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**14th May 2026 |**

**CONVENE, LONDON**

## Hear direct from leading broadcasters and streamers at **the CTV Summit 2026**

Hear direct from broadcasters, brands and tech providers at the [CTV Summit](#) in London next month. Speakers from Channel 4, Netflix, Sky Media and ITV are set to help shape the agenda at the event, billed as the premier gathering for those with commercial intent in the connected TV ecosystem. It's the forum where broadcasters and platform operators meet retailers, brands, agencies, as well as technology and service providers to explore how the channel is set to be shaped for the future as consumers turn to digital-first TV.

CTV Summit, part of RetailX Events' Commerce Media Festival on May 14, is set to welcome a strictly limited 200 attendees to Convene, London. Delegates at the event, which covers connected TV, OTT (over the top TV) and streaming and is supported by keynote sponsor Vidaa, will hear direct from leaders in this fast-growing industry with actionable insights on how to make their brand the centre of attention. The event promises to bring together broadcasters, brands and budgets in connected TV – the premier data source in broadcasting.

“CTV is coming into view for retail, digital and brand marketers as a cost-effective performance channel that earns its place in the media plan,” says Ian Jindal, RetailX founder. “The CTV Summit is where marketers who grew up on search, social and retail media get hands-on with TV’s reach, data and shoppability. It’s where TV, retail media and ecommerce start to look like one connected growth strategy.”

# Industry-driven insights

The **CTV Summit 2026** opens on May 14 at 08.00 for registration and runs until 16.00, closing with a networking session. Highlights of the event, supported by keynote sponsor Vidaa, include a case study from Back Market's Luke Forshaw on how the brand used CTV to reshape the narrative about refurbished tech. Later, ITV director of advanced advertising Rhys Mclachlan joins Thinkbox CEO Lindsey Clay and Philip Gontier of Smadex join Ian Jindal for a discussion around the findings of the RetailX Connected TV 2026 report.

Netflix's Brogane Colclough will make a presentation before Alex Wright of Channel 4, Ben O'Mahoney of Ocado Retail and David Sanderson of Sky Media join to discuss integrating CTV into commerce. Vidaa CEO Guy Edri explore how brands and retailers can use data to plan and run smarter campaigns across CTV, learning from behavioural insights.

*"If you want to meet the broadcasters, platforms and retail media leaders who are turning CTV into a measurable sales channel, this is the room to be in," says RetailX's Jindal. "The CTV Summit is built as a working meeting. You sit with broadcasters, retailers and agencies who are rewriting the commercial rules of television in real time. For broadcasters and agencies, CTV Summit will be where they meet a new wave of clients who think in ROAS, incrementality and first-party data. For marketers, it is TV that behaves like digital."*

Mark Pigou, RetailX founder and event organiser, adds: "The CTV Summit brings broadcasters, streamers, retailers, brands and agencies into one room to talk about money, measurement and where the growth really is," says. "We have designed the day around conversations. Short sessions, high-calibre panels and plenty of time for one-to-one meetings and networking.

*"This summit sits at the point where TV, streaming and commerce meet. That mix is why the event has grown so quickly, and why the right people clear their diaries for it. If you are serious about Connected TV, you cannot watch it from the sidelines. You need to be in London, listening, questioning and meeting the people who are making it happen."*

# Commerce 26 20 MEDIA Festival

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CTV Summit is part of RetailX Events' Commerce Media Festival. Three events are colocated on the same day, with [Retail MediaX Europe 2026](#) and the [CTV Summit](#) taking place alongside [FMCG Summit](#). Delegate passes give access to all sessions at all three events, giving visitors the choice and opportunity to find the content that answers all their questions.

RetailX's Pigou says: "The CTV Summit is part of the wider Commerce Media Festival. One ticket gives you access to the CTV conversations and the wider retail media and FMCG debates on the same day."

After the event ends, industry stars will head off to London's highest venue, Horizon 22 - at 22 Bishopsgate - for the [Retail MediaX Awards](#).

[Find out more about CTV Summit 2026](#)

[Explore the agenda](#)

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