

# asi

## 2018 APAC Television & Video Conference

### Total Video in Action: from Script to Screen

Thursday 10<sup>th</sup> – Friday 11<sup>th</sup> May 2018  
InterContinental Singapore Hotel, Singapore



**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<sup>th</sup> 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 Vulpré, 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 10<sup>th</sup> 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**

## asi Network Social

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

**09:00 Chairman's opening remarks**

Richard Marks, Research Director, asi

**09:05 SG-TAM: Integrated viewing in Singapore**

Lee Risk, Commercial Director, Media APAC, GfK

Dorothy Lai, Director (Public Service Broadcast), IMDA

**09:25 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

**09:45 Boosting Peoplemeter panels with scalable Setmeter panels: Auditel's experience**

Andrea Mezzasalma, Founder, dataBreeders

Davide Crestani, Technical and Scientific Director, Auditel

**10:05 Measuring real multi-screen behaviour**

Pablo Gomez, Head of Media & Digital APAC, Kantar Insights Division

**10:25 Panel Session**

**10:40 Coffee**

**11:10 The next generation of TV Audience Measurement**

Yan Liu, CEO & Co-Founder, TVision Insights

**11:30 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

**12:15 Panel Session**

**12:45 Lunch**

# Session 4

## Total video measurement in practice

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

13:50 Chairman's opening remarks

Partho Dasgupta, Chief Executive Officer, BARC India

13:55 Broadcast and online: a shared future or just good friends? – the Nice Conference overview

Richard Marks, Research Director, asi

14:15 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

15:00 Panel Session

15:15 Coffee

15:45 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)

16:30 The Politics of Total Video Measurement – Panel Discussion

17:30 Close of Conference

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