

asi 2019 International Publishing & Data Conference

#asipd19

Context, cross platform and cost: priorities for measurement?

Thursday 12th to Friday 13th September 2019
Dom Pedro Lisboa, Lisbon, Portugal

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This year's International Publishing & Data Conference focuses on data at the heart of the publishing industry, data driving audience measurement, advertising effectiveness, content development and revenue models. It will be an essential event for all those involved in the production of publisher data and those who use that data to make vital business decisions.

Whilst significant challenges for newsbrand and magazine publishers remain, nonetheless there are reasons for optimism. It is becoming increasingly clear that, as opposed to simply managing a gradual transition from profitable print businesses to a less profitable and less differentiated online model, the future is a hybrid, cross-platform one in which print remains valued by many and coexists with publishers' online efforts.

So how can newsbrands and magazines preserve and demonstrate their unique value to advertisers in such a complex and competitive eco-system? We highlight a number of initiatives that focus on the vital importance of context in enhancing the power of publisher advertising and the unique strength of newsbrands and magazines.

We will identify the specific challenges in the online battleground: the strategies needed to have an optimal relationship with digital platforms and social media that widens brand reach without losing brand attribution.

Can we identify, classify and understand newsbrand and magazine audiences in ways that optimise the delivery of content, but also bring publisher audiences to life for advertisers?

How can publisher data best interface with the digital eco-system, a world of APIs, DMPs and programmatic real-time ad placement and trading?

Meanwhile, the debate continues to rage about optimum business models, not just the blend of print and online but revenue models incorporating subscriptions, ad revenue or a hybrid of the two.

Above all, we face a measurement challenge, specifically the cost of tracking publisher brands across multiple platforms. How can we measure more for less? How can we expand currencies across platforms, whilst preserving robust measurement of hardcopy readership? What are pragmatic and acceptable compromises on survey quality?

How will the availability of census data and innovations like AI drive print measurement going forward? Can developments in data science enable us to model more effectively readership of smaller publications? There seems to be a widening gap between newspaper and magazine requirements. Can this gap be filled or should they go their separate ways?

Is the future not just cross-platform measurement but cross-media measurement?

The emphasis in Lisbon will be on actionable insights from engaging data experts and users around the world. Our goal is to inspire delegates with new thinking and approaches, with insights you can take back to your own businesses and effect real change.

Will publishing survive until 2030?

Thursday 12th September 2019 (morning)

09:30 Chairman's opening remarks

Colin Morrison, Former Media CEO, Consultant and Editor of 'Flashes & Flames'

09:35 Will publishing survive until 2030?

Colin Morrison, Former Media CEO, Consultant and Editor of 'Flashes & Flames'

09:55 'I read it on Facebook' – the BBC News Attribution Study

Santanu Chakrabarti, Head of Audience Insight, BBC World Service

10:10 From big data to actionable insights

Hanne Brasseur, Audience Engagement and Analytics, VRT NWS

10:25 What newspaper readers really want: learnings from seven years of reader research with 'Lesewert'

Ludwig Zeumer, Executive Director, Die Mehrwertmacher

10:40 Panel discussion

Will publishing survive until 2030?

11:00 Coffee

11:30 From Viral to Tribal – the next frontier of publishing

Stuart Wilkinson, Head of Industry Relations EMEA, comScore

11:45 Why didn't we think of this before?

James Hewes, President & CEO, FIPP

12:00 Panel discussion

Publishing and digital platforms – partnership for profit?

Stuart Wilkinson, Head of Industry Relations EMEA, comScore

James Hewes, President & CEO, FIPP

Denise Turner, Insight Director, Newsworks

Britta Cleveland, Senior Vice President Research Solutions, Meredith Corporation

12:30 Lunch

Context matters

Thursday 12th September 2019 (afternoon)

13:30 **Chairman's opening remarks**
Chair TBC

Driving advertising effectiveness

13:35 **The value of news**
Denise Turner, Insight Director, Newsworks

13:55 **Quality over quantity in the attention economy**
David Bassett, Director of Analytics, Lumen Research
TBC, IAB UK

