING THE CASE FOR PSM

10:10

DEVELOPING A NEW STORY FOR THE BBC

How to go from invisible thread to golden thread

Speaker: Jane Lingham, Director of Brand, BBC

As the BBC renegotiates the Royal Charter, never has it been more important to communicate the value of the BBC to all our audiences. To help with this, last year we developed a new brand strategy that takes the organization from being a simple public service broadcaster, to a life-enhancing brand. This is the story of how we developed that strategy, and the new brand campaign we created as a result.

10:35**ETV+ TOGETHER WE ARE MORE!**

How to support a community with media

Speaker: Darja Saar, Editor in Chief, ETV+

How does it feel when a national minority gets the chance to enrich its media space by launching a full-time TV channel? The challenge of building a modern media platform that will unite Russian-speakers living in Estonia and engage them in society requires a lot of effort, faith and confidence.

10:55*Coffee break*

BETTER UNDERSTANDING AUDIENCES

11:15**MILLENNIALS WILL NOT COME BACK TO TRADITIONAL TV**

How to stay relevant to young audience and to keep TV executives awake at night

Speaker: Eric Scherer, Director of Future Media, France TV

In an historic generational shift, younger generations will not copy their parents' media habits (even when they settle down). In reverse, parents are now all following Gen Y behaviour and migrating en masse to Facebook and YouTube.

The biggest challenge of traditional TV today is to reinvent itself to stay relevant and reach younger audiences where they now live in the digital space (including social networks, instant messaging and tomorrow's virtual reality). This means first creating new formats and new forms of production and distribution.

11:45**FLICK, ZAP, CLICK OR STICK, STAY AND PLAY**

How to maximize Audience Retention in a Quick-Finger World

Speakers:

Alan James, Founder & Director, James&Wilkinson Media

Joe Goddard, Head of Media Planning, James&Wilkinson Media

Does your current break structure feel formulaic, uninspired and see your audiences zap at the first opportunity?

JWM will present creative examples, industry research and case studies from various markets around the globe on how different broadcasters are combating the growing issue of audience loss across a programme break in a world of infinite choices. The essential break toolkit to retain the flow of audiences within a channel or across your portfolio while enhancing the viewing experience.

12:20

EUROVISION CONNECT AWARDS VOTING SESSION 1

13:10

Lunch break

TRANSFORMING CULTURE & LEADERSHIP

14:10

THE FUTURE OF TV MARKETING

How to build TV brands in the age of online TV

Speaker: Andy Bryant, Managing Director, Red Bee

What will be the major challenges and opportunities for TV marketers over the next 5 years? Co-author of *The TV Brand Builders*, a book based on interviews with 50 leading practitioners across Europe and the USA, Andy Bryant will summarize the main themes and show examples of them in action in TV marketing from a number of broadcasters in several countries.

14:40

THE PSYCHOLOGY OF SOCIAL MEDIA

How to reach into the hearts and minds of your audiences

Speaker: Sue Llewellyn, Founder, Ultra Social

What makes your audiences tick and how can you best use social media to engage with them? Apart from being the big question on everyone's lips, it's also one that can fairly easily be answered with a few simple psychological principles. This presentation from Sue Llewellyn will help demystify what works and what doesn't in the social space and why people behave the way they do. Sue will also explain how to craft creative social media strategies using basic psychological triggers to influence behaviour and encourage audience engagement.

15:10*Coffee break*

ACCELERATING INNOVATION & DEVELOPMENT

15:30**NRK NEWS, A BIG BRAND ON A SMALL SCREEN**

How to make a brand stay in people's minds in an increasingly fragmented media environment

Speaker: Cecilie Lyng, Head of Brand, NRK

A clear brand platform as the foundation for all development, and a clarification of the news brand.

15:55**MAKING A DRAMA OUT OF MOVIE TRAILERS**

How to launch TV drama like it's a movie blockbuster

Speakers:

Gemma Stone, Managing Director, Ignition Creative London

Mina Patel, Creative Director, BBC Creative Marketing Team across all platforms

What can we learn from the theatrical ad world to launch TV dramas and how can broadcasters behave more like film studios to showcase their best dramas by 'borrowing' some of their approaches!

