

asi 2016 International Television & Video Conference

Going for Gold

Wednesday 2nd to Friday 4th November 2016
Hilton Budapest, Budapest, Hungary



Global sporting events like this year's Rio Olympics serve not only to bring the world together in troubling times, but also act as a useful insight into the evolving shape of TV consumption itself. Cross-media cross-platform events also push the current capabilities of audience measurement systems to their limit. At this year's conference we'll be looking to the future of television and video and examining how the industry can keep up the pace in the measurement marathon.

The production of high quality TV content is at a global high as broadcasters, expanding the global reach of their hit series and formats, compete with SVOD services keen to join the party. We'll examine the trends in content production and discuss the future prospects for content distribution channels.

It's clear that video is a highly attractive and effective medium for advertising and we'll hear about a number of innovations in advertising technology. However, we will also remind ourselves that, in the rush to examine sales impact, the longer-term effects of advertising are also critical.

Meanwhile, if we are living in a 'golden age' of TV content, what category of medal can we award television measurement itself? There does now seem to be a clear consensus around the way forward, with hybrid approaches in development or at the commissioning stage in many countries. The main debates are now focusing on exactly *how* to apply the measurement science and the precise components.

What building blocks are needed to build cross-platform measurement across connected devices? Census data is obviously a crucial component, but it is less clear how accessible that data will be, particularly data from social media platforms. In a key panel discussion, we will examine the prospects for industry collaboration between 'traditional' television and new media: whose data is it anyway?

At the end of the conference we won't be bringing a winners podium on stage but we will be awarding the Tony Twyman Award for best paper!

Please note: *this agenda may be subject to change.*

Joint Session for Radio & Audio and Television & Video

15.25 Chairman's opening remarks

Paul Kennedy, Research Director, RAJAR

Our joint session brings radio and television delegates together to look at a series of innovative efforts being made to measure both the combined and unique strengths of the two media.

15.30 Integrated solutions for cross-media measurement

Jeroen Verspeek, Head of Audience Measurement, BBC

Jim Ford, Global Commercial Director MediaCell, Ipsos

15.45 The Euro 2016 study: cross-media measurement is not just a question of technology

Arnaud Annebicque, Development Director, Europe and Africa, Médiamétrie

Olivier Daufresne, International Project Director, CESP

16.00 Millennials: the Life Stages report

Glenn Enoch, Senior Vice-President, Audience Insights, Nielsen

How does millennials' technology ownership differ from older adults and how are they changing media consumption?

16.00 Digital on the rise – YouTube in cross-media perspective

Pavel Charamza, Research Director, Median

16.30 KEYNOTE: Definitions, metrics and new horizons – key questions in an evolving audience measurement reality

Roberto Suárez Candel, Head of the Media Intelligence Service, EBU

16.50 Panel Session

17.15 Close of day

asi Network Social

Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day. Venue to be confirmed.

Content and Distribution

Thursday 3rd November 2016 (morning)

09.00 Chairman's opening remarks

Graham Lovelace, Media Technologies Director, **asi**

09.05 KEYNOTE: The Billion Dollar Lab – Rio Edition

Alan Wurtzel, President, Research and Media Development, NBCUniversal

A look at the future of media consumption.

09.25 Global trends in TV formats

Laurent Battais, Executive Director, Médiamétrie

Sahar Baghery, Head of Global Research and Contents Strategy, Eurodata TV Worldwide

09.40 Why artificial intelligence and Big Data analysis are key in today's sports sponsorships

Eli Ben-David, Co-Founder & CEO vBrand

09.55 TV industry: now and next

Guy Bisson, Research Director, Ampere Analysis

10.10 Panel Session

10.30 Coffee

11.00 Broadcast Innovation:

Engaging Connected Audiences across Multiple Screens

11.00 Jette-Nygaard Andresen, CEO, Broadcasting Product and Technology, Modern Times Group

11.10 Nicolas Delloye, Head of Digital, Canal+

11.20 Robert Amlung, Head of Digital Strategy, ZDF

11.30 Panel Session

Nigel Walley, CEO, Decipher Group and **Paolo Pescatore**, Director Multiplay and Media, CCS Insight, join speakers from this morning's session.

