

# THE 2015 asiapacific TELEVISION SYMPOSIUM

14th and 15th May, InterContinental Singapore Hotel, Singapore

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The annual **asi** European TV Symposium is in its 25<sup>th</sup> year and has become an essential fixture for the audience measurement calendar – for broadcasters, advertisers, ad agencies and research companies. This important conference will now be held each year in Asia, bringing together the best thinking in European measurement with the latest developments from the region.

Television is increasingly a cross-platform medium, available across a myriad of platforms and devices. The first session of this conference focuses on the implications of the latest developments in TV technology for audience measurement. Research users need to understand how best to allocate their budgets to understand the totality of TV viewing. How will TV be delivered in the future and how will consumers mix their television consumption? Which innovations are likely to succeed – and so will need measurement solutions – and which may prove to be just passing trends? The session highlights relevant technological developments, our understanding of how consumers use them and the impact on the shape of TV viewing. VOD, online video, streaming IPTV, Social TV and the impact of new delivery devices like connected TVs, tablets and the revolution in mobile will be considered.

Advertising is a central part of the funding model for television and the development of audience measurement has to take into account the need to measure an increasingly complex TV advertising eco-system. TV advertising is evolving to encompass addressable advertising, second screens and more effective ways to measure actual outcomes and Return On Investment. The second session evaluates the key developments in TV advertising, the emergence of new TV advertising models and focuses on the key question: exactly what do advertisers want and need from TV measurement?

In session three we invite the main TV research suppliers to showcase their latest developments in TV measurement alongside new entrants to the market. We also hear from their clients about new initiatives in TV research. We will look at the role and relevance of the PeopleMeter system alongside newer approaches such as portable measurement, software metering and access to Big Data via server logs and Return Path Data from Set Top Boxes. What is the future of cross-platform TV measurement? Is single-source measurement still a realistic objective or is the future a hybrid one, combining data from a variety of sources? With a growth in cross-media ownership and planning, what demand is there for wider media measurement that tracks TV alongside other broadcast and online media? Is the industry on course or is a rethink needed?

The final session examines exactly how TV measurement solutions are being deployed on the ground in the region. What can be learnt from innovations in Europe and North America and what are the regional and local differences that will require adaptation of these approaches? What are the unique challenges across the region? What developments in measurement are coming from within the APAC region itself? This session will provide an overview of the current state of TV measurement in the APAC region and its challenges, with papers describing significant local developments and new services.

This conference is supported by



Thursday, May 14th  
Session 1

## TV DELIVERY

- 09.00** Chairman's opening remarks:  
**Richard Marks**  
Research Director  
*asi*
- 09.10** Extending the broadcast offer across multiple platforms  
**Anil Nihalani**  
Head, Connected Media  
*MediaCorp*
- 09.30** Traditional and non-linear TV – the challenge to identify what will change and how  
**Bharat Kumar Ranga**  
Founder  
*RanCorp Media*
- 09.50** TV audience measurement – from reach and frequency to granular cross-platform engagement  
**Greg Unsworth**  
Technology Media & Telecoms Industry Leader  
*PwC Singapore*
- 10.10** Screens everywhere!  
**Lee Risk**  
Commercial Director, Media APAC  
*GfK*
- 10.30** Coffee
- 11.00** Connected consumers: the rise of multi-screening  
**Stuart Pike**  
Head of Digital Audience Measurement SEANAP  
*Nielsen*
- 11.20** Sports broadcast rights in Southeast Asia and its consequences for TV audience measurement  
**PJ Roberts**, Senior VP Asia  
**Ed Fitzpatrick**, Executive VP Asia  
*Repucom*
- 11.40** PANEL SESSION
- 12.00** Lunch

## The Tony Twyman Award

Sponsored by:



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

**Thursday, May 14th**  
**Session 2**

## NEW OPPORTUNITIES AND CHALLENGES FOR ADVERTISERS

- 13.30** Chairman's opening remarks followed by:  
Media audience measurement: from talk to walk  
**Andrew Green**  
Audience Measurement Specialist  
*Ipsos Connect*
- 14.00** A scientific approach to TV broadcast planning  
**Pushparaj Shetty**, Senior Manager  
**Nandita Godbole**, Manager  
*S Group Consulting*
- 14.20** Does social media amplify the power of TV?  
**Nick Burfitt**  
Global Director of Audience Targeting  
*Kantar Media Audiences*
- 14.40** **Coffee**
- 15.10** Multibase: towards a fully integrated media planning service  
**Jennifer Daniel**  
Regional Director APAC/Africa  
*Telmar Media Systems*
- 15.30** The impending death of demographic targeting of TV audiences at the hands of behavioural targeting  
**Rahul Thappa**  
VP Data Analytics  
*Astro*
- 15.50** Bringing it all together: fusing TAM and Big Data  
**Steve Wilcox**  
Managing Director  
*RSMB*
- 16.10** The launch of the first online video currency in the world - some experiences from Sweden  
**Magnus Anshelm**  
CEO  
*MMS*
- 16.30** **PANEL SESSION**
- 17.00** **Close of day 1**

**Friday, May 15th**  
**Session 3**

## MEETING THE TV MEASUREMENT CHALLENGE

- 09.00** Chairman's opening remarks:  
**Richard Marks**  
Research Director  
*asi*
- 09.10** Delivering gold standards and innovation  
**Justin Sampson**  
CEO  
*BARB*
- 09.30** India: unity in diversity – building the largest TV audience measurement system  
**Partho Dasgupta**  
CEO  
*BARC*
- 09.50** The role of live TV in China's cross-platform landscape  
**Lawrence Federman**  
International Client Director  
*CSM Media Research*
- 10.10** **PANEL SESSION**
- 10.30** **Coffee**
- 11.00** Big Data in a cross-platform world: redefining the media landscape  
**Craig Johnson**  
Managing Director, Marketing Effectiveness, Reach SEANAP  
*Nielsen*
- 11.20** Being different, being the same: foundations for a hybrid audience measurement system  
**Phillip Jones**  
Regional Director  
*Kantar Media Audiences*
- 11.40** MediaCell TV  
**Jim Ford**  
Global Commercial Director - MediaCell  
*IPSOS Connect*
- 12.00** Understanding multi-platform, multi-device video consumption across Asia Pacific  
**Joe Nguyen**  
Senior Vice President Asia Pacific  
*comScore, Inc.*
- 12.20** Data from the source: understanding the 21st-century APAC viewer  
**Tom Weiss**  
CEO  
*Genius Digital*
- 12.40** **PANEL SESSION**
- 13.00** **Lunch**

**Friday, May 15th**  
**Session 4**

## THE REGIONAL PERSPECTIVE

- 14.15** Chairman's opening remarks:  
**Toby Syfret**  
Senior Analyst  
*Enders Analysis*
- 14.20** One size cannot fit all: measuring audiences in multiple markets  
**Catherine Blizzard**  
Director, Marketing & Audiences  
*BBC World Service*
- 14.40** Politics: the challenge of TV measurement in the APAC region  
**Toby Syfret**  
Senior Analyst  
*Enders Analysis*
- 15.00** Back to basics: the essentials of a TAM service  
**Helen Harrison**  
Chief Executive  
*Helen-Harrison & Company*
- 15.20** **Coffee**
- 15.50** TAM meets Big Data (IPA study)  
**Richard Marks**  
Research Director  
*asi*
- 16.10** The measurement challenge in Singapore  
**Kenneth Tan**  
Assistant Chief Executive  
*Media Development Authority*
- 16.30** **PANEL SESSION**
- 16.50** **The Tony Twyman Award**
- 17.00** **Close of conference**

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.