

asi 2023 International Television & Video Conference

#asinice23

Managing complexity

Wednesday 8th to Friday 10th November 2023
Hyatt Regency Nice Palais de la Méditerranée, Nice, France

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Joint Session with Radio & Audio

Sustainability is a major priority for the media industry. The carbon footprint of different media channels is coming under scrutiny and with it the consideration of sustainability metrics that could feed into media planning decisions. Most directly for our community, how sustainable are the different forms of media measurement? Is data in the cloud more environmentally friendly than metered panels, or does big data require energy-hungry big server farms?

Artificial Intelligence is dominating the wider public debate with the advent of generative AI, but forms of AI and machine learning have been in use in measurement for a while now. What does the media industry make of AI, whether for content production, ad planning and serving or research design and administration?

As the WFA cross-media initiative progresses at a global level, many local developments are underway, some growing organically out of the JIC structure. However, increasingly currencies are not 'staying in their lane' but widening to measure other forms of media. We'll be showcasing some significant developments in cross-platform and cross-media measurement and asking how sustainable single-media currencies will be.

Television & Video Conference: **Managing complexity**

The world of **streaming** has evolved considerably in just the last year, with global services that had seemingly unlimited funds for production now challenged by economic reality and a writers' and actors' strike in the US. Meanwhile a number are doubling down on advertising as a source of revenue. We'll be examining what the real state of play is for the global streamers and how successfully broadcasters are managing the transition from broadcast to streaming, evaluating the optimum balance between linear and on-demand.

How can content owners best monetise content across multiple platforms? Is the era of exclusivity coming to an end? What analytic tools are available to help us best understand how content works across an extended lifetime? With the current focus on WFA and advertising measurement, we'll be highlighting the importance of

content measurement and the need to take account of what methods and metrics are needed to help media owners optimise their content strategies.

In our **advertising** session we will be asking how the measurement community can provide solutions that are more directly relevant and helpful to the agency planning community. What progress is being made to bring third-party audience data together with first-party data sets to improve advertising efficiency? We will have a particular focus on how the use of clean rooms is unlocking the power of first- and third-party data sets, with specific examples of their use by advertisers and media owners to provide enhanced advertising targeting services. Are clean rooms the magic answer to privacy considerations? How can we best understand what happens in them? Meanwhile, at the last conference we highlighted the opportunities offered by Connected TV and the evolving work around attention metrics and we will be returning to both themes at this year's event.

With consensus about the need for panels as a source of truth for understanding persons-based **measurement**, what are the priorities that determine the direction of travel for the data flow in hybrid systems? Is big data there to make panels better and more granular, or are panels there simply as an input to allow big data to be turned from devices into people?

Measurement techniques continue to evolve and we will be highlighting new advances in metering and content detection. In our measurement session we'll be hearing from markets that are truly innovating in the field of video measurement, widening the scope to include other platforms and in some cases measuring outside the home. What has worked well and what has needed further development? How have users reacted?

We'll also be putting definitions of impressions and therefore reach under the spotlight. Can all video be essentially treated in the same way or does so-called 'fit for TV' or premium content demand a different approach to evaluating advertising than that adopted for social video. Do we accept that all impressions are not equal or is the MRC two-second minimum the best common standard to be applied to all cross-media video planning and trading?

As we move into a world of clean rooms, data exchanges, blind matching, virtual IDs and ACR, how can we assure that data is transparent and accurate? Does the development of ever more complex methodologies necessarily represent progress and help us make better decisions? Are we in danger of mistaking increased precision with accuracy?

The increasing complexity of measurement makes it harder to set standards and conduct auditing. Is there a need for new guidelines for TAM that take account of the advent of big data and data science? Are we even agreed on the lexicon and the phrases that we currently use, such as 'impressions', 'impacts' and 'attention'?

Please note: this agenda may be subject to change.

