

asi 2024 International Television & Video Conference

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Video measurement redefined

Wednesday 6th to Friday 8th November 2024
Hilton Molino Stucky Hotel, Venice, Italy

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Joint Session – Radio & Audio and Television & Video

Our main focus will be issues and challenges of common interest to audio and video.

Are we agreed on what it is we're trying to measure – what do we mean by 'impressions', impact(s), attention and outcomes? How are these to be determined and who will set the standards, particularly when it comes to cross-media measurement? How can we arrive at a consensus amongst national organisations charged with overseeing their respective markets? What impact will imminent regulation have?

Meanwhile, the industry is exploring the implications of Artificial Intelligence, sustainability and the talent profile required going forward. What opportunities are there for media currencies to break out of their silos and collaborate on key common issues and technical tools?

Television & Video Conference: **Video measurement redefined**

Streaming

We will be highlighting initiatives that reflect the increasing importance for broadcasters to collaborate to embrace the opportunities offered by streaming, whilst global streamers increasingly consolidate their own offerings.

We will be widening our understanding of how the streaming market is evolving with the incorporation of advertising tiers, a move towards bundling and the opportunities offered by FAST channels.

With more and more services now offering granular insights on streaming consumers, what are we learning about the changing eco-system?

Why is sport proving such an attraction to streaming services? We will have a special focus on research into sports viewership.

Measurement (Session 1)

If there is consensus on the need to leverage the strengths of big data and panels in combination, how do these two elements work together? Which is in the driving seat?

What is the difference between an audience panel and a calibration panel in terms of use cases and consequent design? What advances are being made in identity resolution and personification?

How can panels be made more cost-effective in terms of design and technology? What innovations are enhancing recruitment levels and representation?

Advertising

How are we leveraging the opportunities to combine first-party customer data with audience measurement to evaluate the outcomes of video advertising? How could broadcasters measure business impacts for advertisers?

Do we need to move from traditional TV metrics like TVRs to impressions? How do we define outcomes?

What progress is being made in the measurement of attention and what insights are we seeing?

What are the first fruits of the UK Project Origin cross-media initiative?

Measurement (Session 2)

What progress are we making towards cross-platform video in markets around the world?

What advances are being made in post-campaign evaluation systems specifically? We'll be highlighting a number of exciting initiatives and discussing the opportunities and challenges of working with ad-server data.

Please note: this agenda may be subject to change.

Wednesday afternoon – Joint Session

15:10 Chair's opening remarks

Katherine Page, Katherine Page Media Research Consultancy

15:15 XMedia KPIs and their impact

Alexandra Simpelaere, Product Manager, Cross Media and Platform Measurement, Médiamétrie

Julien Rosanvallon, Executive Vice President, Médiamétrie

15:25 Data accuracy in cross-media: gold, or fool's gold?

John Downs, Audit and Quality Control, Pure X Media

15:35 When I pitch, it's AI....

Ian Garland, Managing Director, Milton Data

15:45 Gorillas in view!

Valérie Morrison, Managing Director, CESP

15: 55 Panel session

16:15 Media measurement and international standards

Stuart Wilkinson, Senior Business Development Director, Kantar Media

16: 25 Two industry perspectives on international standards

Currency: Yannick Carriou, President & CEO, Médiamétrie

Public broadcaster: Nick North, Director of Audiences, BBC

16: 40 Panel session: The global industry response

Moderated by Yannick Carriou, President & CEO, Médiamétrie

Lucia Antal, PRO TV

Koenraad Deridder, CIM

Valérie Morrison, CESP

Justin Sampson, Barb Audiences

Jon Watts, CIMM

17:30 Close of day followed by:

asi Network Social

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Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day. The reception is kindly sponsored by [Ipsos](#) and will be held in the Ballroom Foyer, directly outside the conference room.

Thursday morning – Streaming

- 09:15 Chair's opening remarks
Lucia Antal, Head of Research and Development, PRO TV
- 09:20 YouTube: becoming more TV-like
Abi Watson, Senior Media Analyst, Enders Analysis
- 09:30 Freely – collaboration for the streaming age
Carl Pfeiffer, Chief Product Officer, Everyone TV
- 09:40 Ensuring platform compliance with local regulators: key tactics for broadcasters
Nelly Voukaki, Co-Founder and Chief Customer Officer, Looper Insights
- 09:50 Panel session
- 10:10 Streaming success: developing platform and windowing strategies
Florent Carême, Head of Research, Glance
- 10:20 Across the great divide – content across borders
Margo Swadley, SVP, CRM, Data & Insights, BBC Studios
- 10:30 Multi-platform might
Brian Fuhrer, SVP Product Strategy and Thought Leadership, Nielsen Global Media
- 10:40 Panel session
- 11:00 Coffee
- 11:30 How streaming is changing the European sporting landscape
Dan Harraghy, Research Manager Sports, Ampere Analysis
- 11:40 How sports events are overcoming heightened competition from streaming services for ratings and eyeballs
Matt Roberts, VP Business Intelligence, Formula E
- 11:50 Beyond visual attention
Nora Schmitz, Head of Audience Measurement and Media Development, Ipsos srl
Stefano Cervini, Chief Intelligence and Data Analytics Officer, Annalect
- 12:00 Unlocking viewer insights: the uptake of ad-supported streaming
Ali Vahdati, Founder, Digital i
- 12:10 Panel session
- 12:30 Lunch

