

# asi 2017 International

#asitv17

## Television & Video Conference

### Broadcast and online: a shared future or just good friends?

Wednesday 8<sup>th</sup> to Friday 10<sup>th</sup> November 2017  
Hyatt Regency Nice Palais de la Méditerranée, Nice, France

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

Wednesday 8<sup>th</sup> November 2017 (afternoon)

- 15:50 **Chairman's opening remarks**  
Paul Kennedy, Research Director, RAJAR
- 15:55 **DIMENSION: communication planning in a disrupted world**  
Andy Brown, Chairman and CEO, Kantar Media
- 16:10 **Advertisers, media agencies and digital - how are they doing? - panel discussion**  
Bob Hoffman, the Ad Contrarian  
David Wheldon, President of the World Federation of Advertisers and CMO of RBS  
Andy Brown, Chairman and CEO, Kantar Media  
moderated by Brian Jacobs, Founder and CEO, BJ&A
- 17:25 **Tony Twyman Award for Radio & Audio**  
This annual award of 1000 euros is presented to the conference paper that makes the best contribution to a greater understanding of radio and audio audiences.

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17:30 **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.

# Innovation

Thursday 9<sup>th</sup> November 2017 (morning)

09:30 **Chairman's opening remarks: TV's changing face - innovation in viewer interaction and the implications for research**

Graham Lovelace, Media Technologies Director, asi

09:50 **Developing Eurosport's digital reach and presence**

Ralph Rivera, Managing Director, Eurosport Digital

10:10 **Reinventing broadcasting for a new generation**

Nick North, Director of Audiences, BBC

10:25 **Global dynamics of television**

Frédéric Vulpré, Vice President - Eurodata TV Worldwide, Médiamétrie

10:40 **Coffee**

11:10 **Even in an age of abundance, revolutions also occur**

Alexandre Callay, Vice President - Media, MediaLogiq Systems

11:25 **New channel background: OTT, SVoD and the fight for viewers**

Guy Bisson, Research Director, Ampere Analysis

11:40 **The streams turn into a river: OTT trends and how they are changing US television**

Brian Fuhrer, Senior Vice-President, National Product Leadership, Nielsen

11:55 **Panel Discussion**

Alexandre Callay, Brian Fuhrer and Guy Bisson are joined by Médiamétrie's Frédéric Vulpré.

12:15 **Innovation Panel Discussion: reinventing television**

Eurosport Digital's Ralph Rivera and the BBC's Nick North are joined by Christian Kurz, Senior Vice President of Global Consumer Insights for Viacom, and Nigel Walley, Chairman of Antenna Group. The discussion is moderated by Graham Lovelace.

13:00 **Lunch**

# The video advertising challenge

Thursday 9<sup>th</sup> November 2017 (afternoon)

- 14:15 **Chairman's opening remarks**  
Brian Jacobs, Founder and CEO, BJ&A
- 14:20 **Planning campaigns – from mass to niche**  
Nick Gyss, Country Manager, TCC
- 14:30 **Context is queen**  
Fiona Blades, President and CEO, MESH Experience
- 14:45 **Effectiveness and video: is TV still the winner?**  
Laure Debos, Research & Insights Director, Publicis Media
- 15:00 **Video marketing in the digital age**  
James Burke, Director, Kantar Media  
Nik Shah, Measurement Partnerships Lead EMEA, Facebook
- 15:15 **Panel Session**
- 15:35 **Coffee**
- 16:05 **Programmatic TV: an international revolution**  
Atossa Vaziri, Head of Buy-Side Video, EMEA at Doubleclick, at Google
- 16:20 **Reach and attention – TV and its online companions**  
Bas de Vos, Global Director Strategy Media Measurement, GfK  
Jeffrey Kruk, Research Director - Analytics & Insights, MEC
- 16:35 **TV matters**  
Christian Kurz, Senior Vice President of Global Consumer Insights, Viacom
- 16:55 **Panel Session**
- 17:30 **Close of Day**

**asi** Network Social

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# The measurement challenge

Friday 10<sup>th</sup> November 2017 (morning)

- 09:00 **Chairman's opening remarks**  
Richard Marks, Research Director, asi
- 09:10 **TAM audit in Russia: from theory to practice**  
Ksenia Achkasova, TV Audience Research Director, Mediascope  
Valérie Morrisson, Managing Director, CESP
- 09:25 **Beauty and the Beast: AGF's integration of YouTube**  
Adam Herscher, Lead, Television and Digital Measurement, Google/YouTube  
Willibald Müller, Managing Director, AGF
- 09:40 **How does it work? Insights panel for the TV Industry**  
Doug Peiffer, CEO, OzTAM  
Samantha Paech, Senior Project Director, Nielsen TAM Australia
- 09:55 **Detecting home video viewing: are tags and codes really needed?**  
David Whittaker, Principal Consultant, Digital Solutions (UK)
- 10:10 **Panel Session**
- 10:30 **Coffee**
- 11:00 **Dovetail Fusion – putting theory into practice**  
Rhiannon Griffiths, Head of Strategic Developments, BARB  
John Gill, Product Development Director for Audience Measurement, Kantar Media
- 11:15 **The launch of Auditel's Super Panel – data science and beyond**  
Steve Wilcox, Managing Director, RSMB  
Davide Crestani, Technical Director, Auditel
- 11:35 **Set for the future**  
Tim Farmer, MediaCell CEO, Ipsos Connect  
Mario Paic, Head of Data Science, Ipsos Connect UK
- 11:50 **Comparable cross-platform metrics and why they are critical to remain competitive**  
Toni Petra, Senior Vice President International Watch, Nielsen
- 12:05 **Panel Session**
- 12:30 **Lunch**

# A Total Video currency?

Friday 10<sup>th</sup> November 2017 (afternoon)

- 13:45 **Chairman's opening remarks**  
Kristian Tolonen, Head of Audience Research, NRK
- 13:50 **Online and fused ratings in The Netherlands**  
Mariana Irazoqui, Research Director, SKO Stichting KijkOnderzoek
- 14:05 **Total Video ratings currency in Sweden**  
Hannes Carl Meyer, Global Business Development Director, Media Measurement, GfK  
Pirjo Svedberg, COO, MMS
- 14:20 **Total Video currency in the marketplace**  
Alexander Nielsen, Chair of TAM Steering Committee, Head of Audience Measurement,  
TV 2 Danmark  
Frank Klausen, Associate Director, Kantar Gallup
- 14:35 **Panel Session**
- 14:50 **Coffee**
- 15:20 **Who really needs a Total Video currency?**  
- closing panel discussion moderated by Richard Marks, Research Director, asi  
Jane Clarke, CEO and Managing Director, CIMM  
Adam Herscher, Global Lead, Television and Digital Measurement, Google/YouTube  
Nick Gyss, Country Manager, TCC  
Alexander Nielsen, Chair of TAM Steering Committee, Head of Audience  
Measurement, TV 2 Danmark  
Alex North, Head of Marketing Science R&D, Facebook  
Nick North, Director of Audiences, BBC
- 16:20 **Tony Twyman Award for Television & Video**  
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'best contribution to a greater understanding of the TV medium and its audiences'.

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16:30 **Close of Conference**

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

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