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Wednesday afternoon Joint Session

15:10 Chair's opening remarks
Denise Turner, Chief Executive, Route Research

How sustainable is the business of measurement?

15:20 Towards sustainable audience measurement
Estelle Duval-Barreau, Chief Strategy Officer, Médiamétrie

15:30 Artificial Intelligence: assessing the impact on the media industry
Lee Risk, Vice-President Media Measurement Commercial, GfK

15:40 Panel session

Moving beyond the measurement silos

16:00 Breaking up the silos: the AGF X-Reach Project
Kerstin Niederauer-Kopf, Managing Director, AGF Videoforschung

16:10 Integrating BVOD into an online currency
Heather White, Director, Digital Measurement, Ipsos Australia

16:20 The ultimate balancing act: working towards cross-media measurement while maintaining stability for the TV market
Patricia Sonius, Director of Research, NMO Nationaal Media Onderzoek
Liesbeth Nekkers, Head of Client Service, Kantar Media NL

16:30 Right place, right time
Pat Pellegrini, President and CEO, Vividata

16:40 Panel session

17:10 The 2023 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.

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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

09:00 Chair's opening remarks

Lucia Antal, Head of Research and Development, PRO TV

09:05 Patrick Behar in Conversation with Omar Oakes

Patrick Behar, Global Chief Executive Officer, Kantar Media

Omar Oakes, Editor-in-Chief, The Media Leader

(includes time for questions)

09:25 The streaming outlook: a financial update

Ian Whittaker, CEO, Liberty Sky Advisors

(includes time for questions)

Cross-platform content strategy

09:50 Charting the course for content measurement at NBCU

Lisa Heimann, EVP Analytics Insights and Measurement, NBCUniversal

10:05 Data, streams and everything in between

Rachel Shaw, Portfolio Head of Audiences, Content, BBC

10:20 Content co-existence: the value proposition of multiple platforms

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

10:35 How will media evolve for the queerest generation?

Stacie de Armas, SVP, Diverse Intelligence and Initiatives, Nielsen

10:50 Panel session

11:20 Coffee

11:50 One size doesn't fit all: an analysis of international trends and opportunities

Evgenia Molchina, International Business Development Director, Kantar Media

Laurence Chausson, International Business Development & Key Account Director,

Kantar Media

12:00 Content valuation: breaking the code of audience demand

Amit Devani, Director of Insights EMEA, Parrot Analytics

12:10 Navigating an ocean of uncertainty

Florent Carême, Head of Research & Products, Glance

12:20 To stream or to scroll? How TikTok is changing the Asian media landscape

Anthony Dobson, Managing Director, AMPD Research

12:30 Panel session

12:50 Lunch

Thursday afternoon

What do advertisers really want from measurement?

- 14:00 Chair's opening remarks
Brian Jacobs, Founder and CEO, BJ&A
- 14:05 New measures to improve effective communications
Peter Grant, Head of Media Analytics, Boots UK
- 14:15 How audience measurement can help put advertisers back in charge
Nick Manning, Founder of Encyclomedia and Non-Executive Chair of Media Marketing Compliance
- 14:25 We will say goodbye to our beloved currencies, but not without first agreeing the alternatives
Johan Smit, Director, PMA/Platform Media Adviesbureaus
- 14:35 Panel Session

Opportunities with first-party data

- 14:55 Piano in the orchestra: measuring our influence on advertisers' outcomes
Sameer Modha, Technical Lead, Measurement Innovation Team, ITV
- 15:05 MMM is changing
Grace Kite, Economist and Founder, Magic Numbers
- 15:15 Unleashing the power of data collaboration on CTV
Daan Onland, Director of Sales, Benelux & Nordics, InfoSum
- 15:25 Privacy-enhancing tech and its use for marketing effectiveness measurement
Timo Thomsen, Head of Measurement & Signals EMEA, Meta
Alfonso Calatrava Fernandez, Third Party Measurement Lead, EMEA, Meta
- 15:35 Panel Session, followed by Coffee at 16:00

Are we paying attention?

