Video audience measurement has never had a higher profile than at present. Intense debate focuses around the way in which video audiences are measured, defined, compared across platforms and verified. That's because video in its myriad formats is the dominant form of digital media.

Usage data informs billions of dollars of decisions around investment in content and the development of new video technology. It underpins the trading currencies and the perceived relative importance and effectiveness for advertisers of broadcast, social video and VOD in its many forms.

The critical role of robust and reliable video measurement has been amplified by recent industry initiatives focused on transparency and accountability. This year's APAC Television & Video Conference will highlight the challenges video measurement faces and explore how new measurement systems are being deployed and used. It will be a forum for high-level delegates from all areas of the video eco-system to debate and network: broadcasters, content owners, media agencies and social video companies.

Our first session on Thursday focuses on Innovation in Video, with the emphasis on content. We will be looking at trends across the region in terms of video consumption – what are the growing formats and how is cross-platform usage evolving? How well does audience measurement suit the needs of the sports industry? We will be looking at shortform video in China, how broadcasters are maximising the opportunities presented by VOD and the rise of subscription VOD.

Our next session then has Video Advertising very much as its focus. We'll be hearing from Unilever about why the World Federation of Advertisers has made 2018 its year of transparency. Our subsequent papers focus on key aspects of new advertising opportunities, with a particular emphasis on transparency. We will be looking at the uses and abuses of programmatic trading,
how advertising works across broadcast and online, the practical implications of viewability and the opportunities offered by AI technology to unlock the power of social video.

Day two of the event puts video measurement at the centre of the stage. In the morning session we will be exploring the science of audience measurement and in the afternoon its application in the real world.

The Friday morning session focuses on **Audience Measurement**. We will explore the logistics of managing the world's largest TV measurement panel in India, how the first fruits of the new Singapore TAM system are being harvested and a new cost-effective approach to expanding meter panel sizes. We will be looking beyond simple exposure to the implications of measuring 'eyes on screen' and getting updates from the global measurement companies on their latest developments and priorities.

Our final session examines **Total Video Measurement in Practice**. Over the last few conferences we have been able to track the evolution and implementation of new cross-platform video currencies, often referred to as 'Total Video Measurement' or 'Total Content Ratings'. With some of these systems now launched and in the market, how is the industry accepting and using the data? Is it what the clients were hoping for? Are there winners and losers? What are the practical politics of Total Video Measurement?

**Please note:** this agenda may be subject to change
Session 1

Innovation in video

Thursday 10\textsuperscript{th} May (morning)

09:00  Chairman's opening remarks  
Sally Wu, Research Director, Business & Audience Insights (Asia Pacific), BBC Global News

09:10  One TV year in the world  
Frédéric Vaulpré, Vice President, Médiamétrie/Eurodata TV Worldwide

09:30  OTT, SVoD and the fight for viewers  
Guy Bisson, Research Director, Ampere Analysis

09:50  The streams turn into a river - OTT audience trends and how they are transforming television  
Craig Johnson, Managing Director Media, South East Asia, Pacific and India, Nielsen

10:10  Panel Session

10:30  Coffee

11:00  Priorities for effective sports measurement  
David Boxer, Head of Audience Research, Global MMK

11:20  Counting what counts in a high frequency world  
Santanu Chakrabarti, Head of Audience Insight, BBC World Service

11:40  Key insights from StarHub's video-on-demand audiences  
Germaine Ng Ferguson, Asst V-P Smart Targeting, Enterprise Business Group, StarHub

12:00  Panel Session

12:20  Lunch
Session 2

Video advertising

Thursday 10th May (afternoon)

13:40  Chairman's opening remarks  
David Webb, Senior Director, Data & Insights, Turner Broadcasting Asia Pacific

13:50  2018 – the WFA's year of transparency  
David Porter, Vice President Global Media, Unilever APAC, Africa, Middle East, Turkey and Russia

