

## Television & Video Conference

### Data driven video: is video measurement ready for prime time?

Wednesday 7<sup>th</sup> to Friday 9<sup>th</sup> November 2018  
Athenaeum InterContinental, Athens, Greece



#### Shared challenges – common solutions?

To begin the conference, in this year's joint session, the Radio & Audio and Television & Video Conferences come together to examine the shared challenges faced by measurement and to determine the degree to which the solutions are similar. Youth consumption of both audio and video is put in the spotlight. How alike are the challenges presented to broadcasters by streaming services like Spotify and Netflix? With the BBC launching its CMM electronic cross-media measurement service and the Dutch industry advertising a tender for 'Total Media Audience Measurement' are the walls between video and audio measurement about to come tumbling down?

#### Is video measurement ready for prime time?

Data has now moved centre stage, driving every aspect of the video business, with IP-delivery enabling direct relationships with viewers. Data has never been more highly prized, which is great news for our industry – but that does mean that the pressure is on. We have to ensure that our data is of the highest quality and is compliant with new data legislation like GDPR. Measurement technology must keep pace with consumer behaviour and continue to meet client needs. Is video measurement still 'fit for purpose' and able to meet the challenge?

We evaluate if there are any new technological game changers coming down the line that will fundamentally alter how video is consumed by audiences, or the technology we use to measure. Is Blockchain a game changer for currency measurement?

Just how well do broadcast and online advertising work together? We review the effectiveness of the new advertising opportunities made possible by IP-delivered TV services. Can the impact of context on attention and recall actually be quantified and monetised? What do advertisers *really* want from video measurement? Is exposure realistically the only agreed common metric, or could an attentiveness metric ever be agreed? What can eye-tracking contribute in measuring attentiveness to screens? Is 'attention' a potential new advertising currency?

A key theme at this year's conference is collaboration. Broadcasters are coming together to meet the SVOD challenge, with talk of new initiatives for cross-broadcaster services in UK, France and Germany. Meanwhile the pressure is on from advertisers for online-only players like Facebook and

Google to collaborate with broadcasters on video currency measurement, but what compromises are needed for that to happen? Can common metrics be agreed that allow us to compare broadcast advertising with online and social video?

Hybrid methodologies also require increased collaboration between rival research agencies and external data suppliers. Do clients really want measurement companies to be 'one stop shops' providing end-to-end services, or are they just cherry-picking what each company is best at?

Are the measurement companies actually focusing their development in the right areas? Hybrid approaches enable content reach across platforms, but will they be able to deliver when it comes to measuring advertising, increasingly divorced from that content? With OTT services and broadcaster players primarily viewed on the TV set itself, is the TV once more the priority for development of measurement technology?

In our final panel we will be tying these themes together to evaluate: is video measurement fit for purpose?

# Joint Session for Radio & Audio and Television & Video

## Shared challenges – a common solution?

Wednesday 7<sup>th</sup> November 2018 (afternoon)

- 15:40 **Chairman's opening remarks**  
Kristian Tolonen, Head of Audience Research, NRK
- 15:45 **Audio and video streaming – shared challenges?**  
Zach Fuller, Analyst, MIDiA Research
- 16:00 **The kids are alright! The ABCs of XYZ - audio and video through the ages**  
Ricardo Gomez-Insausti. Vice-President Research, Numeris
- 16:15 **Convenience and relationships: the drivers of youth media consumption**  
Peter Niegel, Audience Researcher, Danish Broadcasting Corporation
- 16:30 **CMM (cross-media measurement) – first fruits of single-source audience measurement for the BBC**  
Jeroen Verspeek, Head of Audience Measurement, BBC  
Jim Ford, Global Commercial Director – MediaCell, Ipsos
- 16:45 **Panel Session**
- 17:10 **2018 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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17:15 **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. The reception will be held on the Acropolis Terrace on the 6<sup>th</sup> floor of the Athenaeum InterContinental Hotel.

# Innovations

Thursday 8<sup>th</sup> November 2018 (morning)

- 09:15 **Chairman's opening remarks: What counts as television today?**  
Nigel Walley, CEO, Decipher
- 09:35 **Global TV trends – who is watching and what are they watching?**  
Frédéric Vaulpré, Vice President - Eurodata TV Worldwide, Médiamétrie
- 09:50 **What's new is old again – capitalising on the fragmenting digital viewing landscape**  
Guy Bisson, Research Director, Ampere Analysis
- 10:05 **Streams to rivers to oceans – navigating SVoD data**  
Brian Fuhrer, Senior Vice-President, Product Leadership, Nielsen
- 10:20 **Attributing content to broadcast brands**  
Santanu Chakrabarti, Head of Audience Insight, BBC World Service
- 10:35 **Panel Session**
- 10:55 **Coffee**
- 11:25 **New consumer touchpoints – content anytime, anywhere**  
Nicole Agudo Berbel, Chief Distribution Officer, ProSiebenSat.1 Media SE (Germany)
- 11:35 **Collaboration – essential to the future development of television**  
Karolos Alkalai, General Manager, STAR Channel (Greece)
- 11:45 **Public Service innovation in Japan**  
Aya Fujito, Senior Manager, NHK (Japan Broadcasting Corporation)
- 11:55 **The Empire strikes back**  
Broadcast brands remain strong, but how can they secure their future? What is the most effective response to the SVoD challenge? How can the opportunities of IP delivery best be exploited and what role can data play?
- Panel discussion moderated by Richard Marks, Research Director of asi, with Nicole Agudo Berbel, Karolos Alkalai, Aya Fujito, Guy Bisson and Nigel Walley.
- 12:40 **Lunch**

