

asi 2020 Virtual Conference

#asicnf2020

Monday 2nd to Friday 6th November 2020

We were unable to hold the International Radio & Audio and Television & Video Conferences as physical events in 2020, due to the COVID-19 pandemic. We decided it was not practical or safe to do so for many who would wish to attend, but we wished to give our community the opportunity to link up and share work and ideas before what we hoped would be a more normal gathering in 2021. Our solution was to host an online Virtual Conference.

We hosted five two-hour sessions across five days from Monday 2nd to Friday 6th November 2020 starting at 09:30 (London time) each day and released some additional materials (video interviews and presentations) related to the discussions. The sessions were available for catch-up viewing for those who had time-zone challenges.

We did not charge for attendance. It remains a vital time for the media research industry and we felt then that it was important that as many people as possible were able to attend and share ideas. We see this as a service to our community to contribute to the future success of our industry and provide the opportunity to link up and share work and ideas before we are able to host a more normal physical gathering in the future.

Our sincere thanks go to those who kindly supported this event: [Comscore](#), [GfK](#), [Ipsos](#), [Kantar](#), [Médiamétrie](#), [Nielsen](#), [RSMB](#) and [Triton Digital](#).



The agendas for each session of the 2020 asi Virtual Conference are outlined below.

Monday 2nd November

Future-proofing audio measurement: what has 2020 taught us about listening and its measurement?

How many radio measurement services around the world were affected by the COVID crisis and how are they responding in the short and long term? What have those services that managed to keep going learnt about the impact of the crisis on radio and audio consumption? Has the balance permanently shifted towards passive and online forms of data collection for radio and audio? Meanwhile, are streaming solutions growing in importance and is there anyone out there who hasn't set up a podcast by now?

Chair's opening remarks

Paul Kennedy of RAJAR

What's going on in podcasting – and why you should care

James Cridland, Radio Futurologist

Coping without audience data

Matt Deegan, Folder Media

COVID-19: what happened? We survey the currencies

Richard Marks, asi

Innovation in emergency during the Italian pandemic

Giorgio Licastro, GfK

Tracking the changing patterns of listening in Norway

Ragnhild Herlofsen, Nielsen

RAJAR 2020 – tracking and testing

Paul Kennedy, RAJAR

The Swedish RAM – one conclusive radio currency

Peter Larsson of Swedish Radio and Jakob Bjur of Kantar

Invalid Traffic Filtration – filtered vs unfiltered streaming audio traffic

Simona Nemes, Triton Digital

Tuesday 3rd November

The future of content delivery: how will linear and on-demand content coexist?

With broadcasters looking towards their own VOD services to counter the deep pockets and global reach of SVOD players, what is the optimum business model in terms of the balance between advertising and subscription and between linear and VOD offerings? Has the crisis had a lasting impact on viewing, content production and sports rights?

Chair's opening remarks

Richard Marks, asi

Broadcaster streaming, hybrid business models and the future of viewing

Guy Bisson, Ampere Analysis

Guy Bisson in conversation with:

- Faz Aftab, Director of Platform Distribution, ITV
- Brian Fuhrer, National and Cross-Platform Product Leader, Nielsen
- Niels Baas, Managing Director, NLZIET

Global review of lockdown viewing – towards a 'new normal'? A detailed analysis of TV and content consumption since January

Frédéric Vaulpré, Glance-Médiamétrie

Helping Zee Entertainment anticipate and prepare for shifts in viewing behaviour during COVID-19

Parul Arora of Nielsen and Prathyusha Agarwal of Zee Entertainment Enterprises

How COVID-19 is changing the sporting world in 2020 and beyond

David Boxer and Marc Rapparlié, Global MMK

This time it's personal: an international view on streaming trends

Laurence Chausson and Knut-Arne Futsæter, Kantar

How migration to online affects channel audiences – the BBC3 experience

Neil Thurman, LMU Munich

Wednesday 4th November

Beyond exposure: is it time for an attention-based gold standard?