14:10 **Connecting to consumers through native advertising – what do we know?**
Britta Cleveland, Senior Vice President Research Solutions, Meredith Corporation
Mickey Galin, Global Director Business Development – Media Measurement, GfK

14:25 **Can classic research and new data put publishers 'back in business'?**
Peter Callius, Head of Media Research, Kantar TNS
Ingvar Sandvik, Director Marketing & Innovation, Kantar Norway

14:40 **Are new campaign formats from digital publishers effective?**
Peter Hammer, Managing Director, Marketing Scientist Group

14:55 **Panel discussion**
Context matters: driving advertising effectiveness

15:20 **Coffee**

Total brand measurement across platforms

15:50 **Integrated experiences: fusing print and online**
Irena Petric, Managing Director, NOM
Jim Collins, Senior Vice President, GfK MRI

16:05 **Cross-platform measures driving effective published media campaigns**
Luca Vannini, Head of Research, PAMCo (Publishers Audience Measurement Company)
Media agency co-presenter, TBC

16:20 **CN1: Total brand exposure – combining hardcopy, digital and social**
Jim Collins, Senior Vice President, GfK MRI

16:35 **Panel discussion**
Total brand measurement across platforms

17:00 **Close of Day**

Readership measurement techniques

Friday 13th September 2019 (morning)

09:30 **Chairman's opening remarks**
Richard Marks, Research Director, asi

More for less?

09:35 **More for less! More for less? Optimizing the Swiss NRS system**
Harald Amschler, Executive Director of Research & Development, WEMF
Jella Hoffmann, Director of Product Management, WEMF

09:50 **Online first or online second? – the added value of mixed mode surveys**
Neil Farrer, Country Service Line Leader Audience Measurement, Ipsos MORI
Scott Jakeways, Deputy Head of Audience Measurement, Ipsos MORI

10:05 **Evolving print metrics – two recent initiatives**
Risa Becker, Senior Vice President Operations, MRI-Simmons

10:20 **Panel Session**
Readership measurement techniques: more for less?

10:45 **Coffee**

The future of readership measurement

11:15 **Measurement or modelling?**
Mario Paic, Global Head of Data Science – Audience Measurement, Ipsos
Katherine Page, Consultant

11:15 **Unlocking the potential of Digital Audience Measurement**
Karin Schut, Director, Vinex
Jonathan Brown, Director, Kantar Media

11:45 **Measuring reading alongside viewing and listening: the new Dutch Total Media Audience Measurement**
Irena Petric, Managing Director, NOM (Nationaal Onderzoek Multimedia)

12:00 **Artificial Intelligence: opportunities and challenges for audience measurement**
Mainak Mazumdar, Head of Data Science, Nielsen

12:15 **Panel Session**
The future of readership measurement

12:45 **Lunch**

Key developments around the world

Friday 13th September 2019 (afternoon)

- 14:00 **Chair's opening remarks**
Katherine Page, Consultant
- 14:05 **Key developments around the world**
Katherine Page, Consultant
- 14:20 **Creating gold standards in face-to-face research: the Indian Readership Survey**
Dolly Jha, Executive Director Marketing Effectiveness, Nielsen India
- 14:35 **Meeting the measurement challenge of a new digital world**
Nicolas Cour, CEO, ACPM
Gilbert Saint-Joanis, Chief Research Officer, ACPM
- 14:50 **Coffee**
- 15:20 **Building the pillars for a new cross-media and consumer insights measurement platform in Canada**
Pat Pellegrini, President & CEO, Vividata
Josh Cormie, EVP, Audience Measurement Service Line Lead, Ipsos Canada
- 15:35 **Driving publisher revenues with accurate audience segmentation and de-duplication**
Arina Ureche, General Manager, BRAT (Biroul Roman de Audit Transmedia)
Kimmo Kiviluoto, Managing Director, Syno International
- 15:50 **Panel discussion**
Key developments around the world
- 16:10 **Closing panel debate**
Where do we go from here?
Panellists to be confirmed
- 17:00 **Close of Conference**

asi Network Social

Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day on **Thursday 12th September**. Details to be confirmed.

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

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