

# asi 2022 International Television & Video Conference

#asitv22

## Data of all sizes

Wednesday 2<sup>nd</sup> to Friday 4<sup>th</sup> November 2022  
Hyatt Regency Nice Palais de la Méditerranée, Nice, France

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It has been three years since our last physical event in Prague and, whilst our two virtual events helped to keep the conversation going, there is so much that has happened and is changing in the world of video and its measurement.

### Joint Session with Radio & Audio: **We're back but what have we missed?**

In our joint session we will be debating issues of common interest to all those involved in and using video and audio measurement. How is the media eco-system evolving in terms of the balance between local and global, between linear and non-linear? Are we looking at more and more walled gardens for content and ad distribution? Where does that leave aggregators of audio and video content? Where does that leave measurement systems attempting to adapt to new technological challenges and the increasing restrictions related to privacy legislation?

Younger audiences are the holy grail for not just media owners and advertisers, but for researchers too. How can we overcome the challenges in recruiting young viewers and listeners to research and ensure they are representative?

### Television & Video Conference: **Data of all sizes**

As streaming moves centre-stage in the distribution of **content**, what are the optimum models for monetisation? Is the SVOD era phasing into one of hybrid models with ad-free and ad-funded tiers? We'll look at the role of AVOD and of FAST (Free Ad Supported TV) services being launched by new players like Smart TV manufacturers. We'll be getting fresh insights around the world in terms of the balance between streaming and broadcast, between on-demand and linear and between TV sets and other devices. From a measurement perspective, what are the relative contributions that can be made by first-party data, third-party data and now 'zero-party' data?

Our main focus when it comes to **advertising** will be the contribution audience measurement makes to communications planning. We'll appraise the latest status of the progress towards the WFA's North Star for cross-media measurement and look at how data can improve inter-media planning. Could the growing momentum behind attention metrics lead to their use as a currency? How can measurement keep pace with the increasing integration of advertising into content via branded content, dynamic product placement and sponsorship? What opportunities lie in gaming? What opportunities do Smart TVs offer for advertising and measurement? What do the buy and the sell side want from measurement and can these be aligned in a single service? Is the US flirtation with the idea of multiple 'alt' currencies a one-off or a sign of things to come?

In our **audience measurement** sessions, we will be looking at the latest innovations in measurement in the context of the wider direction of travel. With broadcaster-led initiatives to measure linear and VOD campaigns being introduced in a number of markets, what are the implications of services like C-Flight often being independent of the main currency?

With a hive of activity around the world, our methodological focus will be wide-ranging. Emerging early themes include the incorporation of Set Top Box data into live currencies and the opportunities offered by Smart TV data and ACR. A range of decisions need to be taken in terms of the 'balance' of video measurement systems: respondent-level databases or APIs?; probabilistic or deterministic methods?

What will the measurement systems of the future look like and how does the media industry need to evolve in terms of skills and infrastructure? With an increasingly central role for modelling and data science, who watches the watchers? Will auditing have an even more vital role to play?

*Please note: this agenda may be subject to change.*

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## Wednesday afternoon Joint Session: We're back but what have we missed?

### 15:15 Welcome back!

Mike Sainsbury, Chief Executive, asi  
Richard Marks, Research Director, asi

### 15:25 Chair's opening remarks

Kristian Tolonen, Head of Audience Research, NRK

### 15:30 The rising cost of attention: how escalating supply and demand drivers are disrupting engagement metrics in digital entertainment

Tim Mulligan, EVP and Research Director, MIDiA Research  
*(includes time for questions)*

### 15:45 The European post-pandemic digital landscape

Vit Smékal, Research Director, Comscore Europe  
*(includes time for questions)*

### 16:00 Purpose, impact and value – new horizons for performance measurement

Roberto Suárez Candel, Co-Founder and Managing Director, South180  
*(includes time for questions)*

### 16:15 Lessons from the Ipsos/UKOM coalface: the new old

Ian Dowds, CEO, UK Online Measurement (UKOM)  
David Kapar, Chief Product Owner, Global Audience Measurement, Ipsos  
*(includes time for questions)*

### 16:35 Panel session: Reaching and recruiting young audiences and respondents

Caroline Baxter, Research Operations Director, BARB  
Lena Brun, Managing Director, Finnpanel  
Martin Greenbank, Head of Advertising Research & Development, Channel 4  
Nora Schmitz, Head of Audience Measurement and Media Development, Ipsos

### 17:10 The 2022 Tony Twyman Award for Radio & Audio

This annual award, together with 1000 euros, is presented to the conference paper that makes the best contribution to a greater understanding of Radio & Audio and its audiences.

### 17:15 Close of day

**asi** Network Social

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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 Azur Room, directly opposite the conference room.

## Thursday morning

09:15 Chair's opening remarks

Lucia Antal, Head of Research and Development, PRO TV

### Streaming and OTT: where is the industry heading?

09:20 Ad-supported and hybrid streaming: outlook and opportunities

Ian Whittaker, CEO, Liberty Sky Advisors

09:35 From non-linear appetite to potential streaming fatigue: what are we viewing today?

