

asi 2017 International Television & Video Conference

#asitv17

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

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

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Joint Session for Radio & Audio and Television & Video

Wednesday 8th November 2017 (afternoon)

- 15:50 **Chairman's opening remarks**
Paul Kennedy, Research Director, RAJAR
- 15:55 **Dimension Study: 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
with 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 its 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 9th 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, National and Cross-Platform Product Lead, Nielsen
- 11:55 **Panel Discussion**
Alexandre Callay, Brian Fuhrer and Guy Bisson are joined by Médiamétrie's Frederic Vulpré.
- 11:55 **Innovation Panel Discussion: reinventing television**
Eurosport Digital's Ralph Rivera and the speaker from the BBC are joined by Claudia Vaccarone, Global Market Research Director of Eutelsat, and Nigel Walley, Managing Director of Antenna Group.
- 13:00 **Lunch**

The video advertising challenge

Thursday 9th 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, Global Media Director, L'Oreal
- 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
Greta Baisch, Measurement Lead, Tech and Telco, Audience Insight, 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 **Measuring cross-platform attention across old and new screens**
Dan Schiffman, Founder, TVision Insights, Inc.
Hannu Verkasalo, CEO, Verto Analytics, Inc.
- 16:35 **Reach and attention – TV and its online companions**
Bas de Vos, Global Director Strategy Media Measurement, GfK
Jeffrey Kruk, Research Director - Analytics & Insights, MEC
- 16:50 **Life without TV: could you cope?**
Christian Kurz, Senior Vice President, Global Consumer Insights, Viacom
- 17:05 **Panel Session**
- 17:30 **Close of Day**

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The measurement challenge

Friday 10th 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, Director General, CESP

09:25 Beauty and the Beast: AGF's integration of YouTube

Adam Herscher, Lead, Television and Digital Measurement, Google

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

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, 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

11:30 Set for the future

Tim Farmer, CEO, Ipsos MediaCell

Mario Paic, Head of Data Science, Ipsos Connect

11:45 Comparable cross-platform metrics and why they are critical to remain competitive

Toni Petra, Senior Vice President International Watch, Nielsen

12:00 Panel Session

12:30 Lunch

A Total Video currency?

Friday 10th 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 C. Meyer, Global Business Development Director, Media Measurement, GfK
Pirjo Svedberg, COO, MMS

13:50 Total Video currency in the marketplace

Alexander Nielsen, Chair of TAM Steering Committee, Head of Audience Measurement, TV2 Analyse
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

Nick Gyss, Global Media Director, L'Oreal

Alexander Nielsen, Chair of TAM Steering Committee, Head of Audience Measurement, TV2 Analyse

Alex North, Head of Marketing Science R&D, Facebook

Gill Whitehead, Senior Director, Market Insight, Google

16:20 Tony Twyman Award for Television & Video

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16:30 Close of Conference

Please note: this agenda may be subject to change.

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