

asi 2016 APAC Television Conference

Unleashing the Power of Video Measurement

Thursday 12th – Friday 13th May 2016
InterContinental Singapore Hotel, Singapore

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Television and video are expanding – across platforms, across screens, and particularly in the Asia-Pacific region. Increasingly it's hard to tell where television ends and online video begins. What is clear is that 'television' is no longer a device – a TV set. It's a vibrant cross-platform medium. Younger generations don't necessarily differentiate between television and video content at all, whilst new media companies are investing unprecedented amounts in developing new television content. As a result we are living in what is being described as a 'Platinum Age' of television, an age in which high quality TV content is exploding. Meanwhile new forms of video advertising further enhance the attraction of video to advertisers, with addressable advertising delivered via programmatic planning and trading and Real Time Bidding.

This proliferation and expansion is a major opportunity for measurement systems but it's proving challenging for those systems to keep up with developments. Currency measurement of television and video is essential if revenue is to be optimised and at this year's **asi** APAC conference we will be focusing on a number of exciting developments in measurement services and systems that can unleash the power of television and video measurement. After all, at the end of the day, if it can't be measured, it can't be monetised.

In our first session we will be taking an overview of the current state of play of TV and video technology in the region, hearing from major broadcast and online players and looking at trends in technology and viewing, with a particular emphasis on new video services and OTT.

Next we take in the advertiser perspective and especially how advertisers' money can be spent in the most efficient way, discussing planning, campaign evaluation and the advertising opportunities from mobile video and social media.

On day two we focus on the measurement challenges of measuring television and video across platforms. We take an overview of the progress made on hybrid systems under development and look at multi-device viewing, time-shifting, cross-platform video and measuring OTT services.

We end the conference with a session looking at the optimum business models for driving innovation in media measurement. We hear from new systems being built in South Africa, Thailand and in Singapore, as well as an analysis of the pros and cons of JIC and syndicated measurement.

With a blend of data-driven papers, lively opinion and panel sessions **asi** APAC 2016 promises to be **the** forum for debating and furthering the development of television and video measurement in Asia.

Session 1

The APAC Television & Video Landscape

Thursday 12th May (morning)

09.00 Chairman's opening remarks

Martyn U'ren VP, Research, Fox Media Singapore

Technology transforming the TV experience – multi-platform and multi-device video consumption and the growth of OTT services

09.10 The evolution of OTT and the growth of original content

Anil Nihalani Head of Connected Media, MediaCorp

09.30 Measuring in the face of disruption

Joanne Fairhead Executive Director Research, The Walt Disney Company, SEA

09.50 Navigating in a hybrid environment

Prakash Ramchandani Head of non-linear products, Fox Networks Group, Asia

10.10 Panel Session

10.30 Coffee

11.00 Trends in TV viewing – global trends and regional preferences

Frédéric Vaulpré VP, Médiamétrie/Eurodata TV Worldwide

How different is the content viewers watch market by market and how does the way they watch vary?

11.25 ViewScape – lifting the lid on the 'total video' viewing landscape including subscription OTT

Julia Lamaison Media Research & Insight Director, UK Media Lead, GfK

From 15 markets across the world, including Singapore, India, Japan and Australia, valuable insights into TV and OTT video consumption across multiple devices.

11.50 Going beyond tradition to understand multi-platform audiences

Ana Bautista Regional Insights Manager, BBC Worldwide Asia

Wared Seger CEO, Parrot Analytics

How can new techniques in Artificial Intelligence and data science help broadcasters establish the demand and true value of their content across different markets?

12.15 Panel Session

12.40 Lunch

Session 2

Maximising the Return from Video Advertising

Thursday 12th May (afternoon)

13.40 Chairman's opening remarks

Andrew Green Global Head of Audience Solutions, Ipsos Connect

13.50 Technology-driven efficiencies in campaign planning

Gowthaman Ragothaman Chief Operating Officer, Mindshare Asia Pacific

How the emergence of programmatic and the fusion of data sets are improving the targeting of consumers.

14.10 MediaCell – revisiting advertising effectiveness

Jim Ford Global Commercial Director, MediaCell

How technology is forcing some advertisers to re-think their mixed media modelling.

14.30 Enhanced ad effectiveness found in VOD

Omri Halevi CEO & Co-Founder, MRL

Gyungsook Min CEO, TNMS, South Korea

South Korea is the only country in the world where viewing data is collected from both TV sets and smartphones. What can be learned from several studies into the effectiveness of spots seen on both mobiles and TV?