16:15**EUROVISION CONNECT AWARDS VOTING SESSION 2****17:00****END OF DAY 1****20:00****DINNER AND AWARDS CEREMONY**

Hotel Corinthia

DAY 2 - FRIDAY 20 MAY

09:00

A PAN-EUROPEAN MARKETING CAMPAIGN ON PUBLIC SERVICE MEDIA (PSM)

How can we make the case for PSM on a European scale in a coordinated way

Speakers:

Joseph Hoban, Head of Communications and Brand Development, RTÉ

Michelle Roverelli, Head of Communications, EBU

In today's challenging and crowded media market, we all need to join forces to better communicate the value public service media (PSM) brings to audiences and society. The campaign is to persuade emotionally the audience of the critical value of PSM; to culture, economy, nationhood, through a powerful campaign that centers the unique place of PSM in people's lives. If we do not win over more hearts and minds, funding will increasingly be at risk and audience and reputational declines will continue.

09:25

WHERE IS YOUR HOME?

How user-generated content vitalizes the on-air brand image

Speaker: Denisa Kollarova, Marketing Director, ČT

Current PromaxBDA Europe Award-winning application connects main Česka televize channel with its viewers.

EXTENDING LINEAR REACH

09:40

BURYING BOREDOM WITH THE UNDERTAKER

How to involve your linear audience in your digital offering

Speaker: Jonas Bayona, Digital Storyteller, SRF

See how SRF boosted a high-value TV crime series with digital assets.

10:00**SUCCESSFULLY GIVING BIRTH TO A SHOW**

How to maximize your audience using transmedia potential

Speaker: Päivi Koivumaanaho, Campaign Manager and Producer for Marketing and Brands, Yle

Find out how Yle launched the parenthood talk show Marja Hintikka Live and tapped into peer support.

10:20**BBC THREE - FROM LINEAR TO DIGITAL**

How to develop a public service TV channel into a future-facing digital offer

Speakers:

Niki Carr, Head of Marketing BBC Three and Comedy

Matt Hoban, Senior Audience Planner BBC Three, Comedy, Entertainment and Digital

Get a first-hand look at how BBC Three became a trailblazer in public service broadcasting by reinventing its offer for the digital age.

10:50

Coffee break

MAKING BETTER CAMPAIGNS

11:10**LEARNING FROM COMMUNICATION PRE-TESTING**

How to make effective communication

Speaker: Mimi Diego, Senior Consultant, Milward Brown Nordic consulting

Much market communication has the arduous task of reaching people who are not necessarily prone to listen, at least not right then.

How do we get through to those we want to talk to? What are the key things to keep in mind in order to make effective communication?

The objective of this talk is to share general lessons about successful communication, highlight key areas of performance and provide a framework to 'stop-and-think'-test your own communication/creative ideas (before going live).

11:45**FROM “ME” TO “US”**

How to reposition season 2 for the programme Athletes

Speaker: Christer Mellstrand, Marketing Director, Creative Director and member of the Commissioning Board, SVT

The session will take you through how we reworked the programme and the various different parts of our communication.

12:00**SNAPCHAT AND SOCIAL TV: NEW CONTENT AND MARKETING TOOLS?**

How to use snapchat as a medium and make TV social

Speaker: Rasmus Thaarup, Audience Researcher, DR

Social media can support traditional media and pave the way for new dimensions in linear TV viewing. But how big is the phenomenon, what triggers social TV usage and what content do our viewers expect from us? Snapchat is the fastest growing social media channel in Denmark, it's the perfect second screen and live medium, and the users are very young. Rasmus will present a few examples of how DR uses Snapchat as a live medium during TV shows.