We will be exploring the whole concept of 'attention' to media channels and to the ads that appear within them. How should we define it, and measure it? How can we best use it in planning campaigns? Should we be considering incorporating it into the currency measures? And do the same rules and principles extend beyond video media forms?

Chair's opening remarks

Brian Jacobs, BJ&A

The importance of measuring attention – an advertiser's view

Richard Shotton, Founder of Astroten, in conversation with Sorin Patilinet, Global Insights Director, Mars

Culture, Creativity and Curtains: attention in the living room

Neil Mortensen, ITV

More proof of the value of attention metrics

Karen Nelson-Field, Amplified Intelligence

Measuring attention: Richard Marks in conversation with...

- Mike Follet, Managing Director, Lumen
- Yan Liu, CEO/Co-founder, TVision

Attention and outcomes across channels and formats

Sophie MacIntyre and Nicolas Arrivé, Facebook

Oversight: why audio needs a different approach

Mark Barber, Radiocentre UK

How could attention be included as a currency metric?

Jonathon Wells, Nielsen

Monetising attention

Colin Gottlieb, LADbible Group

An agency view

Dino Myers-Lampzey, The Barber Shop

Thursday 5th November

Frictionless measurement: has COVID-19 changed measurement forever?

The pandemic is far from over, but we will try to evaluate its long-term impact on how we measure audiences. How can measurement services be made more resilient to future crises? With changed public attitudes to direct contact, home visits and increased openness to virtual contact, how can measurement become more frictionless? Will economic pressures encourage greater co-operation and sharing of resources between different currencies?

Chair's opening remarks

Richard Marks, asi

Media, advertising and the global pandemic

Dominique Vancraeynest, GfK

How have the research providers coped with the crisis?

- Rolf Müller, GfK
- Hanne Teigum and Mesut Sakal, Kantar
- Sarah Miller, Nielsen

Face Off: automated calls as an alternative to personal interviews

Chris O'Hearn and Brenda Wortley, 3M3A

Multi-dimensional isotonic fusion: capturing the complexity of online behaviour

Pat Pellegrini of Vividata and Andrea Mezzasalma of dataBreeders

Measuring second homes in Russia

Ksenia Achkasova of Mediascope and Olivier Hays of CESP

Getting insights into cross-media usage through integration of measurement tools

Liesbeth Nekkers, GfK

Data enriching TV – an addressable campaign case-history

François Dufresne of Médiamétrie and Eva Respaut of M6 Publicité

Additional Content related to this session and released separately:

- [Combining Smart TV data with STB](#)
Jane Clarke, CIMM
- [How to harness the hype of connected TV data](#)
Vit Smékal, Comscore
- [Multi-dimensional isotonic fusion: capturing the complexity of online behaviour \(full version\)](#)
Pat Pellegrini of Vividata and Andrea Mezzasalma of dataBreeders

Friday 6th November

When you wish upon a (North) star: will the cross-media dream come true?

The drive towards cross-media measurement, conducted at a pace well below the speed limit over the last few decades has now been greatly accelerated by the formulation of a WFA global framework. We look at what prompted the initiative and how it is being applied at a local level, specifically with the UK Project Origin pilot. What is needed for it to succeed? What other solutions could provide inputs or alternatives? Could better solutions be developed organically at a local level from the ground up? And, importantly, what do we really mean by 'cross-media measurement' in the first place?

Chair's opening remarks

Richard Asquith, Consultant

Keynote interview

Richard Asquith talks to Stephan Loerke, CEO, WFA

A perspective on the WFA cross-media initiative

Julien Rosanvallon of Médiamétrie and Valérie Morrison of CESP

Progress on Project Origin

Richard Halton of ISBA and Joe Lewis, Consultant

A look into iris – the new standard for online measurement in the UK

Mario Paic of Ipsos and Ian Dowds of UKOM

Cross-media measurement: what's in it for the broadcasters?

Katty Roberfroid and Robert Schäffner, egta

Cross-media insights from a TAM panel

Justin Sampson, BARB