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 11th 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 Vaulpré  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 11th 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 12th 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 12th 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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