

asi 2021 International

#asiconf2021

Radio & Audio and Television & Video Conference Agenda

Monday 1st to Friday 5th November 2021, Online

Whilst we are working towards bringing everyone together again for a physical event in 2022, we will be hosting this year's International Conferences online.

As last year, we'll be running five 2½-3 hour sessions across the week of Monday 1st to Friday 5th November, starting at 09:30 (London time) each day. Monday's and Friday's sessions will run for 3 hours. The sessions will be recorded and will be available for catch-up viewing for those registered who have time-zone challenges.

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

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The agendas for each session of the 2021 asi International Conferences are outlined below. These may be subject to change.

Monday 1st November

All change for audiences and their measurement?

Audio and radio have always accompanied our daily lives, but work, life and leisure patterns are now changing radically, accelerated by the pandemic. Where does that leave breakfast shows, drivetime and the balance of linear and on demand audio? How do streaming services and podcasts fit into new ways of working and living? Podcasting continues to gain traction with audiences, and we will examine how linear and non-linear audio work together. Meanwhile, is real change also starting to happen in the way we measure radio audiences? We'll investigate the new electronic and hybrid measurement services that have been announced recently: are we witnessing a second wave in the adoption of passive radio measurement?

09:30 Chair's opening remarks

Paul Kennedy, Research Director, RAJAR

We need to talk about audio

Wouter Quartier, Head of Digital, Transformation and Platforms, EBU

09:50 Changing patterns of listening

Changing patterns of listening during a pandemic

Belinda Beeftink, Research Director, IPA

Please don't stop the music! – how the pandemic changed our listening

Alison Winter, Head of Audiences for Radio & Education, BBC

10:15 Podcasts and their measurement

Why the open podcast ecosystem is the key to sustained podcast audience growth

Stacey Goers, Product Manager, Acast

Ten things you need to know about global podcasting to make you a Super Trouper

Adam Bowie, Business Development Manager, BBC World Service

Innovations in podcast measurement: integrating census and survey level data

Jeff Vidler, President/Founder, Signal Hill Insights

Daryl Battaglia, SVP Market Development & Strategy – Audience Research, Triton Digital

11:05 Developments in radio measurement

The benefits of sharing – joining forces to enhance audio measurement

Frans Kok, Director, Nationaal Luister Onderzoek (NLO)

Radio 360: the evolution of Australia's Radio Audience Measurement system

Joan Warner, CEO, Commercial Radio Australia

Deb Hishon, Media Measurement Director, Australia and New Zealand, GfK

It was impossible until we did it: RAMS 21

Gary Whitaker, CEO, BRCSA

Paul Eldon, Global Deployment Director, Ipsos

Traditional vs Metering: the end of the war?

Giorgio Licastro, Media Measurement Lead Italy, GfK

(Monday 1st November)

RAJAR returns!

Paul Kennedy, Research Director, RAJAR

11:55 Panel Session

An opportunity for questions and discussion

12:30 Close of Day

Tuesday 2nd November

Understanding the true value of content

Content is our focus as we continue to track the streaming wars with new insights into what drives subscriptions, how the SVOD battlefield is shaping up and the optimal role for BVOD. We will be examining the increasing importance of sport in a year which has seen the Olympics, the Football Euros and turmoil in TV sports rights. Meanwhile, with the measurement industry focused on the WFA North Star for advertisers, we ask whether measurement systems can continue to serve the needs of both advertisers *and* content distributors. Are we using the right techniques or even the right metrics? Is it time for a radical rethink of how we measure and value content?

09:30 Chair's opening remarks

Richard Marks, Research Director, asi

09:35 What are the main drivers of subscriptions in the SVOD market and what are the current dynamics and challenges in TV markets?

Measuring success in streaming

Guy Bisson, Research Director, Ampere Analysis

What are the current dynamics and challenges of the TV & Video players?

Frédéric Vaulpré, Vice-President, Glance-Médiamétrie

The content that drives SVOD subscriptions

Matt Ross, Product Manager, Digital i

10:25 The value of sport

Drive to Survive? How Formula 1's Netflix series is helping the sport thrive

Greg Morris, Senior Research Manager, Formula 1

Maximising commercial value among sport fans

Minal Modha, Principal Analyst and Consumer Research Lead, Ampere Analysis

10:45 Panel session

An opportunity for questions and discussion

11:05 Measuring the value and impact of content

The streaming ceiling

Brian Fuhrer, Senior Vice President, Product Strategy, Nielsen

Capturing global audiences: what the world's largest content providers are doing to win the stream

Alex Cameron, Partner Insights, Parrot Analytics

Public Service Broadcasters – ensuring value is delivered for all

Nick North, Director of Audiences, BBC

11:35 Panel session

An opportunity for questions and discussion

12:00 Close of Day

Wednesday 3rd November

Paying attention to the future of advertising data

Our Wednesday session has three complementary themes. After a great deal of interest in our focus on attention metrics last year, we will be looking at how attention measures are now being used in practice and the business impact they are having. We will report from the frontline of advanced TV advertising and see practical examples of how the industry is widening its understanding of how linear, VOD and social media platforms combine to drive incremental reach.

09:30 Chair's opening remarks

Brian Jacobs, Founder and CEO, BJ&A

What is your attention game plan?

Karen Nelson-Field, Founder & CEO, Amplified Intelligence

10:00 A crisis of reach?

Assessing the value of BVOD

Sam Taylor, Head of Commercial Marketing, Direct Line Group

Are we heading for a crisis in audience reach?

