Global sporting events like this year's Rio Olympics serve not only to bring the world together in troubling times, but also act as a useful insight into the evolving shape of TV consumption itself. Cross-media cross-platform events also push the current capabilities of audience measurement systems to their limit. At this year's conference we'll be looking to the future of television and video and examining how the industry can keep up the pace in the measurement marathon.

The production of high quality TV content is at a global high as broadcasters, expanding the global reach of their hit series and formats, compete with SVOD services keen to join the party. We'll examine the trends in content production and discuss the future prospects for content distribution channels.

It's clear that video is a highly attractive and effective medium for advertising and we'll hear about a number of innovations in advertising technology. However, we will also remind ourselves that, in the rush to examine sales impact, the longer-term effects of advertising are also critical.

Meanwhile, if we are living in a ‘golden age’ of TV content, what category of medal can we award television measurement itself? There does now seem to be a clear consensus around the way forward, with hybrid approaches in development or at the commissioning stage in many countries. The main debates are now focusing on exactly how to apply the measurement science and the precise components.

What building blocks are needed to build cross-platform measurement across connected devices? Census data is obviously a crucial component, but it is less clear how accessible that data will be, particularly data from social media platforms. In a key panel discussion, we will examine the prospects for industry collaboration between ‘traditional’ television and new media: whose data is it anyway?

At the end of the conference we won't be bringing a winners podium on stage but we will be awarding the Tony Twyman Award for best paper!

Please note: this agenda may be subject to change.
Joint Session for Radio & Audio and Television & Video

15.25 Chairman's opening remarks
Paul Kennedy, Research Director, RAJAR
Our joint session brings radio and television delegates together to look at a series of innovative efforts being made to measure both the combined and unique strengths of the two media.

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, Development 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
How does millennials' technology ownership differ from older adults and how are they changing media consumption?

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

asi Network Social
Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day in the Corvina Room.
Content and Distribution

Thursday 3rd 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
   A look at the future of media consumption.

09.30 Global trends in TV formats
   Laurent Battais, Executive Director, Médiamétrie

09.45 Why artificial intelligence and Big Data analysis are key in today's sports
   sponsorships
   Or Ori, Vice-President Business Development, vBrand

10.00 TV industry: now and next
   Guy Bisson, Research Director, Ampere Analysis

10.15 Panel Session

10.35 Coffee

11.05 Broadcast Innovation:
   Engaging Connected Audiences across Multiple Screens
   Robert Amlung, Head of Digital Strategy, ZDF
   Marcus Sandberg, Vice-President Business Development, Modern Times Group

11.30 Panel Session
   Nigel Walley, CEO, Decipher Group and Paolo Pescatore, Director Multiplay and Media,
   CCS Insight, join speakers from this morning's session.

12.30 Lunch
Innovations in Television and Video Advertising Technology

Thursday 3rd 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, Research Director, 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 4th 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
Why broadcasters need to measure pace of change in markets and audiences.

09.55 Panel Session

10.15 Coffee

10.40 Measuring connected devices in Germany
Bernhard Engel, Research Director, ZDF
Robert Nicklas, Director of Audience Measurement, GfK

10.55 Incorporating Big Data into currency measurement
Mainak Mazumdar, Executive Vice-President, Chief Research Officer, Nielsen

11.10 Panel Session

11.30 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

12.30 Lunch
From Television Measurement to Video Measurement?

Friday 4th November 2016 (afternoon)

13.30 Chairman's opening remarks
Kristian Tolonen, Head of Audience Research, NRK

13.35 Behind the Danish TAM tenders
Alex Nielsen, Head of Audience Measurement, TV2 Danmark A/S
Frank Klausen, Associate Director, TNS Gallup

13.50 The TVOV survey in Norway
Håkon Lund Sørensen, Media Researcher, NRK
Hanne Teigum, Research Director, TNS Gallup

14.05 Netherlands online campaign ratings – how data are being used
Bas de Vos, CEO, SKO
Johan Smit, Managing Director, PMA/Platform Media Adviesbureaus

14.20 Panel Session

14.35 Coffee

15.00 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
Bernhard Engel, Research Director, ZDF
Jane Clarke, CEO and Managing Director, CIMM

16.00 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 the TV medium and its audiences’.

16.15 Close of Conference

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