

CTV DAYS ▶ US HISPANIC & LATIN AMERICA

AGENDA

November 15, 2024 - Novotel Miami Brickell

9:00 AM - **Registration**

9:30 AM - **Opening words**

9:35 AM - PANEL: **Targeting Hispanic audiences with CTV advertising**

Key topics:

- Streaming and the right media mix to reach US Hispanics
- Campaign conundrum: Spanish, English or Spanglish?
- Ad tech: sub-segmenting, addressing and activating
- Measurement: reach evaluation and deduplication analysis

10:20 AM - PANEL: **FAST: from promise to reality**

Key topics:

- Partnership models between FAST channels and platforms
- Trading FAST as premium inventory
- Ad targeting on low-friction data collection services
- UX: ad load, relevancy and viewer input

11:05 AM - **Keynote Speaker**

11:30 AM - **Coffee Break & Networking**

12:00 PM - PANEL: **CTV ad inventory optimization**

Key topics:

- Higher CPMs or higher fill rates?
- Can publishers have both?
- Yield management on programmatic buys
- Real-time campaign optimization
- The importance of viewer ad experience

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12:45 PM - PANEL: **Content strategies in the era of streaming**

Key topics:

- Is the tide turning for premium, original and exclusive content?
- Getting distribution partnerships and app aggregation right
- Content library management
- The unstoppable rise of short-form content

1:30 PM - **Keynote Speaker**

2:00 PM - **Lunch & Networking**

3:00 PM - PANEL: **Live sports streaming: what's the game plan?**

Key topics:

- SVOD, ad-funded, PPV and the new role of FAST in sports
- Content acquisition and licensing for Hispanic audiences
- User experience: from custom recommendations to multilingual support
- What's ahead in sports streaming technology?

3:45 PM - PANEL: **The future of OTT monetization**

- The age of ultra-bundling
- Ad-funded tiers and password-sharing crackdowns
- Expanding subscriber bases through carrier billing
- The dawn of AI-driven monetization

4:30 PM - PANEL: **Winning the streaming user experience battle**

- Video app design, development and improvement
- Cross-device support and personalization
- Measuring user engagement and behavior
- Content discovery and recommendation

5:15 PM - PANEL: **How will AI change the media industry?**

- Virtual actor applications... and implications
- Video and audio production: it's all in the prompts
- Advertising: creative production and campaign management
- Post-production: auto-editing, re-mastering and film scoring

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6:00 PM - **Networking Happy Hour**