12:20

Lunch break

13:20**PUBLIC MEDIA FOR AMERICA'S CHILDREN**

How PBS KIDS reaches today's kids and stays relevant for tomorrow's

Keynote speaker: Lesli Rotenberg, Senior Vice President and General Manager, Children's Media and Education, PBS

TAYLOR MADE MESSAGES**14:10****BIG DATA STRATEGY: DECIDING ON PRIORITIES FOR DATA COLLECTION**

How to set the priority to enrich your users' knowledge

Speaker: Pierre-Nicolas Schwab, RTBF

Getting a big-data project off the ground is a challenge in itself.

Although data is everywhere, PSM wishing to start a big-data project will have to set priorities and choose which data sources to reconcile first. Different types of data will need to be scrutinized: first-party data (those collected by the PSM itself), second-party data (mutual enrichment of 2 or more databases), and third-party data (data obtained from an outside source, e.g. a commercial firm).

In this presentation we will present a classification of data sources along 6 important dimensions for the success of a big-data project. Attendees will discover several mappings of data sources that should help them define their priorities and find the right path for success within their own organization.

The various situations will be illustrated with real business cases and insights.

14:30

FROM “THE BBC” TO “MYBBC”

How to use personalization as a public service

Speaker: Philip Almond, Head of Marketing & Audience, BBC

Public service broadcasting has always had curation at its heart: an editorial view that takes the decisions that “make the good popular and the popular good” and acts as a selector and guide for audiences. Big data and personalization are media's new favourite buzzwords, and together make a very different promise: curation based on algorithm and what a computer knows a member of the audience already likes. But in practice, personalization is a real servant of public service values – and will become an increasingly vital part of PSB in the future.

14:50

Coffee break

BRANDING

15:10

MAKING CREATIVE WORK FOR EUROSPORT

How to Build Creative Branding in the New TV Landscape

Speaker: Aporva Baxi, Co-founder & Executive Creative Director, DixonBaxi

An inside view of building a global sports brand including a look

at how the TV landscape is changing – and the challenges and opportunities this presents for creatives and broadcasters.

15:45

TURNING USERS INTO BROADCASTERS/DESIGNERS

How to turn viewers into users by means of channel design

Speakers:

Bernard Brechet CEO and Creative Director, Gédéon

Sophiane Tilikete, France Télévisions, Head of Creative Service, France 4

Viewers have changed. Before they settle down, they are in motion, interaction, very much involved in the social networks.

As France 4 wanted to turn viewers into users, the channel developed an app with Gedeon, in order to broadcast idents created by the audience.

Our session will show you how it works (or fails), based on true examples.

16:15

WHAT DID WE LEARN YESTERDAY & TODAY?

How to summarize the key learnings of connect 2016 and underline what is important for the future

Vitold Grand'Henry, 2016 Eurovision Connect Steering Group Chairman and moderator, Strategic Advisor, RTBF

Quick group workshop and sharing with the assembly.

16:45

END OF THE CONFERENCE

SPEAKERS

VITOLD GRAND'HENRY

2016 EUROVISION CONNECT Steering Group Chairman and moderator,
Strategic Advisor, RTBF



Vitold works as a strategic advisor for RTBF, the Belgian French-speaking broadcaster. This year, he coached the founding a virtual reality production company. His own experience includes work as TV director and art director for various companies, and a master's degree in marketing. He also teaches marketing in film school, using Harry Potter as a case study, to show how art + marketing can be a successful combination.

WALTER NAESLUND

Founder & CEO of Honesty



Walter is the founder and CEO of the advertising agency Honesty, voted Sweden's most effective long-term brand-builder in 2014. With a background as both media technology engineer and advertising creative, Walter specializes in communication that is high in emotional impact yet light in cognitive cost. Walter is an appreciated lecturer at Sweden's top marketing schools and also speaks at conferences and events in Sweden and abroad.

JANE LINGHAM

Director of Brand, BBC



Jane's role involves overseeing brand strategy and marketing planning as well as delivering all pan-BBC marketing. She was previously Head of Planning where she helped developed content strategy for some of the nation's best loved TV shows including Eastenders, Strictly Come

Dancing and The Apprentice. Before the BBC Jane worked as a creative strategist in London advertising agencies and as a brand consultant. Career highlights include: making Londoners feel better about the Tube (which won her an APG Grand Prix), launching the recent BBC Love campaign, and bumping into Stephen Fry in the lift.

