

# asi

## 2017 APAC Television & Video Conference

### Innovation *and* Accountability: Cross-Platform Video Measurement Comes of Age

Thursday 11<sup>th</sup> – Friday 12<sup>th</sup> May 2017  
InterContinental Singapore Hotel, Singapore

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**Whilst the media obsesses about 'Fake News' and 'Alternative Facts'**, it's all the more important that the systems we use to measure TV and video behaviour are fit for purpose. In an era in which video content is exploding across multiple platforms and devices, it is become harder and harder for traditional research methodologies to keep pace.

Meanwhile, transparency is fast becoming a buzzword in the media, not just in terms of agency trading practices but also with regard to the data measurement systems themselves. The political polling industry has had a difficult year, but arguably the stakes are even higher when it comes to media measurement: the data used for measuring video are estimates, but billions of dollars are traded and invested based on those estimates, so it is critical that those estimates are the best they can be.

This is where **asi** conferences play a vital role: they are an essential forum for the industry to discuss what the priorities are for video measurement, to share best practice and be inspired by innovation in video research and data.

This forum for innovation is even more essential in the APAC region, in which younger-skewing markets are driving the rise of mobile and OTT, whilst there is a huge opportunity for both local and global players in broadcast and VOD content.

Consequently, this year our APAC Conference will be focusing on four main themes:

#### **Content goes global**

We'll be looking at trends in content consumption globally and across the region, both in terms of genre and platform. What do content owners, platforms and advertisers need from audience measurement across the APAC region? To what extent do OTT services represent a threat to traditional pay-TV? How can brands measure attribution for their content? We'll be hearing from, amongst others, PwC, the BBC World Service, AIPRO, GfK and Eurodata Worldwide.

## **Television and video – the advertising challenge**

Is a lack of transparency undermining the future prospects of online video? With video being consumed in so many ways, what are the key measures to assess effectiveness across the various devices? How can new RPD services and sophisticated data fusion techniques drive efficiency in media planning and buying? What are the opportunities for OTT, whether linear, SVOD and AVOD? What is the likely future shape of consumer consumption of linear vs on-demand and of paid versus advertiser-funded content?

## **The cross-platform measurement challenge**

Arguably the biggest single challenge for currency measurement systems is the need to measure TV content outside the TV set, and yet still tie that viewing back to the original broadcast to provide total reach across platforms. We'll have insights from a number of markets, including India, China, Japan, Australia, Singapore and Thailand about cross-platform innovation in measurement.

## **Online video metrics**

How do we define online viewing in a logical way? Should we simply be ensuring conformity with the definitions we have been using for TV viewing or is online video a different beast entirely? We'll be tackling the vital issues of viewability and viewing duration: can a 4-second online video view really be compared to a minute of broadcast viewing? As advertisers start to question the online data they are seeing, how can we ensure that the methodologies and definitions we use will maintain their faith in video as a medium across all platforms? Transparency and accountability will be a major theme at this year's APAC **asi** Conference.

**Please note:** this agenda may be subject to change

# Session 1

## Content Goes Global

Thursday 11<sup>th</sup> May (morning)

- 09:30 **Chairman's opening remarks**  
**David Webb** Head of Research and Planning, Turner Broadcasting APAC
- 09:40 **Global pay-TV insights**  
**Oliver Wilkinson** Managing Director Strategy, PwC Singapore
- 10:00 **Recent trends in worldwide TV consumption and the first key learnings from 4-screen measurement**  
**Frédéric Vulpré** Vice President, Médiamétrie/Eurodata TV Worldwide
- 10:20 **Fantastic Viewers – and where to find them**  
**Julia Lamaison** Media Research & Insight Director, UK Media Lead, GfK
- 10:40 **Panel Session**
- 11:00 **Coffee**
- 11:30 **What is driving cross-platform content demand in APAC?**  
**Wared Seger** Chief Executive Officer, Parrot Analytics
- 11:50 **Building brand equity across multiple platforms and markets**  
**Catherine Blizzard** Director of Marketing and Audiences, BBC World Service
- 12:10 **The Video Revolution: YouTube reach and attention**  
**Ajay Vidyasagar** Regional Director – Asia Pacific, Google
- 12:30 **Panel Session**
- 12:50 **Lunch**

