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:

- Joan FitzGerald, comScore
- Dominique Vancraeynest, GfK
- Jim Ford, IpsosMediaCT
- Keld Nielsen, Kantar Media Aud.
- Julien Rosanvallon, Mediametrie
- Jorge Papanicolaou, 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

Drinks Reception sponsored by:

KANTAR MEDIA

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 Battaïs
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

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**The Tony Twyman Award**

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![RSMB](image)

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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We’ll be posting conference and industry news and items that will be of interest on [www.asi.eu.com](http://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.