14:10  The promises, pitfalls and performance of programmatic  
Matt Brocklehurst, Head of Platforms and Publishers Marketing, Google APAC

14:30  Driving quality metrics in the opaque programmatic world  
Sanchit Sanga, Chief Digital Officer APAC & MENA, Mindshare

14:50  Panel Session

15:10  Coffee

15:40  Can AI technology unlock the secrets to good social video creative?  
Peter Hammer, Managing Director, Marketing Scientist Group

16:00  Measuring value in a multi-screen world  
Georges Mao, Director, Asia-Pacific Marketing Science, Facebook

16:20  Media attributes that matter  
Karen Nelson-Field, CEO, Centre for Amplified Intelligence

16:40  Profit Ability - the business case for advertising  
An-Rui Chiew, Director of Effectiveness, Ebiquity

17:00  Panel Session

17:30  Close of Day One

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

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Session 3

Audience measurement

Friday 11th May (morning)

08:30  Chairman's opening remarks
       Richard Marks, Research Director, asi

08:35  SG-TAM: Integrated viewing in Singapore
       Lee Risk, Commercial Director, Media APAC, GfK
       Dorothy Lai, Director (Public Service Media & Assessment), IMDA

08:55  Managing the world's largest TV Panel – the BARC way
       Yogesh Gulabani, Chief Technology Officer, BARC India
       Sumit Singh, Business Head, Field Operations, MDL India

09:15  Boosting Peoplemeter panels with scalable Setmeter panels: Auditel's experience
       Andrea Mezzasalma, Founder, dataBreeders
       Davide Crestani, Technical and Scientific Director, Auditel

09:35  Measuring real multi-screen behaviour
       Pablo Gomez, Head of Media & Digital APAC, Kantar Insights Division

09:55  Panel Session

10:10  Coffee

10:40  The next generation of TV Audience Measurement
       Yan Liu, CEO & Co-Founder, TVision Insights

11:00  The Science of Total Video Measurement
       Each of the major TAM operators provides an update on the technologies and
       methodologies they are using. With specific reference to the APAC region, does the
       approach vary from country to country depending on market needs? Are Router meters
       the way forward? Is data integration now the default: is single-source – data from only
       one technology – effectively dead? What is currently under development?
       
       Lee Risk, Commercial Director, Media APAC, GfK
       Nick Burfitt, Managing Director APAC, Kantar Media
       Toni Petra, Executive Vice President Watch, Nielsen

11:45  Panel Session

12:15  Lunch
Session 4

Total video measurement in practice

Friday 11th May (afternoon)

13:20 Chairman's opening remarks
Partho Dasgupta, Chief Executive Officer, BARC India

13:25 Broadcast and online: a shared future or just good friends? – the Nice Conference overview
Richard Marks, Research Director, asi

13:45 Developments around the APAC Region

Hong Kong: Deeper consumer analytics can help optimise addressable TV advertising capabilities
Shin Keong Cheong, Executive Director & General Manager, Television Broadcasts Limited (TVB)
Linda Chang, Greater China Watch Leader, Nielsen

Korea and Thailand: How cross-platform campaign planning is extending reach
Andrew Whitney, Director, Nielsen
Georges Mao, Director, Asia-Pacific Marketing Science, Facebook

Japan: Total audience – TV and video measurement
Yoshihide Ikeda, Director, Video Research Ltd

14:30 Panel Session

14:45 Coffee

15:15 The Politics of Total Video Measurement

Total Audience in the market – the US experience
Toni Petra, Executive Vice President International Watch, Nielsen

Entering the TV and video forest
Keld Nielsen, Global Director, Kantar Media

Three alternative futures for media currencies
Morten Boyer, Head of Media Measurement (Digital) APAC and Managing Director, GfK (Australia and New Zealand)

16:00 The Politics of Total Video Measurement – Panel Discussion

17:00 Close of Conference

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