Roland Abold, VP Sales & Commercial Excellence, Consumer Panel & Media Measurement, GfK

10:30 New tech-driven opportunities

TV advertising and video formats – how to get best value from the wealth of choice

Tom Roach, Vice President – Brand Planning, Jellyfish

How in-content advertising can provide new opportunities for brands

Tim Jones, Global Head of Research & Insight, Mirriad

Shoppable TV with Love Island

Neil Mortensen, Director of Audiences, ITV

11:00 Panel session

An opportunity for questions and discussion

11:30 Data-driven TV advertising

Balancing precision and scale in data-driven TV advertising

Blair Robertson, Chief Technology Officer and EVP, TVSquared

Wayne Butler, Head of Media Effectiveness for Advanced Advertising, Sky

How Facebook and Instagram ads impact reach and purchase behaviour

Torsten Müller-Klockmann, Marketing Science Lead for DACH, Facebook

Tristan Helmreich, Client Business Partner – Global Integrated Solutions, GfK

11:50 Panel session

An opportunity for questions and discussion

12:00 Close of Day

Thursday 4th November

Panels: the second coming?

TV and Video currency measurement comes under the spotlight in our Thursday session. Past asi conferences have tracked the rise of streaming measurement via router meters and we will be looking at insights gained from the first fruits of these initiatives. Meanwhile, after years of focus on big data and hybrid systems, meter panels have been taken somewhat for granted, but is the humble panel about to make something of a comeback, playing a unique role in a post-cookie world? We'll hear from BARB why it is increasing its panel in the UK, and why the Dutch TMAM initiative has panels at its core.

09:30 Chair's opening remarks

Richard Marks, Research Director, asi

A defining moment

Justin Sampson, Chief Executive, BARB

10:00 Big data, hybrid systems and panels

Progression from the mean – modelling the new online video currency for Sweden

Danielle Aldén, Head of Media Measurement, MMS

John Carroll, Global Director for Business Development in Media Measurement, GfK

Broadcaster CFlight – a solution to the challenge of deduplication and viewing attribution across platforms

Noel O'Sullivan, Chief Statistician, RSMB

Using massive-scale personified return-path TV data in cross-media reporting

Jukka Ranta, Senior Director, Statistical Services, Comscore

10:40 Panel session

An opportunity for questions and discussion

11:00 Panels and hybrid systems

Should I stay or should I go?

Richard Marks, Research Director, asi

RIP cookies; Hello (again) panels?

Bas de Vos, Senior Director, Kantar

Jonathan Brown, Managing Director – Netherlands, Kantar

Follow the Yellow Brick Road! The need for Brains, Heart, Courage (and a bit of wizardry) on the road to cross-platform video measurement

Sarah Miller, Senior Vice President – Product Management, Nielsen

11:30 Panel session

An opportunity for questions and discussion

The panel is joined by Josh Chasin, Chief Measurability Officer, VideoAmp

12:00 Close of Day

Friday 5th November

Cross-platform video measurement: the long and winding road

It used to be the case that the needs of different stakeholders could mostly be met by single, media-specific, gold-standard industry audience measurement studies. But digital delivery of content and ads, the availability of first-party audience data and the growing influence of subscription-funded video services, as well as Google and Facebook, are leading to a divergence in priorities amongst the stakeholders and therefore their demands of audience measurement. In this session we will examine how the currencies are evolving to meet this proliferation of needs. What are advertisers, broadcasters and agencies doing to drive the changes they want – some shared, some specific – according to their own perspectives? Is the role of the research suppliers being marginalised in this new world order and what are the implications for governance and funding of audience data?

09:30 Chair's opening remarks

Richard Asquith, Richard Asquith Consulting

09:45 How are existing currencies evolving to meet the challenge of cross-media?

Fit for the future – developments in the Dutch T(M)AM service

Sjoerd Pennekamp, Managing Director, SKO

Building the next generation Cross-Media – measurement for the French market

Julien Rosanvallon, Executive Vice President, Médiamétrie

Beyond TV and streaming

Anke Weber, Managing Director, AGF Videoforschung

Cross-media research design for the future: clean, transparent, hybrid

Tanja Hackenbruch, CEO, Mediapulse

10:13 What are the broadcasters and agencies doing?

A unique approach to cross-platform video measurement

Jiri Udatny, Data & Analytics Director, GroupM

Josef Fiser, Marketing & Business Director/Head of adMeter, Median

UK commercial broadcasters adopt CFlight

Lucy Bristowe, Director of Insight and Research, Sky Media

Martin Greenbank, Head of Advertising Research & Development, Channel 4

Glenn Gowan, Head of Audiences – Commercial, ITV

10:33 Panel session

An opportunity for questions and discussion

10:55 Are the research suppliers still essential to the process?

- Rolf Müller, Global Director Business Development Media Measurement, GfK
- Mario Paic, Chief Data & Research Office, Audience Measurement, Ipsos
- Antonio Wanderley, CEO Latin America & Global Clients – Media, Kantar
- Toni Petra, Executive Vice President, International Product & Operations, Nielsen

(Friday 5th November)

11:15 Panel session

An opportunity for questions and discussion

11:25 **How far has the WFA initiative progressed?**

- Phil Smith, Director General, ISBA
- Nathalie Bordes, EVP, Measurement for Marketers, Association of National Advertisers (ANA)

11:45 Panel session

An opportunity for questions and discussion

12:00 **Governance and funding – Panel session**

Richard Asquith leads the discussion with:

- Jane Clarke, CEO & Managing Director, Coalition for Innovative Media Measurement (CIMM)
- Valérie Morrison, Managing Director, CESP
- Sarah Mansfield, VP Global Media Europe and Americas, Unilever
- Johan Smit, Director, PMA/Platform Media Adviesbureaus

12:30 Close of Day