# The video advertising challenge

Thursday 8<sup>th</sup> November 2018 (afternoon)

- 14:00 **Chairman's opening remarks**  
Brian Jacobs, Founder and CEO, BJ&A
- 14:15 **TAM – between compromise and consensus**  
Andy Brown, Chairman and CEO, Kantar Media
- 14:30 **Cherry picking or one-stop shop?**  
Helen Rose, Head of Insight & Analytics, the7stars
- 14:45 **Improving data fusion for cross-media reach analysis: methods validation with single source TV and Facebook campaign data**  
Philipp Gaffert, Head of Data Science – Client Operations, GfK Global Data Science  
Mark Riseley, Measurement Partnerships Lead, EMEA, Facebook
- 15:00 **Panel Session**
- 15:25 **Coffee**
- 15:55 **Contextual Moments – a world-first in AI-fuelled TV advertising**  
Neil Taylor, Lead Data Strategist for Commercial Innovations, Channel 4
- 16:10 **Do shorter commercials capture attention?**  
Yan Liu, CEO & Co-Founder, TVision Insights
- 16:25 **Paying (for) attention: how eye tracking reveals the true nature of attention**  
Mike Follett, CEO and Managing Director, Lumen
- 16:40 **Do we have your attention?**  
Jonathon Wells, Vice-President Data Science, Nielsen
- 16:55 **Panel Session**
- 17:25 **Close of Day**

# The measurement challenge

Friday 9<sup>th</sup> November 2018 (morning)

- 09:00 **Chairman's opening remarks**  
Richard Marks, Research Director, asi
- 09:10 **Measuring the 2018 FIFA World Cup in Russia: Audience 360 and much more**  
Ksenia Achkasova, TV Audience Research Director, Mediascope  
Ivan Ugryumov, Head of Specialised Projects, Mediascope
- 09:25 **Total audience – TV and video measurement ahead of the Olympics**  
Yoshihide Ikeda, Director, Video Research Ltd
- 09:40 **Introducing VOZ (Virtual Australia) – a world-first synthetic universe respondent level database**  
Sylvano Lucchetti, Director Technical Services, OzTAM  
Alan Farrugia, Director of Statistical Services, Nielsen
- 09:55 **Digital Ad Trust: certifying high-quality advertising inventories**  
Olivier Daufresne, International Project Director, CESP
- 10:10 **Panel Session**
- 10:30 **Coffee**
- 11:00 **Spinning gold from straw: harnessing the potential of return path data from digital set-top boxes**  
Mirko Marr, Head of Research & Development, Mediapulse
- 11:15 **Return path data in TAM panels – is there a danger of sacrificing accuracy for more precision?**  
Steve Wilcox, Managing Director, RSMB
- 11:30 **A privacy-first path towards comprehensive cross-media video measurement**  
Samir Pradhan, Group Product Manager, Google
- 11:45 **Blockchain – a positive impact on audience measurement?**  
Oliver Pischke, Project Director TGI, Kantar Media
- 12:00 **Panel Session**
- 12:20 **Lunch**

# New priorities for audience measurement?

Friday 9<sup>th</sup> November 2018 (afternoon)

- 13:30 **Chairman's opening remarks**  
Eija Moisala, Head of Smart Data and Audience Insight, Yle
- 13:40 **TVOV: the total video measurement system in Norway**  
Kristian Tolonen, Head of Audience Research, NRK  
Hanne Teigum, Research Director VAM, Kantar Media
- 13:55 **Measuring addressable video in a TAM service**  
Toni Petra, Executive Vice-President Watch, Nielsen
- 14:10 **Making four-screen measurement fit for purpose**  
Julien Rosanvallon, Senior Vice-President – Television & Online, Médiamétrie
- 14:25 **Panel Session**
- 14:45 **Coffee**
- 15:15 **Where are we now?**  
Justin Sampson, CEO, BARB
- 15:30 **From full Service Provider to General Manager – TAM business in the era of fragmented measurement**  
Bernhard Engel, Chief Executive, VAM-C  
Robert Nicklas, Senior Director Media Measurement Germany, GfK
- 15:45 **Video measurement: is it fit for purpose?**  
Closing panel discussion moderated by Eija Moisala, with:  
Lucia Antal, President, ARMA  
Andrea Mezzasalma, Founder & CEO, dataBreeders  
Samir Pradhan, Group Product Manager, Google  
Johan Smit, Director, PMA  
Brenda Wortley, Consultant, 3M3A
- 16:25 **2018 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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