

# THE 2014 EUROPEAN TELEVISION SYMPOSIUM

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## MEASURING TV: WHAT REALLY MATTERS?

5th-7th November, Madrid, #asitv14

**Wednesday, November 5th**  
**Session 1**

### THE TOOLS OF THE TRADE: APPROACHES TO MEASURING RADIO AND TV

- 15.30** Setting the scene  
**Richard Marks**  
Research Director  
*asi*
- 15.40** What really matters? – a panel of measurement companies outline and discuss their approaches, chaired by **Torin Douglas**:  
What are their approaches to measuring Radio and TV? What is the main focus of their development plans in relation to Radio? And in relation to TV measurement technology?  
**Joan FitzGerald** *comScore*  
**Dominique Vancraeynest** *GfK*  
**Jim Ford** *IpsosMediaCT*  
**Keld Nielsen** *Kantar Media Aud.*  
**Julien Rosanvallon** *Mediametrie*  
**Jorge Papanicolau** *Nielsen*
- 17.10** What really matters? – a panel of clients outline their responses, highlight some priorities and some frustrations, chaired by **Torin Douglas**:  
**Justin Sampson** *BARB*  
**Lena Sandell** *Finnpanel*  
**Kristian Tolonen** *NRK*  
**Johan Smit** *PMA*  
**Paul Kennedy** *RAJAR*  
**Bas de Vos** *SKO*

- 18.00** Close of conference  
Followed by:

**asi** Network Social

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**Thursday, November 6th**  
**Session 2**

### TV DELIVERY

- 09.30** Chairman's opening remarks:  
**Richard Marks**  
Research Director  
*asi*
- 09.50** Re-inventing TV  
**Michael Turner**  
EVP, Content & New Markets  
*Magine TV*
- 10.10** The future of TV and how we measure it  
**Margo Swadley**  
Head of Audiences, Television  
*BBC Marketing and Audiences*
- 10.30** Scuba diving and snorkelling: understanding how, when and why viewers engage with video content  
**Konrad Collao**  
Founding Partner  
*Craft Strategy*
- 10.50** Coffee
- 11.20** Does Twitter amplify the power of TV?  
**Carlos Sanchez**  
Director of Social TV  
*Kantar Media Audiences*
- 11.40** Channel brands and the future of TV delivery  
**Nigel Walley**  
Chief Executive  
*Decipher*
- 12.05** THE FUTURE OF TV DELIVERY  
Panel of this morning's speakers moderated by Richard Marks
- 12.40** Lunch

**Thursday, November 6th**  
**Session 3**

### NEW OPPORTUNITIES AND CHALLENGES FOR ADVERTISERS

- 14.00** Chairman's remarks:  
**Brian Jacobs**  
*BJ&A*
- 14.05** What really matters? Breaking through the bullshit  
**Bob Hoffman**  
Partner  
*Type A Group*  
(**The Ad Contrarian**)
- 14.30** Unravelling complexity in multi-screen behaviour – what really matters when planning campaigns  
**Kay McCarthy**  
MD and Founder  
*MCCP*
- 14.50** Context is all – responsiveness to ads across different screens in the home  
**Neil Mortensen**  
Research Director  
*Thinkbox*
- 15.10** TV and online video advertising: friends or foes?  
**Toby Syfret**  
Senior Analyst  
*Enders Analysis*
- 15.30** Coffee
- 16.00** A 'programmatic' future for digital video?  
**Helen Katz**  
Senior VP Director of Research  
*SMG*
- 16.20** Facebook and TV: the dynamics of cross-media reach  
**Alex North**  
Head of Marketing Science R&D, EMEA  
*Facebook*
- 16.40** The Google and Médiamétrie single-source multi-screen panel – the solution to cross-media measurement  
**Laurent Battais**  
Senior VP, Cross-Media and Performance  
*Médiamétrie*
- 17.00** Sky AdSmart – addressing new opportunities  
**Julian Dobinson**  
Director of Insight and Research  
*Sky Media*  
**Steve Wilcox**  
Managing Director  
*RSMB*
- 17.20** Panel Session
- 18.00** Close of day

**Friday, November 7th**  
**Session 4**

**DATA, DATA EVERYWHERE:  
WHAT REALLY MATTERS?**

- 09.00** Chairman's opening remarks:  
**Richard Marks**  
Research Director  
*asi*
- 09.10** Big data in a cross-platform world: redefining the media landscape  
**Megan Clarken**  
EVP, Global Product Leadership  
*Nielsen*
- 09.30** Being different – being the same: establishing essential foundations for a hybrid audience measurement system  
**Richard Asquith**  
Global CEO  
*Kantar Media Audiences*
- 09.50** TV panels and digital servers: how do we bridge the measurement gap?  
**Joan FitzGerald**  
SVP Television and Cross-Media Solutions  
*comScore Inc.*
- 10.10** Coffee
- 10.40** Data culture: the uses and misuses of audience measurement data  
**Tanja Hackenbruch**  
Research Director  
*SBC*
- 11.00** Road to the future or the road to nowhere? The path of collaboration in a complex world  
**Bas de Vos**  
Managing Director  
*SKO*
- 11.20** Progress towards a hybrid future  
**Simon Bolus**  
Research Director  
*BARB*
- 11.40** Going beyond hybrid: measurement of digital consumption in a multi-screen world  
**Hannu Verkasalo**  
CEO  
*Verto Analytics*
- 12.00** Panel Session
- 12.45** Lunch

**Friday, November 7th**  
**Session 5**

**MEASURING ONLINE VIDEO  
AND STREAMING**

- 14.00** Chairman's opening remarks:  
**Kristian Tolonen**  
Head of Audience Research  
*NRK*
- 14.10** The cross-media challenge – the German approach  
**Gabriele Ritter**  
Head of Department  
*Mmc GmbH*
- 14.30** Measuring audiences to subscription VOD services  
**Stella Creasey**  
SVP Global Research & Insight  
*BBC Worldwide*  
**Julia Lamaison**  
Media Research & Insight Director  
*GfK*
- 14.50** Lessons learned from the launch of the world's first online video currency  
**Magnus Anshelm**  
CEO  
*MMS*
- 15.10** The SKO VIM project – progress so far  
**Mariana Irazoqui**  
Research Director  
*SKO*
- 15.30** Panel Session
- 15.50** The Tony Twyman Award
- 16.00** 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: Neil Mortensen of Thinkbox

Coffee breaks during the 2014 European Television Symposium are sponsored by



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