

**22<sup>nd</sup>**  
**ADVERTISING,  
MARKETING,  
MEDIA AND  
COMMUNICATION**  
CONFERENCE

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IMH

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**ALTER  
EGO  
MEDIA**



# About Alter Ego Media



Alter Ego Media is Greece's largest media group, delivering high-quality news and entertainment through MegaTV and iconic brands like To Vima, Ta Nea, and in.gr.

## Alter Ego Media



The **largest Greek media group**



**+15 media assets** with presence in all categories, including historic and emblematic Greek brands



Owner of the **largest Greek content TV library** as well as of the historic archives of VIMA, NEA and OT



**High growth financial performance**, coupled with robust capital structure and listed in ASE



**Major employer**  
1000+ Employees

## Broadcasting & Content Creation



## Publishing

## 3 Media Transformation Trends

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1. AI
2. New Channels (Streaming, Social, Niche)
3. Content: Local vs Global

# Alter Ego Media Cases - ToVima.gr



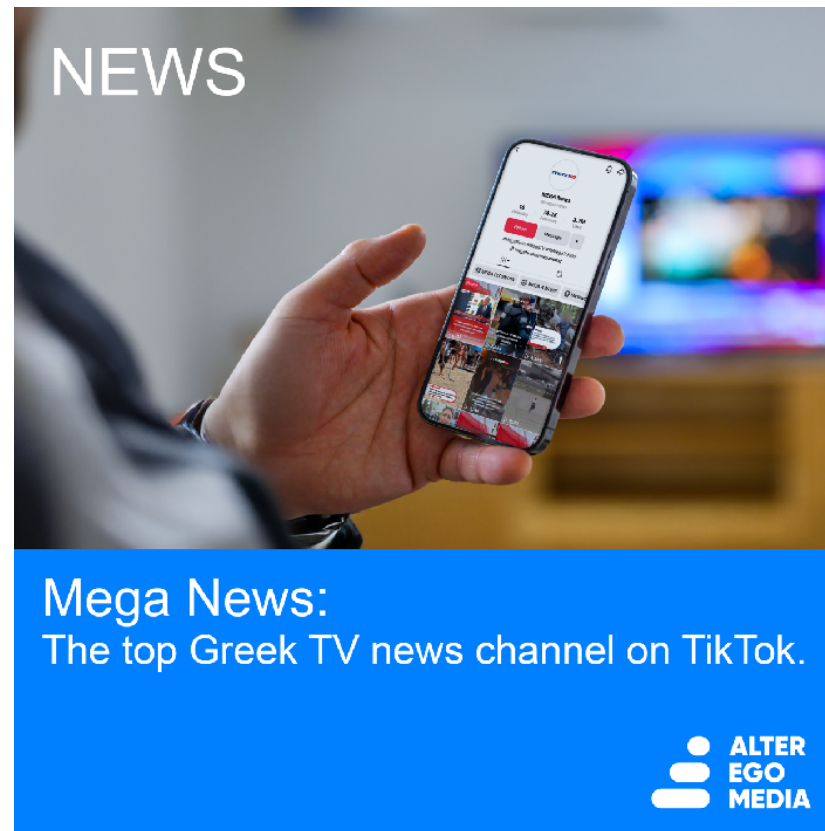
# Alter Ego Media Cases - Argiro Translation



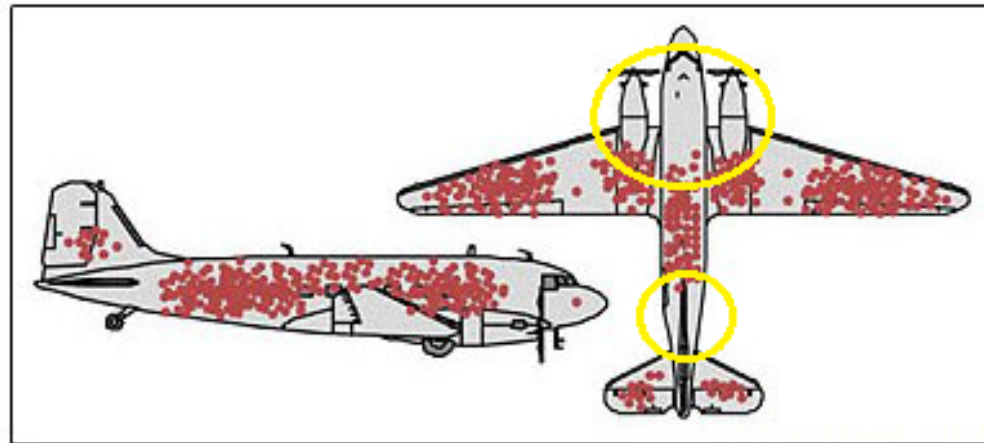
# Alter Ego Media Cases - AI<sup>2</sup>



# Alter Ego Media Cases - MegaNews TikTok



# A note About Data



Credit: Cameron Moll

*Gentlemen, you need to put more armour-plate where the holes aren't because that's where the holes were on the airplanes that didn't return - Abraham Wald 1942.*



# Media Constant Evolution



[https://www.youtube.com/watch?v=YTNyUIBa\\_mk](https://www.youtube.com/watch?v=YTNyUIBa_mk)

# Thank you!

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