- 16:30 Is attention measurement ready for Prime Time?
Andy Brown, CEO, The Attention Council
- 16:40 Beyond visual attention
Nora Schmitz, Head of Audience Measurement and Media Development, Ipsos Italy
Catarina Sismeiro, Managing Director, Annalect (an OMG Company)
- 16:50 The FAST advantage: why Free Ad-supported Streaming TV is the new audiovisual advertising opportunity
Tim Mulligan, EVP and Research Director, MIDiA Research
- 17:00 Panel Session, followed by Close of Day at 17:20

Friday morning

09:00 **Chair's opening remarks**
Richard, Asquith Richard Asquith Consulting

09:05 **Karthik Rao in Conversation with Omar Oakes**
Karthik Rao, CEO, Nielsen
Omar Oakes, Editor-in-Chief, The Media Leader
(includes time for questions)

Advances in cross-screen measurement

09:25 **A new TV currency in France on all screens, all locations and platforms**
Alexandra Simpelaere, Product Manager Cross-Media and Platform Measurement, Médiamétrie
Julien Rosanvallon, Executive Vice President, Médiamétrie

09:35 **Strategic use of 4-screen measurement**
Frederik Barnholdt, Head of Market & Performance Measurement, TV2 Danmark, and Chair of Danish MOC
Chantale Coulombe, Denmark Market Leader, Nielsen

09:45 **Total TV Ad Measurement in Finland gets real: learnings from the frontline**
Riina Aho, Director, TTVAM Finland
Andrea Mezzasalma, Founder and CEO, dataBreeders

09:55 **Panel session, followed by Coffee at 10:20**

New challenges, innovative techniques

10:50 **Introducing hybrid measurement into nine African countries**
Pierre-Paul Vander Sande, SVP Advertising Strategy, Canal+ International
Arnaud Annebicque, Managing Director of MetricLine, Médiamétrie
Houda Bakkali, International Business Director, Médiamétrie

11:00 **Traditional measurement innovates to meet market needs**
Justin Ang, Assistant Chief Executive, Media, Innovation, Communications & Marketing, IMDA
Giacomo Catanoso, Commercial Director Asia, GfK

11:10 **Content multiscreen travelability: TV consumption beyond the TV screen**
Houda Koussa, Research Consultant and Owner, Archers
Ziad Skaff, Director of Group Research and Audience Intelligence, MBC Group

11:20 **Cross-platform TV campaign measurement in Switzerland**
Mirko Marr, Head of Research, Mediapulse AG

11:30 **Panel session**

12:00 **Lunch**

Friday afternoon

13:15 Chair's opening remarks
Richard Marks, Research Director, asi

New developments in measurement

13:25 Who wants to catch all the audience for major events?
Olivier Daufresne, Associate Director, CESP
Emil Pawłowski, Chief Product Officer, Gemius

13:35 Unification of the entire TV omnichannel experience with UNiE technology
Joanna Drews, Co-Founder and President, HyphaMetrics

13:45 Clean Rooms 101
Ian Garland, Managing Director, Milton Data

13:55 Panel session

14:15 Coffee

Cross-media measurements: standards and metrics

14:45 Breaking new ground: how co-creation is making cross-media measurement a reality in Latin America
Antonio Wanderley, CEO, Kantar Ibope Media

14:55 Cutting through the noise
Justin Sampson, CEO, Barb Audiences

15:05 Meaningful momentum on the path to cross-media measurement
Ryan Stonehouse, Director of Global Insights & Planning at YouTube, Google

15:15 Navigating the perfect storm: transparency and standards in tumultuous times
Jonathon Wells, SVP Measurement Standards, Governance and Compliance, Nielsen
Chris O'Hearn, Project Director, 3M3A

15:25 Panel session

15:55 2023 Tony Twyman Award for Television & Video
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16:00 Close of Conference