



**2026**

**13-15 April | Lisbon, Portugal**

# **STREAMTV CONNECT**

## HOSTED BUYER PROGRAM

**APPROVED BUYERS RECEIVE A  
FREE CONFERENCE PASS AND A  
€750 TRAVEL VOUCHER**

[europe.streamtvshow.com](https://europe.streamtvshow.com)





# Industry Leaders Come Together at the StreamTV Europe

The StreamTV Connect Hosted Buyer program is an exclusive program for senior level executives responsible for content acquisition, tech procurement or media buying to attend StreamTV Show Europe for free and make key industry connections.

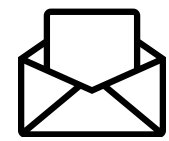
This program is the perfect opportunity to network with industry leaders, grow your business and drive innovation.



**Grow. Innovate. Build.**

[europe.streamtvshow.com](https://europe.streamtvshow.com)

# Hosted Buyer Program Overview:



**Exclusive Program** | Tailored specifically for senior-level executives responsible for content acquisition, technology procurement or media buying.



**Personalized Experience** | Your event concierge schedules meetings based on your priorities.



**Conference Agenda** | Designed by a committee of experts and delivered by the best speakers in the industry.



**Networking-focused** | You will leave having forged new industry connections specific to your area.



**VIP Treatment** | You will enjoy a VIP treatment at the show from your own event concierge as well as attendance to sessions and networking functions.



# How it Works?

## 1 Apply to join as a buyer

Are you actively making purchasing decisions?  
Approved buyers will **receive a complimentary conference pass & a €750 travel stipend.**

[Apply here>>](#)

## 2 Share your needs, projections and interests

In the application form, let us know what you're currently working on, what challenges you're facing and your growth projections so **we can match you to the most relevant suppliers.**

## 3 Receive a custom meeting schedule at registration

The information you provide will allow the StreamTV team to create **a tailored meeting schedule.**

## 4 Attend and enjoy the VIP experience.





# Join the Growing List of Leaders Attending StreamTV Connect in Europe





# AGENDA AT A GLANCE

## MON

APR 13

### Half Day Workshop

9:00 am - 12:00 pm

### Conference Kickoff

*General Sessions: Leaders' Roundtables, Case Studies, Townhall Discussions, Fireside Chats*  
1:00pm - 5:30pm

### Keynote: The New Normal

1:15pm - 1:40pm

### Networking Reception

5:30pm-7:00pm

### After Hours Party

9:30pm -12:00am

## TUE

APR 14

### Breakfast Hot Topics Roundtables

8:00am-8:30am

### Conference

*General Sessions: Leaders' Roundtables, Fireside chats, Debates*  
8:30am - 5:30 pm

### The Media Universe Game of Risk: Who Wins Media's Next Era?!

9:20am - 10:00am

### Tracks: Content, Advertising, Technology

Winning the Content Game  
AI-Powered Personalization that Delivers  
Smart Licensing Strategies  
Using AI to Improve Advertising  
Making Contextual & Addressable Ads Work  
Best Practices to Boost Ad Performance  
Monetizing Interactive & Shoppable TV  
Applying AI in Video Engineering  
Real-Time Monitoring in Action  
Key QoE Metrics You Need  
1:30pm - 4:50pm

### Reception

5:30pm -7:00pm

## WED

APR 15

### Breakfast Hot Topic Roundtables

8:00am - 8:30am

### Conference

*General Sessions: Leaders' Roundtables, Case Studies, Debates*  
8:30am - 3:30pm

### Advertising Keynote

8:30am-8:55am

### Featured Media Odyssey Podcast

9:20am-10:00am

### Tracks: Content, Advertising, Technology

Rise of Digital Live Sports Viewing  
Inside the Live Sports Bidding Wars  
AI in Sports Broadcasting  
Ad Trends Reshaping Spend  
Measurement that Drives Outcomes  
Intelligent Targeting and Personalization  
Optimizing Networks for Streaming  
Tackling Platform Fragmentation  
Ultra-Low Latency Streaming at Scale  
1:20pm - 3:30pm

# TESTIMONIALS



**A unique environment to be able to connect with real players in the business and get things done.**

*John Orlando, Chief Content Officer, Zone.TV / Zoneify*



**The StreamTV Connect program was a key opportunity for dedicated introductions to potential media and technology partners that will help us better serve our clients. There was a breadth of vendors to help our agency impact client performance across media and measurement.**

*Paul Her-Sturm, SVP, Digital Media, Hawthorne Advertising*



**Great location, great companies and super productive.**

*Aden, Director, Content Acquisitions, Viasat*



# See Who's Joined StreamTV Connect USA 2025



# See Who's Joined StreamTV Connect USA 2025



LIONSGATE



MULTIMEDIOS



*Paramount+*



**Roku**

**RURAL MEDIA**  
GROUP



**Televisa**  
**Univision**

**THE**  
**AFRICA**  
**CHANNEL**

townsquare  
**ignite**



**Viasat**



WEISSERT MARKETING





# How Will You Spend Your Time?

**33%** ATTENDING CONFERENCE SESSIONS.

Delivered by many leading experts in the industry covering core industry themes on an agenda designed by our expert advisory board.

**33%** ATTENDING TAILORED 1-ON-1 MEETINGS

You will meet directly with leaders during a tailor-made meeting schedule.

**33%** ATTENDING NETWORKING FUNCTIONS

You will meet directly with leaders during a tailor-made meeting schedule.

Attend a  
year's worth  
of meetings in  
**2 hours.**





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# Find the Perfect Fit for Your Business Needs

**APPLY AS A BUYER**



**For questions, please contact:**

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