Beat: Business

"THE BIG MORNING OF SNPTV" - WHICH TV FOR TOMORROW?

EXCEPTIONAL DEBATES AROUND ROUND TABLES

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USPA NEWS - The Behavioral Tendencies of People in the Use of Social Networks sometimes lead to a Certain Assumption of Roles. The Audiovisual Field, as an Echo of Our Society, drives us to a Deep Reflection and also warns about the Impact of the Digital Environment on the Community.

The Behavioral Tendencies of People in the Use of Social Networks sometimes lead to a Certain Assumption of Roles. The Audiovisual Field, as an Echo of Our Society, drives us to a Deep Reflection and also warns about the Impact of the Digital Environment on the Community.

- What are the roles and responsibilities of the Media?
The Media is Best Defined by the Roles they Play in Society. They Educate, Inform and Entertain Through News, Features and Analysis in the Press.

- Throughout History, whenever New Technologies have emerged that change Our Means of Production and Ability to Communicate they have Tended to Transform Society. But what Comes Next, in a Post-Industrial World? Even in the Past Decade, Digital Products and Services, the Internet and Mobile Technology have Changed Our Lives.

- For all of Our Technological Advancement in the 21st Century, we still do not have a Crystal Ball for Unveiling the Future. What we do have, however, is a Greater Appreciation for the Importance of the Interaction between Technologies, Politics, Economics, and Societies.

- The Way we watch TV has changed over the Years, and with that Change comes a Lot of Confusion. TV is a Big Part of our Lives. We watch it for Entertainment, but More Often Than Not, we find Ourselves Watching TV to Get Away from the Stressors of Life and Relax. We're Constantly Bombarded with Commercials for New Shows or Products that we "Need To Buy".

Event on April 07, 2023 @ Yachts De Paris - Salons Nework Et Paquebot - Port De Javel (Paris)
SNPTV was proposing to share a Day of Reflections and Proposals for the Audiovisual Sector.
The Program was revolving around Three Major Sequences that Encompass Media, Publicity and Responsibility.
Was Animated By: Anais Grangerac
Opening: François Pellissier, President of SNPTV

--- Sequence 1:
Anticipate the Future!

* What Television for Tomorrow in a Society that is Constantly Evolving, in Rapidly Changing Technologies and Media Uses?
* What are the Challenges in an Information System that Combines Immediacy and Long Periods of Reflection?
* What are the Requirements for a Quality Entertainment Offer?
* What Partnerships between Television and Creation in Unprecedented Competition?
* An Exceptional Debate between the Bosses of French Audiovisual Groups were answering these Questions: Rodolphe Belmer (TF1), Arthur Dreyfuss (Attice Media). Stéphane Sitbon-Gomez (France Télévisions), Maxime Saada (CANAL+), Nicolas de Tavemost (M6). Moderation Jean-Michel de Marchi (MindMedia)

--- A Duo of producers Will Project Themselves on the Future of Fiction and Entertainment Programs, New Writing and Audience Expectations.

* Alexia Laroche-Joubert (Adventure Line Productions)
* Iris Bucher (Quad)
* Questioned by David Leclabart (Australia GAD)

--- Sequence 2:
Meet the public.

* New Actors, New Technologies, New Audience Habits are shaping an Advertising Landscape that is also in Full (R)Evolution.
* This Heightened Competition offers New Opportunities for Brands but Requires the Definition of Indicators and the Creation of Holistic Tools that Measure the Performance of Media and Campaigns as Closely as Possible.
* Universal Audience Measurement is at the Heart of this New Deal with a Challenge of Data Excellence and a Legitimate Requirement of Brands.
* Yannick Carriou (Médiamétrie) & Anne-Marie Gaultier (Aldi/Union des marques) were confronting Statistical Advances and Marketing Expectations. Segmented TV, authorized since August 2020 in France, and new TV Advertising Opportunities are Efficiency Levers for Brands.
* How do they use them, with what Results?
* A Testimony from Patrick Behar (Sky UK & Europ) questioned by Marianne Siproudhis, Administrator of SNPTV: He Analyzes the English Experience with Hindsight.

--- A Round Table Bringing Together Brands that have Successfully Opened Up to this New Advance in TV Media:

* Philippe Boutron (STELLANTIS), Louise Elineau (YVES ROCHER), Agnès Presberg (LA POSTE)
* Animated By Clément Fagès, Journalist.

--- Sequence 3:
Engage responsibilities.

* The Major Media, and of course the First of Them Television, are at the Heart of All Commitments for the Expression of Diversity, but also for Respect for the Environment Both in their Content and their Production Methods.
* The Tandem of Filmmakers - or How the Duo Olivier Nakache and Eric Toledano, Looking at the World Through the Eyes of Diversity, helps to Change Our Own Vision.

--- A Round Table of Experts to Illustrate the Commitment and Responsibility of Audiovisual Groups in Today's World:

* Pervenche Beurier (General Delegate ECOPROD), Christelle Chiroux (Deputy Director of Information in Charge of Mediation and CSR /TF1), Cécile Durand (Gulli M6), Adrien Galerneau (DK), Marine Schenfele (RSE/CANAL+)
* Moderated by Luc Wise (The Good Company)

--- Closing : David Larramendy, Vice President SNPTV

Source:
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