14.50 Thumb-stopping video: what makes effective advertising in a mobile feed environment?

Rob Valsler Managing Director, MetrixLab Singapore

Anusaya Kukade Marketing Science R&D Analyst, Facebook

What makes for good mobile video creative?

15.10 Panel Session

15.25 Coffee

15.50 India's media landscape and the big bet on cross platform

Romil Ramgarhia Chief Business Officer, BARC

Amin Lakhani Leader, South Asia Team Unilever, Mindshare Fulcrum

What are the challenges and opportunities for cross-platform TV and video measurement in India?

16.10 Google brand measurement initiatives in APAC

Georges Mao Market Insights Director, Google

The paper seeks to provide insights into the brand commercial reach measurement architecture Google is building within the APAC region. It will also give an account of discussions with third parties and JICs to provide more accurate estimates of YouTube video content cross-screen usage (TV/PC/mobile).

16.30 Panel Session

16.50 Close of Day One

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Session 3

Television & Video Unbound: Measuring across platforms

Friday 13th May (morning)

09.00 Chairman's opening remarks followed by:

Television and video unbound – an overview of hybrid video measurement systems in development

Richard Marks Research Director, asi

Across many markets real progress is being made in developing hybrid measurement systems – what are the common elements and what are the next steps to be taken?

09.30 Measuring the OTT offer of Netflix, YouTube and other services – challenges and opportunities

Magnus Anshelm Managing Director, MMS

Measuring Netflix and YouTube viewing on a daily basis and how these figures compare with viewing figures for different linear TV channels in different target groups.

09.55 Intensity of Viewing in the age of multi-device television viewing

Doug Peiffer CEO, OzTAM

David Ellem CEO, Nielsen TAM Australia, Nielsen

What does it mean to be a light viewer of television when content is now consumed across multiple devices, often time-shifted and/or on demand? Do we need to embrace new concepts and new metrics, or at least consider a serious revision of our current concepts and metrics?

10.20 Coffee

10.50 What if there was a Santa Claus? – PVRs and timeshift video ten years on

Ian Garland Managing Director, Milton Data

Ten years ago many predicted that personal video recorders and ad-skipping technology would undermine the economics of television. How can what we have since learned be applied to the continually evolving television landscape, particularly with regard to the use of mobile and streaming technologies?

11.15 TAM Out of the Box – the cultural and social challenges of audience measurement

Chris O'Hearn Partner, 3M3A

In bringing TAM to new markets the focus is often on technical and commercial challenges but there are significant cultural and social issues that often need to be addressed.

11.40 Mobile and cross-platform video behaviour in China

Hannu Verkasalo CEO and Founder, Verto Analytics

How using passive on-device meters to measure media exposure, usage and behaviour provides a single-source to understand consumers' video day.

12.05 Panel Session

12.30 Lunch

Session 4

Models for Driving Video Measurement

Friday 13th May (afternoon)

13.30 Chairman's opening remarks

Toby Syfret Senior Analyst, Enders Analysis

13.40 The benefits of the Joint Industry Committee (JIC) structure for media businesses

Olivier Daufresne International Projects Director, CESP

When a market decides to adopt a JIC model, should there be a JIC for each medium or a multi-media approach? How best to involve the main digital players such as Facebook and Google? What is the best way to start the process of establishing a JIC?

14.05 The Hybrid JIC – is cross-JIC collaboration the way forward?

Jennie Beck Director of Media for TNS Global and Kantar Media

The way that markets deliver industry measurement is under threat – from blurring of media boundaries, from challenges in measurement itself, and from risk-aversion. This paper explores the pressures and the risks; highlights the experiences of two very different countries – the Netherlands and South Africa – that have found a new way of working; and looks at lessons learned and the implications for APAC markets.

14.30 Coffee

15.00 The dawn of a new TAM service in Thailand

Nick Burfitt MD Asia Pacific, Audience Intelligence, Kantar Media

Wanee Ruttanaphon Chairman, IPG Mediabrands

How the MRDA in Thailand introduced a landmark survey for the region, a TAM service measuring across all devices.

15.25 TAM Singapore – breaking new ground in unified national audience measurement

Kenneth Tan Assistant Chief Executive (Assessment & Corporate), Media Development Authority (MDA)

Lee Risk Commercial Director, Media Asia Pacific, GfK

What has been the approach for the new SG-TAM service and what can the industry expect? There will be an update on the progress of the roll out and how the industry is working towards a common currency for the Singapore market.

15.50 Panel Session

16.30 Close of Conference

Please note: this agenda may be subject to change

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