

THE 2013 EUROPEAN TELEVISION SYMPOSIUM



TV RESEARCH: MAKING CONNECTIONS IN A BROADBAND WORLD

7th-8th November, Venice, #asitv13

The consumer video landscape has undergone more change in the past year than the previous 10 combined, and as the pace of change continues to accelerate, so do the opportunities they present. What new patterns are emerging as to how consumers are utilizing video, from the devices they are using, to time-shifting, to binge viewing? In the world of smart TVs and tablets we need to understand how audiences are finding their way to content. Do schedules matter? Do channel brands matter? To what extent will things change as more people adopt these technologies? Examining the viewing behaviour of the young today can provide insight into the stability of the present market in terms of traditional live linear viewing. What if anything is different in the way the younger generation watches audio-visual content on screen? This clearly represents challenges to existing TV broadcasters and platform pay-TV operators – how much change can we expect by 2020?

These technological changes present enormous challenges to the Television Audience Measurement (TAM) community and the users of the research need to determine what it is they want the research providers to deliver. Should measurement focus on accurate head-counting or should the priority be ROI and measurement of outcomes? Can TAM panels be all things to all people? What should they do and what should they not even attempt to do? What is TAM in a connected world? What is the role of client databases, server data and 'Big Data'? As a consequence, what is the future of the PeopleMeter? How can JICs or other collaborative structures determine the future of TV measurement? Can TV panels stay in separate silos, or are we now looking at video/audio/text across platforms?

Delegates will hear of the progress made by ESPN in its ground-breaking 'Project Blueprint' – the integrated measurement research across five platforms: TV, radio, PC, smartphone and tablet. There will also be accounts of two major initiatives underway in the UK and the Netherlands. Many argue that the future of TV measurement will be hybrid, but how can this be achieved from a research and statistical perspective? How can new sources of TV data be verified and ingested? What has been learnt in the US where a cocktail of datasets have been used together to improve local TV market measurement?

How do the key global players in the TV/video measurement industry see the future of TAM research? What sets their business apart and in this connected world how do they view what they do? How do they set their priorities in terms of R&D and research innovation? What scope is there for technical innovation in physical metering? What are the research and currency implications of addressable, social TV, ACR and second/companion screens? In a world of APIs, Big Data and the 'democratisation of data' what role can the large agencies play? Are the barriers to entry gone? Should companies like Facebook and Google join the traditional TAM operators on panels at conferences like this? Is TV research still a valid term? Does online research have any meaning in the wireless broadband era where everything is connected?

As the first household-addressable TV advertising services are introduced in Europe, we shall hear about the lessons learned and campaign results from the pioneers in the US – closely involved since these services were introduced in Huntsville Alabama in 2006. There are now 38 million households able to receive ads in this way. The conference will share accounts of two major studies; into the long-term effectiveness of TV advertising and into the way people watch television.

Thursday, November 7th
Session 1

REDEFINING TV

- 09.00** Chairman's opening remarks:
Graham Lovelace
Lovelace Consulting
- 09.10** The changing consumer video landscape
Brian Fuhrer
SVP, National & Cross-Platform Project Leader
Nielsen
- 09.35** Is the EPG dead? Understanding behaviour in the new digital age
Margo Swadley
Head of Audiences, Television
BBC Marketing & Audiences
Jonathan Fletcher
Group Managing Director
Illuminas
- 10.00** Viewing habits of the millennials
Toby Syfret
Senior Analyst
Enders Analysis
- 10.25** Panel Session
- 10.40** Coffee
- 11.00** SECOND SCREEN AND SOCIAL TV
Discussion introduced by
Graham Lovelace
with
Alan Wolk
Global Lead Analyst, *Piksel*
Nigel Walley
Managing Director, *Decipher*

Session 2

- TELEVISION RESEARCH: CURRENT CHALLENGES**
- 11.40** Chairman's opening remarks:
Richard Marks
Media Research Consultant
researchthemedia
- 11.50** WHAT DO WE WANT OF TV AUDIENCE RESEARCH?
Introduced by
Lynne Robinson
Research Director, *IPA*
Magnus Anshelm
CEO, *MMS*
Stef Peeters
General Manager, *CIM*
Nicholas Fletcher
Broadcast Dir., *MediaVest, Ireland*
Bernhard Engel
Research Director, *ZDF*
Lucia Antal
MD, *CME/President, ARMA*
- 12.40** Lunch
(Session 2 continues after lunch)

