

01.02
2018
Vienna

Improved data, creativity
and measurement for
greater TV effectiveness



Market Intelligence Meeting

TV Session

Organised by **egta.**

Hosted by  

Supported by  **RMS** 

08:30

OPENING REMARKS

Katty Roberfroid, *Director General*, egta

Beatrice Cox-Riesenfelder, *Managing Director*, ORF Enterprise

Walter Zinggl, *Chief Executive Officer*, IP Austria

THE PROVEN ROI OF TELEVISION.

Effectiveness in context: understanding how it works across sectors, brands and marketing approaches.

The doyen of effectiveness blasts through the myths with evidence gathered from the IPA Databank, providing a sneak preview of the results of its latest research which will be published in 2018, looking in more details at what produces long-term branding effects and how the 60/40 brand building vs. activation rule plays out in different advertising sectors.

Les Binet, *Head of Effectiveness*, Adam & Eve DDB (UK)

Big TV Rating: Improving ad effectiveness

Combining TV and OTT in order for sales houses to improve their inventory management, for TV channels to monetize their OTT audience, for agencies to increase campaign effectiveness, and for advertisers to gain a better understanding of their customers.

Anna Vorontsova, *Senior Media Analyst, Sociology Department*, National Advertising Alliance (RU)

Nataliya Rumyantseva, *Head of Marketing Department*, National Advertising Alliance (RU)

Television: the latest UK research on effectiveness and how TV should exploit it.

Ebiquity and Thinkbox new joint study examines the business impact of advertising in the short and long-term and unveils insights on the path to brand effectiveness.

Nick Manning, *Chief Strategy Officer*, Ebiquity (UK)

What makes a good TV spot?

Insights on what influence design features such as narrative, humour or surprise have on awareness, memory or willingness to buy, based on neuroscientific studies as well as a research series conducted over 14 years, testing more than 600 TV spots.

Gerald Neumüller, *Director Research*, SevenOne Media (Germany)

NETWORKING COFFEE BREAK (30 minutes)

VIEWER'S ENGAGEMENT AND AD IMPACT ACROSS PLATFORMS AND DEVICES.

TV advertising is still King within a growing kingdom.

A research sponsored by Turner, showing that over a seven-year period, TV advertising consistently outperformed digital amongst key business measures.

Isaac Weber, *Vice President Advisory Services*, Neustar (USA)

Visibility: the attribute that matters the most.

A world-first study AI-based research revealing how viewers really interact and engage with advertising across different platforms and devices and which form of advertising is the most effective at attracting attention and generating sales.

Karen Nelson-Field, *Executive Director*, Centre for Amplified Intelligence (Australia)

NETWORKING LUNCH (75 minutes)

THE ROLE OF TELEVISION.

TV matters: in an ever-changing media landscape, what role does TV play in people's lives today?

How viewers use today's devices and sources? What is the impact of life stage upon TV consumption? What are the benefits of the TV experience to viewers? How viewers respond to being deprived of television?

Christian Kurz, *Senior Vice President, Global Consumer Insights, Viacom*

THE ULTIMATE GOAL FOR OUR INDUSTRY? MEASURE AUDIENCE REACHED AS WELL AS BUSINESS RESULTS PRODUCED.

Arbeitsgemeinschaft TELETEST (AGTT) Innovation Day and Video Study.

A two-fold overview: the most interesting plans and ideas presented at AGTT's Innovation Day with regard to the future of TV/Video audience measurement, and relevant insights from AGTT's Video Study examining how Austrians consume video.

Walter Zinggl, *Chief Executive Officer, IP (AT)*

Project THOR, an industry effort to measure the impact of TV advertising at driving marketing outcomes.

TV advertising is often not getting the credit it deserves and digital companies, which are often closer to the last touch, are getting over-credited. In such a context, how can one use data and analytics to quantify the lift that TV is driving for marketers? Data + Math helps illuminate the amount to which TV is driving outcomes.

John Hctor, *Chief Executive Officer, Data + Math (US)*

The measure of all things: developing a strategic roadmap for TV audience measurement and data.

As TV transitions to multi-platform television, data proliferates and competition intensifies: what practical steps does the broadcasting industry need to take in terms of TAM and data to future-proof the industry and deliver future growth?

Jon Watts, *Managing Partner, MTM (UK)*

16:15

CLOSING REMARKS

Additional speakers will be added to the programme in the coming days.

egta.