DARJA SAAR

Editor in Chief, ETV+



Launched in autumn 2015, ETV+ is taking its first steps into the local media landscape. Before her current job in media, Darja was Head of ENTRUM, a youth entrepreneurship ideas contest and development programme that aimed to integrate Estonian and Russian-speaking

youngsters in eastern Estonia and enhance their entrepreneurial skills. Darja has also co-hosted an entrepreneurial talk-show on a private local radio channel and was awarded the title of young female entrepreneur of the year in 2013. She was born in Estonia but spent her childhood in Tajikistan and Kazakhstan, returning to Estonia as a teenager. @ETV_pluss

ERIC SCHERER

Director of Future Media, France TV



Eric was Director of Strategy for Agence France-Presse before becoming Director of Future Media at France Televisions. For 25 years he has spent his career working for AFP, Reuters and AFX News in a broad range of functions spanning journalism, management, and

business development, professor in strategy and new media, evangelist of the internet in locations across the globe including Japan, North America and the UK. He blogs at meta-media.fr about his favourite subject: all aspects of the digital revolution and how media industries should adapt and surf the accelerating pace of change. He teaches Entrepreneurial Journalism and is a regular speaker at conferences in Europe. [@EricScherer](https://twitter.com/EricScherer)

ALAN JAMES

Founder & Director, James&Wilkinson Media



Alan has more than 30 years' experience in media, encompassing the advertising agency world at WPP, the broadcasting world at the BBC and currently as co-founder of James&Wilkinson Media. JWM work with broadcasters, both linear and VOD, around the globe to improve

the effectiveness and efficiency of their on-air marketing. Promotional strategy, training, business transformation and audience maximization through manipulation of break structure are just some of the ways that JWM achieves client goals. Alan is a prominent speaker on the international broadcast marketing conference scene and is a former chairman of Eurovision Connect. [@JandWmedia](https://twitter.com/JandWmedia)

[#eurovisionconnect](https://twitter.com/eurovisionconnect)

ANDY BRYANT

Managing Director, Red Bee



Andy is Managing Director of Red Bee, a London-based, internationally acclaimed creative agency specializing in marketing and design for entertainment and media companies, with clients including the BBC, RTÉ, MDR, Fox, NBCUniversal and DreamWorks. He is a recognized

thought-leader in his field and frequent speaker at leading industry conferences globally on TV brand strategy, marketing and creativity. He is Honorary Professor in Film & Media at the University of Nottingham, UK.

[@andybryant1](#)

SUE LLEWELLYN

Founder, Ultra Social



Sue is a former BBC journalist who has spent over 15 years in the TV newsroom and has a lifetime of people-watching. Since 2009 when she pioneered the introduction of Twitter Masterclasses in the BBC newsroom, she has worked as a consultant designing and leading

social media strategy and training across the corporation and for a broad range of other media clients. To date she has personally helped over 4,500 people to 'get social' including many of the top names in British broadcasting. [@suellewellyn](#)

CECILIE LYNG

Head of Brand, NRK



Cecilie graduated as a graphic designer from Ravensbourne College of Design & Communication and has over 20 years' experience working with TV2, production houses, her own design company and NRK. She believes passionately in the strategic framework required for

a brand to develop and remain strong. She has overseen the corporate identity of NRK's mother brand, as well as re-branding NRK News and NRK Sports, and has been recognized with many design awards. [@cecilie_lyng](#)

GEMMA STONE

Managing Director, Ignition Creative London



Following a 16 year career in event directing for live televised and large scale events, Gemma opened the London office of Ignition Creative alongside Creative Director Robin Burke in 2011. The agency has quadrupled in size in 4 years and produces international movie

campaigns for Universal Pictures, Entertainment One, Studio Canal, BFI, Sony Pictures, 20th Century Fox while also providing a cinematic dynamic to campaigns for broadcast clients including the BBC.

