asi

2026 International Television & Video Conference

Audience measurement: beyond exposure and duration?

Wednesday 4th - Friday 6th November 2026
Hilton Molino Stucky Venice Hotel, Venice, Italy

Sponsored by Nielsen

Joint Session – Radio & Audio and Television & Video

Our joint session focusses on issues of common interest to the media and measurement community.

Public Service Broadcasters seemingly have to prove their worth on platforms they don't control and, as measurement systems get more complex and less transparent, independent audit is required to replace blind faith.

The usefulness of AI is playing out simultaneously in a number of ways – at the organisational, audience and methodological level.

This agenda may be subject to change.

Wednesday afternoon: Joint Session
From black boxes to broadcasters: who do we trust now?

14:15 **Welcome to Venice Coffee break**

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14:45 Welcome and Chair's opening remarks
Katherine Page, Katherine Page Media Research Consultancy

14:50 The challenge to Public Service Broadcasting
Claire Enders CBE, Founder & CEO, Enders Analysis
followed by questions

15:10 Bridging the gap: AGCOM Resolution 87/26/CONS
Giacomo Lasorella, President, AGCOM
followed by questions

15:30 Black boxes, big money and blind trust:
why media measurement needs independent audit
Valérie Morrisson, Managing Director, CESP
& Ross Wightman, Commercial Director, RSMB

15:40 Measuring the value of off-platform audiences
Christel Swift, Senior Principal Data Scientist CCOG Data, BBC

15:50 Questions to speakers

Leading through the AI transition

16:05 Synthetic audiences, human panels and AI
Ben Warner, Co-Founder, Electric Twin

16:15 **2026 New Perspectives Award** – winning paper
AI – just another tech leap? Delivering for audiences where internal conflict reigns
Magdalena Paczocha, Research Manager, Audience Measurement, Ipsos

The New Perspectives Award is sponsored by: pure X media

16:25 How people adapt when AI changes the rules
James Holden, Director, Holden Thinking

16:40 From Tokyo to the marketplace: rethinking audience research in the age of AI
Etsu Taniguchi, CEO & President, Video Research USA

16:50 Panel session

17:10 Industry Tributes & Awards

17:40 **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 is kindly sponsored by Ipsos and will be held in the foyer directly outside the conference room.

Thursday morning: Navigating TV's business model in a platform-fragmented world

09:00 Welcome and Chair's opening remarks
Lucia Antal, Head of Research and Development, PRO TV

09:05 The business of TV in the age of tech upheaval
Jen Topping, Founder, The Business of TV

09:20 Beyond broadcast: the BBC's role in a connected future
Nick North, Director of Audiences, BBC

09:30 Beyond availability: measuring where streaming platforms are actually seen
Pierre Fourquet, Insight Analyst, Audience Measurement, Ipsos

09:40 From Asia to Europe: the rise of mobile vertical micro-dramas among young female audiences
Lucyna Koba, Audience Measurement Commercial Leader – Poland, Nielsen

09:50 Redefinition of TV audience reach across platforms
Giacomo Catanoso, Commercial Director Asia – Media Measurement, NIQ

10:00 Panel session

10:30 Coffee break

11:00 Doctor Who in an exciting adventure with the Television Industry
Richard Marks, Writer and podcaster

11:10 Shifting viewing patterns: evolving consumption and viewer engagement
Florent Carême, Head of Research and Products, Glance

11:20 Sports: the bridge to multiplatform success
Brian Fuhrer, SVP Product Strategy & Thought Leadership, Nielsen

11:30 The next streaming shake-up: winning the fight for ad dollars, audiences and talent
Guy Bisson, Executive Director & Co-Founder, Ampere Analysis

11:40 Innovation with purpose: enabling ad-tier measurement
Martin Greenbank, Senior Director, Product, Fifty5Blue

11:50 Panel session

12:20 Lunch

Thursday afternoon: Beyond the channel – measuring people, not platforms

13:30 Beyond the channel – measuring people, not platforms: Chair's opening remarks
Sarah Miller, CEO, Sarah Miller Advisory

13:35 The masked audience
Neil Mortensen, Director of ITV Insights Group, ITV

13:45 Measuring YouTube: the evolution of content measurement solutions
Chris Colihan-Grillo, Global Product Manager YouTube Measurement, Google

13:55 From urban to national: how panel expansion changed Georgia's TV audience currency
Ani Lordkipanidze, Director of Research and Strategy, Tri Media Intelligence
& Evgenia Molchina, Business Development Director, Fifty5Blue

14:05 The challenge of youth: future-proofing panels
Frances Sheardown, Managing Director, Audiences UK&I, Fifty5Blue

14:15 Consumer panels: yesterday's news or research's moat?
Ronny Golan, CEO, Viewers Logic

14:25 Ten years of tracking total broadcaster reach
Mario Paic, Global Chief Data & Research Officer, Audience Measurement, Ipsos
& Jeroen Verspeek, Head of Audiences Measurement, BBC

14:35 Panel session

15:05 Coffee break

15:35 Rebuilding a media measurement ecosystem: Armenia's journey towards a new generation of audience measurement
Margarita Grigoryan, Chairman, AMIC
& Keshav Shinde, CEO, Inditronics Media

