asi 2019 International Television & Video Conference

20:20 Vision

Wednesday 6th to Friday 8th November 2019
InterContinental Prague, Prague, Czech Republic

Sponsored by **nielsen**

At the start of this decade we saw a deluge of studies and predictions about what the TV and radio businesses would be like 'in 2020'. In Prague we will be just a few weeks away, so exactly what state are we in, in terms of the wider audio and video industries and more specifically measurement and data? Are we ready for the new decade?

Joint Session with Radio & Audio: Cross-media measurement – real momentum or just a mirage?

If the cross-platform wars are largely being won in terms of expanding TV measurement into Total Video Measurement, then is **cross-media measurement** the next logical step? Is the TMAM initiative in the Netherlands, which brings the JICs together, the shape of things to come or a brave experiment? The advertisers are maintaining their pressure for cross-media measurement but three key questions ensue: how can it be achieved, what metric can cover audio, video and text without commoditising them and 'dumbing down' media planning and, above all, who pays for it?

Television & Video Conference: 20:20 Vision

SVOD remains an important preoccupation for the video and television industry and we'll be looking at the latest trends in VOD adoption and usage and the implications for broadcasters. **Addressable advertising** has been hailed as the future of TV advertising for quite some time now, but just how precisely targeted and effective are the systems that have been built now? We will hear case studies from around the world and ask whether the whole concept of addressable and other forms of **adtech** challenge the assumptions that underpin how we design currency measurement systems. What do advertisers, media agencies and adtech companies feel is required?

At last year's conference, Steve Wilcox's paper on the challenges of integrating **RPD** Set Top Box data into panels (see the presentation here) caused something of a stir and we will look at how those challenges are being overcome in practice in Canada, the US and Switzerland. There is a growing demand for **attribution metrics**, so

we will be asking whether (and how) measurement can move beyond simple presence in the room and handset button pressing to the use of passive measures of presence, attention and involvement.

For the industry currencies, a growing long tail of content, falling response rates and budgetary pressures are converging to drive an increasing dependency on **modelling** to fill in the holes, but just how far can modelling take us? Are we in danger of handing too much power to the statisticians and black boxes? What are the realistic limitations on how much modelling can replace data collection?

We are increasingly being told that Data Scientists are the new rock and roll stars of the industry, but what exactly differentiates **Data Science** from research and statistics? We will be setting out to define precisely what 'Data Science' is, how it can benefit the video and television industry and hearing from thought leaders in the field along with case studies of its business impact.

Please note: this agenda may be subject to change.

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Wednesday afternoon Joint Session:
Cross-media measurement – real momentum or just a mirage?

15:40 Chairman's opening remarks
Kristian Tolonen, Head of Audience Research, NRK

15:45 Towards standard metrics for digital video and TV campaign performances
Valérie Morrisson, Managing Director, CESP
Julien Rosanvallon, Senior Vice-President – Television & Online, Médiamétrie

16:00 The media world of progressive consumers – what can we learn about their patterns of adoption and direction of travel?
Jeroen Verspeek, Head of Audience Measurement, BBC
Paul Eldon, Global Deployment Director, Ipsos

16:15 Fitting square pegs in square holes – the importance of like-for-like methodologies in cross-media measurement
Elissa Lee, Director, Advanced Measurement, Google/YouTube

16:30 The world according to the Dutch
Johan Smit, Director, PMA

16:45 Introducing GAMMA
Brad Bedford, Global Managing Director, GAMMA

16: 50 Panel session: breaking down the measurement barriers

17:25 The 2019 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. The reception will be held in the Primátor Restaurant on the ground floor of the InterContinental Prague Hotel.

Thursday morning

SESSION 1 Streaming and OTT

09:30 Chairman's opening remarks: The challenge of change –
navigating streaming TV shifts
Guy Bisson, Research Director, Ampere Analysis

09:55 Many rivers to cross
Lisa Heimann, EVP Corporate Research and Strategy, NBCUniversal
Brian Fuhrer, Senior Vice-President, Product Leadership, Nielsen

10:10 Streaming Wars: The Empire Strikes Back
Florian Kerkau, CEO, Goldmedia

10:25 Netflix: are we ready?
Justin Sampson, Chief Executive, BARB

10:35 Panel session

11:10 Coffee

SESSION 2 Addressable TV – are we there yet?