Thursday afternoon – Measurement (Session 1)

- 13:45 **Chair's opening remarks**
Richard Marks, Research Director, asi
- 13:55 **Where the truth lies – hybrid measurement**
Julien Rosanvallon, Executive Vice President, Médiamétrie
Gaël Crochet, Director of Statistics, Médiamétrie
- 14:05 **Hybrid measurement's value proposition in Canada**
Derrick Gray, Chief Research & Operations Officer, Numeris
- 14:15 **What is Barb Panel Plus, why is it important, and what must be done to make sure it's fit for purpose?**
Khaled El Serafy, Head of Data Science, Barb Audiences
- 14:25 **Panel session**
- 14:45 **Panel: Direction of travel – panel first or panel second; currency panels or calibration panels?**
Moderated by Richard Marks, Research Director, asi
Josh Chasin, KnotSimpler
Joanna Drews, HyphaMetrics
Mario Paic, Ipsos
Christine Pierce, Nielsen
Antonio Wanderley, Kantar Media
- 15:40 **Coffee**
- 16:10 **Who's who? Identity resolution and audience measurement**
Sushmita Jain, Data Science Product Director, Kantar Media
Emiliano Cancellieri, Lead Data Scientist, Kantar Media
- 16:20 **Global recruitment review – what's happening in the recruitment space**
Jacob Wieland, Panel Engagement Insight Lead, Nielsen
- 16:30 **Understanding the issue of age-based bias in active audience measurement panels**
Yan Liu, CEO, TVision
Tristan Webster, Chief Product Officer, TVision
- 16:40 **Cost-effective panel maintenance**
Nora Schmitz, Head of Audience Measurement and Media Development, Ipsos srl
Davide Crestani, Technical and Scientific Director, Auditel
- 16:50 **Panel session**
- 17:15 **Close of day**

Friday morning – Advertising

- 09:00 Chair's opening remarks
Denise Turner, Chief Executive, Route Research
- 09:05 Who cares about measurement? A measurement manifesto: Brian Jacobs in conversation with Denise Turner
Brian Jacobs, Founder & CEO, BJ&A
Denise Turner, Chief Executive, Route Research
- 09:20 Profit Ability 2: the new business case for advertising
Matt Hill, Research Director, Thinkbox
Anthony Jones, Head of Research, Thinkbox
- 09:30 How could broadcasters measure business impacts for advertisers?
Sameer Modha, Measurement Innovation Controller, ITV
- 09:40 Panel session
- 10:00 The Attention Economy: A Category Blueprint
Karen Nelson-Field, Founder and CEO, Amplified Intelligence
- 10:10 Paying attention to attention
Jill McGrath, CEO, TAM Ireland
- 10:20 Coffee
- 10:50 Attention versus resonance
Pat Pellegrini, President and CEO, Vividata
Josh Chasin, Principal, KnotSimpler
- 11:00 Panel session
- 11:20 New measurement unifying reach across broadcast, VOD and social media
Giacomo Catanoso, Commercial Director Asia, GfK Media Measurement
- 11:30 Connecting people – a PoC on how to build fraud-free digital audiences
Kerstin Niederauer-Kopf, CEO, AGF Videoforschung GmbH
Will Harmer, Chief Product Officer, Utiq
- 11:40 Origin is here....and here is where it's going
Phil Smith, Director General, ISBA
Nicole Gileadi, Chief Strategy Officer, Kantar Media
- 11:50 Fast forward to full value: advancing a more comprehensive cross-media measurement solution for the industry
Ryan Stonehouse, Director, Global YouTube and Video Solutions, Google
- 12:00 Panel session followed by Lunch at 12:20

Friday afternoon – Measurement (Session 2)

13:30 Chair's opening remarks

Richard, Asquith Richard Asquith Consulting

13:35 Expanding YouTube CTV measurement

Deirdre Thomas, Chief Product Officer, Nielsen Audience Measurement

13:45 Integrating YouTube data into Ipsos iris

David Kapar, Global Chief Product Officer, Ipsos

13:55 VOZ 2025: Australia's Total TV currency is here

Craig Johnson, Director of Insights, Audience Intelligence, Seven West Media

Adrian Vasile, General Manager Products, OzTAM

14:05 Panel session

14:25 Coffee

14:40 Measurement and currency

Jeff Eales, Director of Systems Strategy, Sky Media

14:50 CFlight methodology evolving

Kirsty Ford, Statistics Manager, RSMB

Luca Vannini, Head of Campaign Audiences, Barb Audiences

15:00 Integrating return-path data for campaign analysis

Mogens Storgaard Jakobsen, Chairman, AudienceProject

15:10 More than a feeling: probabilistic planning and optimization of addressable TV ads

Andrea Mezzasalma, Founder and CEO, dataBreeders

15:20 Panel session

16:00 2024 Tony Twyman Award for Television & Video

This annual award, together with 1000 euros, is presented to the conference paper that makes the best contribution to a greater understanding of Television & Video and its audiences.

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16:10 Close of Conference