

# asi 2016 International Television & Video Conference

## Going for Gold

Wednesday 2<sup>nd</sup> to Friday 4<sup>th</sup> November 2016, Hilton Budapest, Hungary

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## Joint Session for Radio & Audio and TV & Video

Wednesday 2<sup>nd</sup> November 2016

- 15.25 **Chairman's opening remarks**  
Paul Kennedy, Research Director, RAJAR
- 15.30 **Integrated solutions for cross-media measurement**  
Jeroen Verspeek, Head of Audience Measurement, BBC  
Jim Ford, Global Commercial Director MediaCell, Ipsos
- 15.45 **The Euro 2016 study: cross-media measurement is not just a question of technology**  
Arnaud Annebicque, Business Director, Europe and Africa, Médiamétrie  
Olivier Daufresne, International Project Director, CESP
- 16.00 **Millennials: the Life Stages report**  
Glenn Enoch, Senior Vice-President, Audience Insights, Nielsen
- 16.15 **Digital on the rise – YouTube in cross-media perspective**  
Josef Fišer, Marketing Director and Analyst, adMeter, Median
- 16.30 **KEYNOTE: Definitions, metrics and new horizons – key questions in an evolving audience measurement reality**  
Roberto Suárez Candel, Head of the Media Intelligence Service, EBU
- 16.50 **Panel Session**
- 17.15 **Close of day**

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Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day in the Hilton's Corvina Room.

# Content and Distribution

Thursday 3<sup>rd</sup> November 2016 (morning)

09.00 **Chairman's opening remarks**

Graham Lovelace, Media Technologies Director, asi

09.05 **KEYNOTE: The Billion Dollar Lab – Rio Edition**

Alan Wurtzel, President, Research and Media Development, NBCUniversal

09.30 **Global trends in TV formats**

Laurent Battais, Executive Director, Médiamétrie

Sahar Baghery, Head of Global Research and Contents Strategy, Eurodata TV Worldwide

09.45 **Why artificial intelligence and Big Data analysis are key in today's sports sponsorships**

Eli Ben-David, Co-Founder & CEO, vBrand

10.00 **TV industry: now and next**

Guy Bisson, Research Director, Ampere Analysis

10.15 **Panel Session**

10.35 **Coffee**

## Broadcast Innovation: Engaging Connected Audiences across Multiple Screens

11.05 Jette Nygaard-Andersen, EVP, CEO of MTG Central European & African Operations, Modern Times Group AB

11.15 Robert Amlung, Head of Digital Strategy, ZDF

11.25 **Panel Session**

Nigel Walley, CEO, Decipher Group and Paolo Pescatore, Director Multiplay and Media, CCS Insight, join Jette Nygaard-Andersen, Robert Amlung and NBCUniversal's Alan Wurtzel.

12.30 **Lunch**

# Innovations in Television and Video Advertising Technology

Thursday 3<sup>rd</sup> November 2016 (afternoon)

- 13.45 **Chairman's opening remarks**  
Brian Jacobs, Founder and CEO, BJ&A
- 13.50 **KEYNOTE: Effectiveness in a changing media landscape**  
Peter Field, Independent Advertising and Marketing Professional
- 14.20 **Advanced ad-targeting**  
Julian Dobinson, Director of Insight and Research, Sky Media  
Daniel Stephenson, Sky AdSmart Controller, Sky Media
- 14.35 **Programmatic linear TV – making TV better for buyers, sellers and users**  
Pete Doe, Chief Research Officer, clypd
- 14.50 **Cross-media measurement using people-based data**  
Nik Shah, Measurement Partnerships Lead, Facebook
- 15.05 **Panel Session**
- 15.25 **Coffee**
- 15.55 **Intensity of viewing in an age of multi-device television**  
Sylvano Lucchetti, Director of Technical Services, OzTAM  
Maria Rossi, General Manager, Nielsen Australia
- 16.10 **OTT viewing in the Canadian video landscape**  
Ricardo Gomez-Insausti, Vice-President of Research & Respondent Contact Centres, Numeris
- 16.25 **Keeping track of OTT viewing now and in the future in The Netherlands**  
Liesbeth Nekkers, Head of Media Measurement, GfK  
Nathalie Sonck, Senior Research Manager, SKO
- 16.40 **Developing effective communications strategies – the measurement and data challenges**  
Marie Oldham, Chief Strategy Officer, VCCP Media
- 16.55 **Panel Session**
- 17.15 **Close of Day**

# Measurement: the Appliance of Science

Friday 4<sup>th</sup> November 2016 (morning)

- 09.00 **Chairman's opening remarks**  
Richard Marks, Research Director, asi
- 09.10 **Addressing the challenges of cross-platform measurement for kids and teens**  
Jane Clarke, CEO and Managing Director, CIMM  
Rolfe Swinton, Chief Research Officer, RealityMine
- 09.25 **Engaging young people in panel research**  
Joe Lewis, Deputy Research Director, BARB
- 09.40 **Risky business**  
Sue Gray, Head of Audiences, BBC Television  
Konrad Collao, Partner, Craft
- 09.55 **Panel Session**
- 10.15 **Coffee**
- 10.45 **Measuring connected devices in Germany**  
Bernhard Engel, Research Director, ZDF  
Robert Nicklas, Director of Audience Measurement, GfK
- 11.00 **Incorporating Big Data into currency measurement**  
Mainak Mazumdar, Executive Vice-President, Chief Research Officer, Nielsen
- 11.15 **Panel Session**
- 11.35 **New Developments in Data Collection**  
– discussion led by Richard Marks  
John Gill, Head of Audience Measurement, Kantar Media  
Jorge Papanicolau, Global Product Leader, International TV and Video Audience Measurement, Nielsen  
Julien Rosanvallon, Director of Television, Médiamétrie  
Dominique Vancraeynest, Global Product Head and Business Development, Television Audience Measurement, GfK
- 12.45 **Lunch**

# From Television Measurement to Video Measurement?

Friday 4<sup>th</sup> November 2016 (afternoon)

14.00 **Chairman's opening remarks**

Kristian Tolonen, Head of Audience Research, NRK

14.05 **Behind the Danish TAM tenders**

Alex Nielsen, Head of Audience Measurement, TV2 Danmark A/S  
Frank Klausen, Associate Director, TNS Gallup

14.20 **The TVOV survey in Norway**

Håkon Lund Sørensen, Media Researcher, NRK  
Hanne Teigum, Research Director, TNS Gallup

14.35 **Netherlands online campaign ratings – how data are being used**

Bas de Vos, CEO, SKO  
Johan Smit, Managing Director, PMA/Platform Media Adviesbureaus

14.50 **Project Tarantula**

Martin Greenbank, Head of Advertising Research and Development, Channel 4

15.05 **Panel Session**

15.20 **Coffee**

15.50 **DEBATE: Whose Data is it Anyway?**

– moderated by Richard Marks, Research Director, asi

What prospect is there for industry collaboration between 'traditional' television and new media?

Antonio Carvalho, Vice-President, Research and Insight, Liberty Global  
Daniel Meyer, Director of Market Insights, Northern and Central Europe, Google Inc.  
Andrea Mezzasalma, Head of Audience Research and Insights, Sky Italia  
Alex North, Head of Marketing Science R&D, Facebook  
Justin Sampson, Chief Executive, BARB  
Anke Weber, Director AGF-Office

16.50 **Tony Twyman Award**

This annual award of 1500 euros is presented to the conference paper that makes the 'best contribution to a greater understanding of television and video audiences'.

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17.00 **Close of Conference**

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