## Session 2

### Television and Video – the Advertising Challenge

Thursday 11<sup>th</sup> May (afternoon)

- 14:00 **Chairman's opening remarks**  
**Julie Petersen** EVP Insights and Analytics, ManMedia
- 14:10 **How catch-up adds up on effectiveness**  
**Peter Hammer** Head of Insights and Analytics, Yahoo7
- 14:30 **Improving the returns on TV audience insights**  
**Germaine Ng Ferguson** General Manager of Emerging Businesses, StarHub
- 14:50 **The current state of Social TV**  
**Tania Yuki** CEO and Founder, Shareablee
- 15:10 **Television and Facebook video – distinctively different**  
**Georges Mao** Head of Marketing Science APAC, Facebook
- 15:30 **Panel Session**
- 15:50 **Coffee**
- 16:20 **Measurement in a multi-screen media ecosystem**  
**Kamal Oberoi** Senior Director – Media and Digital, Kantar Millward Brown
- 16:40 **Cross-media audience planning**  
**Caroline Atford** Executive Director – Media New Zealand, Nielsen  
**Michelle Cole** Head of TV Sales, MediaWorks
- 17:00 **Mobile measurement apps to enhance cross-media advertising and buying**  
**Pavel Charamza** Research Director, Median
- 17:20 **Panel Session**
- 17:40 **Close of Day One**

## asi Network Social

Delegates and speakers are invited to join us for a drinks reception in the hotel Lobby Lounge immediately after the conference closes. We look forward to seeing you there.

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# Session 3

## Cross-Platform Measurement

Friday 12<sup>th</sup> May (morning)

09:30 Chairman's opening remarks

**Richard Marks** Research Director, **asi**

09:40 Taking the new unified audience measurement from planning to delivery

**Lee Risk** Commercial Director – Media Asia Pacific, GfK

10:00 India starts on its digital journey towards cross-platform measurement

**Jamie Kenney** Head of Digital, BARC India

10:20 Breaking new ground in Hong Kong

**Nick Burfitt** Managing Director APAC, Kantar Media

**Shin Keong Cheong** Executive Director & General Manager, Television Broadcasts Limited (TVB)

10:40 Digital content ratings - a first look

**David Sinthu Peatrarut** Managing Director - Media Client Leadership, Nielsen Thailand

**Chalakorn Panyashom** Company Director Chief Operation Officer, Workpoint Entertainment

11:00 Panel Session

11:20 Coffee

11:50 Real-time data's measurement and utilisation in China

**Andrew Li Cheng** Director of Business Development, CSM

12:10 How does it work? Insights Panel for the TV industry

**Doug Peiffer** CEO, OzTAM

**Samantha Paech** Senior Project Director, Nielsen TAM Australia

12:30 Panel Session

12:50 Lunch

# Session 4

## Online Video Metrics

Friday 12<sup>th</sup> May (afternoon)

- 14:15 Chairman's opening remarks  
**Partho Dasgupta** Chief Executive Officer, BARC India
- 14:25 The Japanese media landscape: the present and future of TV and online  
**Jun Miyamoto** President, Nielsen Digital Co. (MD of Japan Watch)  
**Yoshihide Ikeda** General Manager Digital Business Development, Video Research
- 14:45 Video audience measurement: 2.5 days in 15 minutes!  
**Richard Marks** Research Director, **asi**
- 15:05 'More than zero pixels, more than zero seconds'? – setting viewing thresholds in a cross-platform world  
**Ian Garland** Managing Director, Milton Data  
**Sylvano Lucchetti** Director of Technical Services, OzTAM
- 15:25 Coffee
- 15:55 In a connected world, who sets the gold standards for planning and buying?  
**Bas de Vos** Global Director Strategy Media Measurement, GfK
- 16:15 Cross-media planning and analysis – a software perspective  
**Kim Siegfried** Managing Director EMEA, TechEdge
- 16:35 Panel Session
- 17:00 Close of Conference

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