

asi 2015 European Television Conference

Television & Video: A Beautiful View?

Joint Session for Radio & Television

Wednesday 4th November 2015

Sponsored by 

15.20 Chairman's opening remarks

Richard Marks, Research Director, asi

15.25 Cross-media research in US plots Radio Lift off!

Joan FitzGerald, Senior VP Television and Cross-Media Service, comScore, Inc.

15.45 Understanding multi-platform media audiences - how the BBC is meeting the challenge

Sue Gray, Head of TV Audiences, BBC

16.05 Using audio matching for contextual media surveys

Omri Halevi, CEO and co-Founder, Mobile Research Lab

Jacob Wieland, Senior Audience Researcher and Innovation Lead, DR - Danish Broadcasting Corporation

16.25 25 years of knowledge exchange at asi

Leendert van Meerem, Founder, LVMR

16.45 KEYNOTE: Broadcast media at the tipping point - again

Jeffrey Cole, Research Professor and Director, The Center for the Digital Future

17.25 Panel Session

18.00 Celebrating 25 years of asi conferences

Delegates and speakers are invited to join us for a drinks reception to celebrate 25 years of asi conferences.

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asi 2015 European Television Conference



TV's Continuing Evolution

Thursday 5th November 2015 (morning)

09.00 Chairman's opening remarks

Graham Lovelace, Media Technologies Director, **asi**

09.05 The way to complexity – evolutionary trends in the media system

Roberto Suárez Candel, Head of Media Intelligence Service, EBU

09.25 The Italian Perspective (I)

Carlo Nardello, Strategic Development Director and Chief of Staff, RAI

09.45 The Italian Perspective (II)

Gina Nieri, Director of Institutional, Legal Affairs and Strategic Analysis, Mediaset

10.05 New Entrants - The Disruptors

Discussion, Graham Lovelace talks with...

Luca Colombo, Country Manager, Facebook Italy

Christian Bombrun, VP Marketing, Entertainment and Digital, Orange

10.30 Coffee

Broadcaster Strategies

11.00 Robert Amlung, Head of Digital Strategy, ZDF

11.10 Christian Kurz, Senior VP Research and Insights, Viacom International Media Networks

11.20 Phil Fearnley, Director, Homepage and myBBC, BBC

11.30 Mark Giesbers, VP Video Products, Liberty Global

11.40 Panel Session

12.10 Redefining TV: The Analysts' View

Nigel Walley, Managing Director, Decipher

Paul Lee, Partner, Deloitte

Paolo Pescatore, Director of Operator Strategy, Applications and Content, CCS Insight

12.40 Lunch

Spending Advertising Money

Thursday 5th November 2015 (afternoon)

- 14.00 Chairman's opening remarks**
Brian Jacobs, Founder and CEO, BJ&A
- 14.05 Challenging the status quo: best TV practice for innovators**
Martha Velando, European MD, Marketing Effectiveness, Nielsen
- 14.25 Channel 4's inner Gogglebox**
Gill Whitehead, Director of Audience Technologies and Insight, Channel 4
- 14.45 Planning, buying and selling TV in a programmatic world**
Rupert Staines, Managing Director, EMEA, Radium One
- 15.00 Monetizing appreciation: the effects of programme engagement on commercial effectiveness**
Lex van Meurs, Research Director, Media, GfK
- 15.20 Panel Session**
- 15.40 Coffee**
- 16.05 The challenge of measuring cross-platform**
Alex North, Head of Measurement Partnerships, Facebook
- 16.20 Evaluating TV effectiveness in a changed media landscape**
Wes Nichols, Co-Founder and CEO, Marketshare
- 16.40 Spending Advertising Money – Study**
Louise Cook, Managing Director, Holmes and Cook
- 16.55 Connecting with consumers – emotional values and digital behaviours**
Tracey Follows, Founder and Futurist, AnyDayNow
- 17.15 Panel Session**
- 17.40 Close of Day**

Measurement: From Talk to Action

Friday 6th November 2015 (morning)

09.00 Chairman's opening remarks

Richard Marks, Research Director, asi

09.10 Is there a missing link in the evolution of TV measurement?

Andrea Mezzasalma, Head of Audience Research and Insights, Sky Italia

09.30 Ten years of RPD – looking back, looking forward

Nick Burfitt, Global Director of Audience Targeting, Kantar Media

Will Koning, Chief Research Officer, Kantar Media

09.50 Future proofing – investing in the digital behaviour of the Dutch TAM panel

Liesbeth Nekkers, Research Director TV and Radio Audience Measurement, GfK

Mariana Irazoqui, Research Director, SKO

10.10 Less TV viewing – or less coverage of TV viewing in TAM panels?

Bernhard Engel, Research Director, ZDF

Robert Nicklas, Director TV Audience Measurement, GfK

10.30 Panel Session

10.50 Coffee

11.20 Unduplicated ratings across all screens, platforms and distribution models

Megan Clarken, EVP Global Product Leadership, Nielsen

11.40 Measuring on-demand viewing from a single-source panel

Lisa Eaton, Senior VP Member Engagement, Numeris

Ricardo Gomez-Insausti, VP Research, Numeris

12.00 Terra incognita – measuring ALL out of home viewing in Norway

Håkon Lund Sørensen, Director, NRK

12.20 Panel Session

12.40 Lunch

Beyond the TV Set

Friday 6th November 2015 (afternoon)

14.00 Chairman's opening remarks

Kristian Tolonen, Research Director, NRK

14.05 What does the UK industry want BARB to measure?

Justin Sampson, Managing Director, BARB

14.25 Did we do it? Daily online ratings?

Bas de Vos, CEO, SKO

Jonathan Brown, Group Director, Kantar Media

14.45 Total video measurement – the long and winding road toward data integration

Pirjo Svedberg, Director, MMS

Rolf Müller, Director, GfK

15.05 Panel Session

15.25 Coffee

15.50 Single-source panel – a way forward towards 4 screen TV measurement?

Laurent Battais, Director, Médiamétrie

16.10 First fruits

Isabel Serrano, Global Director Strategic Partnerships, Kantar Media

Paul Goode, SVP Strategic Partnerships, comScore

16.30 How fast will the broadcast to online displacement be?

Toby Syfret, Senior Analyst, Enders Analysis

16.50 Panel Session

17.10 Tony Twyman Award

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17.15 Close of Conference

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