12.30 Lunch

Innovations in Television and Video Advertising Technology

Thursday 3rd November 2016 (afternoon)

13.45 Chairman's opening remarks

Brian Jacobs, Founder and CEO, BJ&A

13.50 KEYNOTE: Effectiveness in a changing media landscape

Peter Field, Independent Advertising and Marketing Professional

14.20 Advanced ad-targeting

Julian Dobinson, Director of Insight and Research, Sky Media

Graeme Hutcheson, Head of Sky AdSmart, Sky Media

14.35 Programmatic linear TV – making TV better for buyers, sellers and users

Pete Doe, Chief Research Officer, Clypd

14.50 Cross-media measurement using people-based data

Nik Shah, Measurement Partnerships Lead, Facebook

15.05 Panel Session

15.25 Coffee

15.55 Intensity of viewing in an age of multi-device television

Sylvano Lucchetti, Director of Technical Services, OzTAM

Maria Rossi, General Manager, Nielsen Australia

16.10 OTT viewing in the Canadian video landscape

Ricardo Gomez-Insausti, Research Director, Numeris

16.25 Keeping track of OTT viewing now and in the future in The Netherlands

Liesbeth Nekkers, Head of Media Measurement, GfK

Nathalie Sonck, Senior Research Manager, SKO

16.40 Developing effective communications strategies – the measurement and data challenges

Marie Oldham, Chief Strategy Officer, VCCP Media

16.55 Panel Session

17.15 Close of Day

Measurement: the Appliance of Science

Friday 4th November 2016 (morning)

09.00 Chairman's opening remarks

Richard Marks, Research Director, asi

09.10 Addressing the challenges of cross-platform measurement for kids and teens

Jane Clarke, CEO and Managing Director, CIMM

Rolfe Swinton, Chief Research Officer, Reality Mine

09.25 Engaging young people in panel research

Joe Lewis, Deputy Research Director, BARB

09.40 Risky business

Sue Gray, Head of Audiences, BBC Television

Konrad Collao, Partner, Craft

Why broadcasters need to measure pace of change in markets and audiences.

09.55 Panel Session

10.15 Coffee

10.45 Measuring connected devices in Germany

Bernhard Engel, Research Director, ZDF

Robert Nicklas, Director of Audience Measurement, GfK

11.20 Incorporating Big Data into currency measurement

Mainak Mazumdar, Executive Vice-President, Chief Research Officer, Nielsen

11.15 Panel Session

11.35 New Developments in Data Collection

– discussion led by Richard Marks

John Gill, Global Director of Development and Data Science, Kantar Media

Jorge Papanicolau, Global Product Leader, International TV and Video Audience Measurement, Nielsen

Julien Rosanvallon, Director of Television, Médiamétrie

Dominique Vancraeynest, Global Product Head and Business Development, Television Audience Measurement, GfK

12.45 Lunch

From Television Measurement to Video Measurement?

Friday 4th November 2016 (afternoon)

14.00 Chairman's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

14.05 Behind the Danish TAM tenders

Alex Nielsen, Head of Audience Measurement, TV2 Danmark A/S
Frank Klausen, Associate Director, TNS Gallup

14.20 The TVOV survey in Norway

Håkon Lund Sørensen, Media Researcher, NRK
Hanne Teigum, Research Director, TNS Gallup

14.35 Netherlands online campaign ratings – how data are being used

Bas de Vos, CEO, SKO
Johan Smit, Managing Director, PMA/Platform Media Adviesbureaus

14.50 Project Tarantula

Martin Greenbank, Head of Advertising Research and Development, Channel 4

15.05 Panel Session

15.20 Coffee

15.50 DEBATE: Whose Data is it Anyway?

– moderated by **Richard Marks**, Research Director, asi

What prospect is there for industry collaboration between 'traditional' television and new media?

Antonio Carvalho, Vice-President, Research and Insight, Liberty Global

Daniel Meyer, Director of Market Insights, Northern and Central Europe, Google Inc.

Andrea Mezzasalma, Head of Audience Research and Insights, Sky Italia

Alex North, Head of Marketing Science R&D, Facebook

Justin Sampson, Chief Executive, BARB

Anke Weber, Director AGF-Office

16.50 Tony Twyman Award

This annual award of 1500 euros is presented to the conference paper that makes the 'best contribution to a greater understanding of the TV medium and its audiences'.

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17.00 Close of Conference

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