

asi

2017 APAC Television & Video Conference

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

Thursday 11th – Friday 12th 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 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 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 **Audience measurement for the content industry**
Speaker to be advised Association of Independent Producers
- 11:50 **What is driving cross-platform content demand in APAC?**
Wared Seger Chief Executive Officer, Parrot Analytics
- 12:10 **Building brand equity across multiple platforms and markets**
Cath Blizzard Director of Marketing and Audiences, BBC World Service
- 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
TBC
- 14:10 A matter of fact – transparency in advertising data
Richard Marks Research Director, **asi**
- 14:30 How catch-up adds up on effectiveness
Peter Hammer Head of Insights and Analytics, Yahoo7
- 14:50 Improving the returns on TV audience insights
Germaine Ng Ferguson General Manager of Emerging Businesses, StarHub
- 15:10 Panel Session
- 15:30 Coffee
- 16:00 The current state of Social TV
Tania Yuki CEO and Founder, Shareablee
- 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 Panel Session
- 17:20 Close of Day One

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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

Kenneth Tan Assistant Chief Executive, IMDA

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 Digital content ratings - a first look

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

10:40 Panel Session

11:00 Coffee

11:30 Real-time data's measurement and utilisation in China

Andrew Li Cheng Director of Business Development, CSM

11:50 How does it work? Insights panels for the TV industry

Doug Peiffer CEO, OzTAM

Samantha Paech Senior Project Director, Nielsen TAM Australia

12:10 Panel Session

12:30 Lunch

Session 4

Online Video Metrics

Friday 12th May (afternoon)

- 13:45 Chairman's opening remarks
Partho Dasgupta Chief Executive Officer, BARC India
- 13:55 Viewability: working towards 'meaningful' standards
Karen Nelson-Field CEO, Media Intelligence Co
- 14:15 'More than zero pixels, more than zero seconds'? – setting viewing thresholds in a cross-platform world
Ian Garland Managing Director, Milton Data
Sylvano Luchetti Director of Technical Services, OzTAM
- 14:35 Panel Session
- 14:55 Coffee
- 15:25 In a connected world, who sets the gold standards for planning and buying?
Bas de Vos Global Director Strategy Media Measurement, GfK
- 15:45 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
- 16:05 Panel Session
- 16:25 Close of Conference

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