15:45 Leapfrogging legacy: new data, new realities, new currency
Rolf Müller, Commercial Director, Europe, Media Measurement, NIQ
& Gary Whitaker, CEO, BRCSA Broadcast Research Council of South Africa

15:55 Fit for the Future
Caroline Davey, Chief Executive, Barb
& Sarah Miller, CEO, Sarah Miller Advisory

16:05 Breaking the measurement barrier: how AGF and Amazon made one standard work across different technologies
Kerstin Niederauer-Kopf, CEO, AGF Videoforschung GmbH
& Stefano Cirillo, Streaming TV Measurement Lead, Europe, Amazon

16:20 From channels to platforms: measuring media in the platform era
Julien Rosanvallon, Executive Vice President, Médiamétrie
& Mathilde Jehan, Director of TV Marketing & Development, Médiamétrie

16:30 Panel session

16:50 Closing Panel discussion: Trust, governance, transparency
Moderator: Pete Doe, Media Research Consultant

Panelists to include:
Jeff Eales, Director of Systems Strategy, Sky Media
Karen Halligan, CEO, OzTAM
Patricia Sonius, Managing Director, NMO (Nationaal Media Onderzoek)

17:30 Close of day

Friday morning: From exposure to impact – the new currencies of TV and video measurement?

08:45 Chair's opening remarks
John McCarthy, Executive Director, asi

08:55 The last click did not create the consumer
Ian Garland, Managing Director, Milton Data

09:10 Measuring the murky middle: outcomes, creative signal and the journey in between
Owen Hanks, CEO, Measure Protocol

09:20 Seen Is Not Sold - the next evolution of audience measurement
Cecilie Westh, Commercial Director, EMEA, Media Measurement, NIQ
& Francis Boode, Lead Product Execution & Enablement, NIQ

09:30 The future of cross-media measurement: from reporting to audience intelligence
Bruno Furnari, Chief Product and Technology Officer, AudienceProject

09:40 Outcome measures – moving beyond exposure and duration
Pat Pellegrini, President & CEO, Vividata

09:50 Panel session

10:10 Coffee break

10:40 Total Video Measurement: from reach to outcome
Minh Nguyen Senior Marketing Research Manager, Google
& Yasuhiro Suzuki, Solution Unit Manager, Video Research
& Jun Miyamoto, Executive Officer, Digital Marketing Division, Macromill

10:40 Model the panel or model the ratings?
The strategic choice behind hybrid audience measurement
Khaled El Serafy, Director of Data and Technology, Barb Audiences

10:50 Behind the screens - how CTV and JIC data can complement each other
Matt Bryan, Director of Analytics & Insights, Europe, Samsung Ads

11:00 Cross-platform campaign measurement in Switzerland up and running
Mirko Marr, Research Director, Mediapulse AG

11:10 Panel session

11:25 Attention as a leading indicator: what a multi-industry study reveals about attention and outcomes
Tristan Webster, Chief Product Officer, TVision

11:35 Paying attention to media quality and efficiency
Roberto Ruiz, Head of Measurement Science, Nielsen
& Ben Lowe, Senior Director - Client Strategy & Insights, Adelaide

11:45 Cumulative Attention: how attention accumulates across ad impressions in multiple media to drive brand lift measures
Mike Follett, CEO, Lumen Research

11:55 Panel session

12:10 Lunch

Friday afternoon: The human touch – why panels, error and trust remain the future of measurement

13:30 Chair's opening remarks
Valérie Morrisson, Managing Director, CESP

13:35 Modernising the panel for a changing media landscape
Alicia Olson-Keating, President & CEO, Numeris

13:45 Wish you were here: correcting for panel rotation noise
Andrea Mezzasalma, Founder and CEO, dataBreeders

13:55 Human ground truth in hybrid audience measurement: why more data is not the same as better measurement
Nora Schmitz, Head of Audience Measurement & Media Development, Ipsos Italy
& Davide Crestani, Technical & Scientific Director, Auditel

14:05 Error: the dirty word in data and research
Pete Doe, Media Research Consultant

14:15 Panel session

14:30 Coffee break

14:50 MediaReach: a glimpse into the launch of our new cross-video ad-measurement
Julien Rosanvallon, Executive Vice President, Médiamétrie
& Cyril Joseph, Transverse Marketing Manager, Médiamétrie

15:00 Is Europe on track for cross-media measurement by 2030? Progress, prospects and the practical road ahead
Jon Watts, Managing Director, CIMM
& Matt Green, Director of Global Media and Measurement, WFA

15:10 Panel session

15:25 Closing panel: To collaborate or not to collaborate, that is the question
Moderator: Valérie Morrisson, Managing Director, CESP

Panelists:
Chris Ang, VP - Intelligence as a service practice lead, Mediasense
Lindsey Kennedy, Global Head of Insights & Strategic Planning for YouTube, Google
Kerstin Niederauer-Kopf, CEO, AGF Videoforschung GmbH
Yannick Carriou, President, AMC (Audience Measurement Coalition)

16:05 The 2026 Tony Twyman Award for Television & Video

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

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16:15 Close of conference