MINA PATEL

Creative Director, BBC Creative Marketing Team



Formally Group Creative Director BBC One, Two, Three & Four - leading a motivated and talented team creating award winning campaigns across TV, Digital & Social. Previously Creative Director across individual BBC TV brands; including the launch of BBC Three, Four and HD, branding and

identity, creating short form content as well as D&AD and Promax winning multi-media campaigns. A passion for TV with experience launching the UKTV portfolio of channels, Carlton Television ITV as Promotions Producer and a programme making background at the BBC.

JOSEPH HOBAN

Head of Communications and Brand Development, RTÉ



Joseph Hoban is Head of Communications and Brand Development at RTÉ (Ireland) and Chair of the EBU Communications Directors Experts Group. Joseph led the re-brand of RTÉ and works to re-position RTÉ with audiences, through traditional communications and

advertising/marketing techniques and, increasingly, harnessing the power of social.

MICHELLE ROVERELLI

Head of Communications, EBU



leading PR agencies in Belgium and Switzerland.

As Head of Communications for the European Broadcasting Union (EBU), Michelle Roverelli leads the organization's corporate communications efforts - including internal communications - on all platforms. Before joining the media industry in 2007, she worked for two

DENISA KOLLAROVA

Marketing Director, ČT



Responsible for creative as well as strategic marketing activities, new product and services launches, Denisa has been working at Česká televize for 3 years. She entered the TV marketing world through the same position at commercial broadcaster TV Prima in 2008.

JONAS BAYONA

Digital Storyteller, SRF



Jonas is a 28-year-old media addict with the attention span of a digital native. A multimedia journalist/designer, focusing on online marketing and strategies for broadcasters.

PÄIVI KOIVUMAANAHO

Campaign Manager and Producer for Marketing and Brands, Yle



Päivi manages marketing campaigns and launches for Yle's top projects and contents, as well as for programmes and transmedia concepts. She played a key role in launching the Finnish Parliamentary Election Candidate Gallery, the most talked about media event in Finland

in the spring of 2015. Previously, she has worked as a Marketing Producer, managing the marketing teams for Yle TV1 and culture channel Yle Teema. Päivi started her career as a radio and TV news reporter and has also gained experience as a Press Officer and Communications Manager in the fields of corporate communications and culture productions. She received her Master's Degree in Communication at the University of Jyväskylä.

[@koivumaanaho](#)

NIKI CARR

Head of Marketing, BBC Three and Comedy



Niki has worked as Head of Marketing on BBC Three for 2 years, developing and implementing the strategy to transition the audience from a linear TV channel to online service and transforming the BBC's offer for young audiences. She previously worked as Head of Marketing on Radio 1 and 1Xtra

developing 2 of the UKs most exciting youth brands as they moved into the multiplatform marketplace. [@niki_carr](#)

MATT HOBAN

Senior Audience Planner BBC Three, Comedy, Entertainment & Digital



Matt is a creative strategist with 8+ years' experience working in advertising, broadcasting and digital. Australian raised, he spent three years working in creative advertising in Shanghai, China, before relocating to London to continue working as a strategist for British Airways and

Johnnie Walker among other brands. For the past year and a half he has been with the BBC helping shape the future of the BBC3 service as it moves from television to online. [@haco86](#)

MIMI DIEGO

Senior Consultant, Milward Brown Nordic consulting



Mimi has an extensive experience within market research from a broad range of clients, categories, markets and methodologies.

She is passionate about human cognition and the interplay between intellect, emotion and action, understanding; needs, wants, desires,

choices and decision processes. But also what do we notice and care about? What do we ignore and why?... and how does this relate to effective and meaningful communication.

CHRISTER MELLSTRAND

Marketing Director, Creative Director and member of the Commissioning Board, SVT



Christer is Marketing Director, Creative Director and member of the Commissioning Board at SVT. Christer has spent 20 years working in creative industries in various positions. Before joining SVT he spent 5 years at MTG/VIASAT as head of the in-house

agency and Marketing Director of TV10. Christer has previously been CEO of the Swedish production company Palladium, Member of City Council of Stockholm, Founding Partner of Farmers Wife/Electronic Farm, part of the founding team of Chimney Pot and COO of one of Sweden's largest restaurants.