Frédéric Vaulpré, Vice President Glance, Médiamétrie

09:45 When platforms collide: Streaming, Sports and even Stranger Things

Brian Fuhrer, SVP Product Strategy and Thought Leadership, Nielsen Global Media

10:00 Panel session

10:35 Coffee

### What do streaming consumers really want?

11:05 BARB and the walled gardens: the next evolution of our industry-owned currency

Justin Sampson, Chief Executive, BARB

11:15 Justin Sampson and Lucia Antal in conversation

Justin Sampson, Chief Executive, BARB

Lucia Antal, Head of Research and Development, PRO TV

11:30 Understanding the behaviour of Netflix subscribers: account sharing, devices and subscription tiers

Matt Ross, Product Manager, digital i

11:40 License to Travel: entertainment insights in today's borderless economy

Amit Devani, Director of Insights EMEA, Parrot Analytics

11:50 AVOD and FAST: mixed feelings and disrupted content

Jen Mclevey, Associate Director, TRP Research

12:00 Panel session

12:30 Lunch

## Thursday afternoon

14:00 Chair's opening remarks  
Brian Jacobs, Founder and CEO, BJ&A

### Cross-platform planning and trading

14:10 Origin: the advertiser imperative  
Phil Smith, Director General, ISBA  
*(includes time for questions)*

14:30 Closing the loop: from measurement to effectiveness  
David Beaton, Senior Partner and Co-owner, Navigation ME  
*(includes time for questions)*

### Beyond exposure metrics

14:45 Putting a value on attention – from theory into practice  
Michael Follett, Managing Director, Lumen Research  
Jonathan Waite, Global Managing Director Mx Development, Havas Media Group

15:00 Eyemeter – measuring media content and advertising with picturematching  
Josef Fišer, Marketing Director, MEDIAN  
Dušan Gajdošík, Head of Cross-Media & B2B Sales, Czech News Center

15:10 Panel Session

15:20 Coffee

### New opportunities for video advertising

15:50 TV data's next revolution: ACR  
Ed Wale, VP Europe, LG Ads Solutions

16:00 The future of TV advertising in the living rooms of today  
Simon Köpp, Senior Director Business Development, DACH, TheTradeDesk  
Björn Sprung, Client Business Partner, Global Integrated Solutions, GfK

16:10 Get in the game: the emerging opportunities for brands to reach consumers in-game  
Glen Ames, CTO and CPO, Bidstack

16:20 Panel Session

### What do currency users really want?

16:40 What the buy side and sell side want from measurement  
Dominique Vancraeynest, Global Lead Business Development, GfK

16:50 Let 100 flowers bloom?  
Jon Watts, CEO & Managing Director, Coalition for Innovative Media Measurement (CIMM)

17:00 Panel Session

17:30 Close of day

## Friday morning

09:30 Chair's opening remarks  
Richard Asquith, Richard Asquith Consulting

### Data of all sizes

09:40 A new TV hybrid measurement leveraging return path data  
Julien Rosanvallon, Deputy Director-General, Médiamétrie

09:50 Switching to a hybrid TV currency: lessons learned from Switzerland  
Mirko Marr, Research Director, Mediapulse AG

10:00 DAZN: how to integrate an OTT platform into a currency  
Paolo Lugiato, COO, Auditel  
Davide Crestani, Technical & Scientific Director, Auditel

10:10 Respondent-level data: fit for the future?  
Keld Nielsen, Global Strategic Director, Kantar  
Sushmita Jain, Director Data Science, Audience Measurement Solutions, Kantar

10:20 Panel session, followed by Coffee at 10:40

### Streaming measurement

11:10 River of Dreams: the power of an integrated TAM & BVOD currency  
Ian Garland, Managing Director, Milton Data  
Craig Johnson, Head of Research and Insights, Seven West Media

11:20 Dancing with the stars in the streaming space: a new track in audience measurement  
Dennis Christensen, Head of Audience Research, DR  
Maxim Ryabinko, Product Lead, Nielsen

11:30 VID: a beginner's guide  
Ben Sampson, Data Science Lead, Origin

11:40 Panel session

### New techniques to meet new challenges

12:00 Establishing a fully accepted TV currency from the ground up in Azerbaijan  
Irada Sultanova, Managing Director, MARSA  
Renata Uhlarikova, Founding Partner, pure X media

12:10 Decoding the challenges of the world's largest television measurement panel  
Derrick Gray, Chief of Measurement Science and Business Analytics, BARC  
Olivier Daufresne, Associate Director, CESP

12:20 Leaping cultural and historic boundaries to measure TV and video audiences in Saudi Arabia  
Bandar Al Mashhadi, CEO, Media Rating Company (MRC)  
Christine Isshak, Senior Client Business Partner, Nielsen Media MENAP

12:30 Panel session, followed by lunch at 12:45

## Friday afternoon

### Advances in data science modelling

13:50 Chair's opening remarks

Richard Marks, Research Director, asi

14:00 *Is synthetic data the way forward?*

Mario Paic, Chief Data and Research Officer, Audience Measurement, Ipsos

14:10 *Spoilt for choice? Working with alternative currencies in the U.S.*

Pete Doe, Chief Research Officer, Xandr

14:20 *Moving on up? Beyond static fusion and respondent-level databases*

Andrea Mezzasalma, Founder and CEO, dataBreeders

14:30 Panel session

15:00 Coffee

### How is the audience measurement industry changing?

15:30 Panel discussion: *Where do we go from here?*

To include:

Manish Bhatia, Chief Product and Growth Officer, Kantar

Yannick Carriou, Director-General, Médiamétrie

Toni Petra, EVP Media, Nielsen

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16:35 Close of Conference