11:40 Chairman's opening remarks: The emerging context for TV addressability
Nigel Walley, CEO, Decipher

12:00 Addressable advertising in the US – beyond demos
Brian Jentz, Senior Vice-President Business Operations, Nielsen

12:15 Processes, dynamics and obstacles to success – a blueprint for addressable TV
Philip Smolin, Chief Strategy Officer, Amobee

12:30 Panel session

13:00 Lunch

Thursday afternoon

14:15 Chairman's opening remarks
Brian Jacobs, Founder and CEO, BJ&A

SESSION 3 Can video measurement deliver what advertisers need?

14:20 Total Video Measurement: the advertiser view
Phil Smith, Director General, ISBA

14:35 Everything changes: solving the convergence of TV, digital and social media
Philip Smolin, Chief Strategy Officer, Amobee

14:50 Does current audience research give us what we need to plan and buy across all video platforms?
Nick Slaymaker, Global Head of Trading, MediaCom

15:05 Panel session

15:35 Coffee

SESSION 4 New developments in advertising data

16:05 More than just a currency: why viewability and attention must be part of the equation
Yan Liu, CEO & Co-Founder, TVision Insights

16:20 The rise of TV attribution
Jane Clarke, CEO & Managing Director, CIMM

16:35 Data-driven linear: now business as usual for national US TV
Pete Doe, Chief Research Officer, clypd Inc.

16:50 Every impression must count: CFlight – a unified approach to measurement
Kavita Vazirani, EVP Insights & Measurement, NBCUniversal
Lucy Bristowe, Director of Insight & Research, Sky Media

17:05 Panel Session

17:30 Close of day

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Friday morning

09:00 Chairman's opening remarks
Richard Marks, Research Director, asi

SESSION 5 Towards Total Video

09:05 A little bit of the spotlight please: how establishment surveys must help measurement systems adapt to the new viewing game
Davide Crestani, Technical & Scientific Director, Auditel
Nora Schmitz, Head of Audiences and Media Development, Ipsos

09:20 Now that's what I call streaming – the impact of router meters
Bas de Vos, Global Director, Audiences and Targeting, Media Division, Kantar
Hanne Teigum, Global Research Director Audiences, Media Division, Kantar

09:35 GfK's mesh-up to build a Total Video currency
Bernhard Engel, Chief Executive, VAM-C
Robert Nicklas, Senior Director Media Measurement Germany, GfK

09:50 Panel session

10:10 Coffee

SESSION 6 Set-top-box and server data – opportunities and challenges

10:40 TV programme's online viewing: breaking down census into target groups
Tomáš Hanzak, Chief Analyst, Nielsen Admosphere

10:55 Knossos' palaces and Escher's perspective: the challenges of micro- and macro-modelling in TV measurement
Andrea Mezzasalma, CEO and Founder, dataBreeders

11:10 The effective use of RPD in the US
Frank Pecjak, Senior Vice-President Innovation, Comscore

11:25 Canada's TV measurement enhancement = TAM + STB/RPD
Catherine Kelly, Vice-President Product Management, Numeris
David Breton Dominguez, Data Science Director, Kantar

11:40 Hi-res TV audience measurement in Switzerland
Mirko Marr, Head of Research & Development, Mediapulse
Andreas Thaller, Project Manager, Mediapulse

11:55 Panel session – moderated by Steve Wilcox, Managing Director, RSMB

12:30 Lunch

Friday afternoon

SESSION 7 Out-of-home video measurement

13:30 Chairman's opening remarks
Richard Marks, Research Director, asi

13:35 The increasing importance of OOH measurement – the new mobility panel
Julien Rosanvallon, Senior Vice-President – Television & Online, Médiamétrie

13:50 Expanding the scope of sports measurement – using peoplemeters to measure out-of-home viewership in eateries in India
Derrick Gray, Chief of Measurement Sciences, BARC India

14:05 Panel session

14:20 Coffee

SESSION 8 Will data science change the future of audience measurement?

14:45 Chair's opening remarks: Data in dialogue – your media experience
Eija Moisala, Head of Smart Data and Audience Insight, Yle

15:00 Data science: one toolkit, multiple paybacks
David Teague, Portfolio Head, Data Analysis and Products, BBC

15:15 Artificial Intelligence: opportunities and challenges for audience measurement
Jonathon Wells, Senior Vice-President Data Science, Nielsen

15:30 How data science can help future-proof cross-channel effectiveness solutions
Mark Riseley, Regional Measurement Partnerships Lead, Facebook

15:45 From analytics to AI-powered organisations
Eeva Raita, Head of Culture Advisory, Futurice

16:00 Panel session

16:25 2019 Tony Twyman Award for Television & Video
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16:30 Close of Conference