Thursday, November 7th
Session 2

**TELEVISION RESEARCH:
CURRENT CHALLENGES**

- 13.45** Chairman's remarks:
Richard Marks
researchthemedias
- NEW INITIATIVES: WHAT IS HAPPENING AT THE MOMENT?**
- 13.55** Principles for cross-platform measurement
Jane Clarke
Managing Director
CIMM
- 14.10** Project Blueprint progress report
Glenn Enoch
VP Integrated Media Research
ESPN
- 14.30** New territory for BARB
Justin Sampson
CEO
BARB
- 14.50** SKO Videodata Integration Model: not a one trick pony
Bas de Vos
CEO
SKO
- 15.10 Panel Session**
- HOW DO WE TIE IT ALL TOGETHER?**
- 15.30** Accommodating Big Data in TAM analysis systems the probability is something has to give
Steve Wilcox
CEO
RSMB
- 15.50** Combining different datasets to improve local market TV measurement
Paul Donato
Chief Research Officer
Nielsen
- 16.10 Panel Session**
- 16.30 Coffee**
- WHERE DO WE GO FROM HERE? THE RESEARCH AGENCY PERSPECTIVE**
- 16.50** A high-level panel of the leading TAM providers will debate the future of TAM research
Introduced and moderated by
Torin Douglas, former BBC Media Correspondent
Richard Asquith
Global CEO
Kantar Media Audiences
Megan Clarken
Executive VP Global Product Leadership, *Nielsen*
Stefan Raum
Global Head of Audience Measurement, *GfK*
- 17.40 Close of day one**

Friday, November 8th
Session 3

NEW OPPORTUNITIES AND CHALLENGES FOR ADVERTISERS

- 09.30** Chairman's opening remarks:
Brian Jacobs
CEO
BJ&A
- 09.40** Addressing the future of TV: SMV Group's eight years in the trenches of addressable TV
Helen Katz
Senior VP Research Director
SMV Group
- 10.00** Long-term effects and high ROIs of TV advertising
Sebastian Maier
Senior Researcher
GfK Television Research
Guido Modenbach
Managing Director
Seven One Media GmbH
- 10.20** Screen Life TV in Demand
Neil Mortensen
Research Director
Thinkbox
- 10.45 Panel Session**
- 11.00 Coffee**
- 11.20** Measuring campaign reach across TV and Facebook
Alex North
Head, Measurement Partnerships EMEA
Facebook
Ross Wightman
Head, Business Development
RSMB
- 11.35** Digital media and classical advertising building synergies
Karim H. Attia
CEO, *nugg.ad* and Chairman,
IAB Europe Brand Advertising Committee
- 11.50** Multi-platform measurement and TV
Cameron Meierhoefer
COO
comScore
- 12.10** The future of currencies is hybrid - and its here
Jennie Beck
Global Director
Kantar Media
- 12.25 Panel Session**
- 12.50 Lunch**

Friday, November 8th
Session 4

MEASURING ONLINE VIDEO AND STREAMING

- 14.00** Chairman's opening remarks:
Kristian Tolonen
Research Director
NRK
- 14.10** New viewing habits and the measurement challenge look to Scandinavia
Knut-Arne Futsaeter
Research Director
TNS (part of Kantar Media)
Magnus Anshelm
CEO
MMS
- 14.40** Germany's next top currency: The Videostreaming Project
Bernhard Engel
Research Director
ZDF
Rene Lamfuss
Director
Nielsen (Germany)
- 15.05 Panel Session** to include:
Justin Sampson of *BARB*
Bas de Vos of *SKO*
- 15.30 The Tony Twyman Award**
- 15.40 Close of conference**

The Tony Twyman Award

Sponsored by:



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

Last year's award was given to:
Bas de Vos of SKO

We'll be posting conference and industry news and items that will be of interest on www.asi.eu.com and on Twitter @asi_radiotv. You will also be able to raise issues and discuss developments with members of the European Radio and TV Group on LinkedIn.