RASMUS THAARUP

Audience Researcher, DR



Rasmus is an audience analyst and head of Social Media Research at the Danish Broadcasting Corporation (DR). His research mainly focuses on social audiences, social and broadcast cross-media behaviour, social media marketing, social TV/radio, second-screen behaviour, and general web

and streaming behaviour. Before joining the Danish Broadcasting Corporation, Rasmus worked at an ICT consulting firm, the Danish Consulate General in New York, and at the Danish Foreign Ministry. He holds a master's degree in political science. [@rasmusthaarup](#)

LESLI ROTENBERG

Senior Vice President and General Manager, Children's Media and Education, PBS



Lesli Rotenberg is responsible for the strategic direction of an innovative, dynamic media service that meets the needs of a new generation of children, their parents and teachers. Lesli leads a cross-disciplinary team charged with content production, digital development, multi-platform

asset distribution, education resources, marketing and communications and educational product creation for the number-one children's media brand. PBS KIDS reaches more children 2-5 and more children from low-income families than any other media organization and is the leader in streaming video, with pbskids.org placing first in the children's category for total video views and minutes spent.

PIERRE-NICOLAS SCHWAB

Big Data/CRM initiative, RTBF



Pierre-Nicolas is in charge of the Big Data/CRM initiative for the public broadcasting organization of the French Community of Belgium RTBF. He holds an MSc, an MBA in strategy and a PhD in marketing and also works as a researcher at the University of Brussels. He specializes in consumer

behaviour, customer satisfaction and loyalty issues.

PHILIP ALMOND

Head of Marketing & Audience, BBC



Philip leads all the Marketing & Audience functions at the BBC. He joined the broadcaster in 2012 having had a long career in marketing and advertising, including 17 years at Diageo, the world's leading premium drinks business.

APORVA BAXI

Co-founder & Executive Creative Director, DixonBaxi



Aporva co-founded creative agency DixonBaxi with Simon Dixon in 2001.

As Executive Creative Director at DixonBaxi, he is passionate about the value of creativity in business, and has helped organisations including Eurosport, Freeview, UKTV, NBC Universal, Telemundo, Opera

Software and Sony to build brands with purpose and emotion. Aporva has been a keynote speaker at international conferences including PromaxBDA Los Angeles, Semi-Permanent Sydney, OFFF Paris and DesignYatra Goa. Over his career he has won numerous awards for his work from Design Week, Type Directors Club, PromaxBDA Global Excellence and D&AD. He is also co-founder of film production company, Dixon Baxi Evans.

BERNARD BRECHET

CEO and Creative Director, Gédéon



Bernard studied graphic design and obtained his master's degree at the Ecole Estienne, Paris. He then founded two studios before entering Gédéon in 1997 as creative director. He has been involved in all the major brand projects of the company in France and worldwide since then.

He has also been teaching design for the last 15 years at ECAL (Lausanne), Sorbonne (Paris), Ensaama (Paris).

SOPHIANE TILIKETE

Head of Creative Service, France 4



More than 15 years' experience in the TV industry as producer (Gédéon, Dream On) and currently Art Director at France Télévisions for the past 3 years, in charge of France 4's identity. Sophiane Tilikete has worked on several TV branding subjects, mainly in Europe. [@tilikete](#)

JOE GODDARD

Joe Goddard, Head of Media Planning, James&Wilkinson Media



Joe joined JWM in 2013 after several years at Viacom where he had been media manager for Nickelodeon. Joe's previous broadcast experience ensures that JWM have a detailed knowledge of the children's broadcast market. JWM work with broadcasters, both linear and VOD, around the globe to

improve the effectiveness and efficiency of their on-air marketing. Promotional strategy, training, business transformation and audience maximization through manipulation of break structure are just some of the ways that JWM achieve client goals.

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