

RTL AdAlliance presents **R T L** Beach



The AI Journey of Future Media



Moderated by
Daniel Knapp

Chief Economist,
IAB Europe



**Rhys
Nölke**

Chief data officer,
Bertelsmann



**Sonja
Schwetje**

Managing Director
Programming NTV,
Editor-in-Chief
Business News &
Networks RTL News,
NTV



**Ben
Thompson**

News Anchor, Presenter
& Event Host,
BBC News

17 Jun.
2024

14:30 – 15:30



CANNES LIONS

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Claiming the Living Room – The Future of Audiovisual Entertainment



Moderated by
Justin Lebbon
Co-Founder & Director,
Mediatel Events



Frank Vogel
CEO,
AdAlliance Germany



Ton Rozestraten
CEO,
AdAlliance Netherlands



Stéphane Coruble
CEO,
RTL AdAlliance



Maxime André
Director of Marketing,
Innovation and
Communication,
M6 Publicité

18 Jun.
2024

14:15 – 15:00



CANNES LIONS

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All in on Sport Rights – The Big Bet for Broadcasters in 2024?



Moderated by
Louise Eklund
TV/Radio journalist



**Frédéric
de Vincelles**

Managing Director
of Programmes in charge
of Platforms and Sport,
M6



**Lars-Eric
Mann**

CMO,
Ad Alliance Germany

19 Jun.
2024

11:00 – 11:30



CANNES LIONS

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Special Event – Kansas City Chiefs on the RTL Beach



Moderated by
Louise Ekland
TV/Radio journalist



Lara Krug
Chief Marketing Officer
and EVP of Marketing,
Kansas City Chiefs



Justin Reid
Football Player,
Kansas City Chiefs

20 Jun.
2024

11:00 – 12:00



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