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

Wednesday 7th to Friday 9th 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 7th 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
6th floor of the Athenaeum InterContinental Hotel.
Innovations

Thursday 8th 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 8th 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 9th 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 U Gryumov, 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 9th 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  
This annual award of 1000 euros is presented to the conference paper that makes the ‘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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