

TV SESSION

31/01/2019 BUDAPEST (HU)

# MIIM

EGTA MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by



Start of the meeting: 08:30

## SESSION 01

**Gauging success: driving the (r)evolution in metrics, data and audience measurement.**  
How the TV industry can work together to meet the challenges of a fully digital and highly fragmented media business. Improving the existing audience measurement systems and finding new solutions for flexible and innovative standards.

**Bridges in [audience] measurement. Towards a new media accountability toolbox.**

A summary of findings from egta's BAM project.

Katty Roberfoid, Director General, egta

Fabrice Mollier, Deputy General Director Marketing, revenue Management, Strategy, Canal+ Régie (France)

**How many Europeans watched this year's Winter Olympics?**

With the Games available across multiple linear and digital platforms in 48 countries, a unique methodology was developed to answer precisely this question. Find out how Eurosport and Discovery rose to the challenge of defining new audience measures in a fragmented media landscape.

Chris Kebbell, Research Specialist, Discovery Eurosport (Pan-European)

**The Olympics alliance for online video.**

Insights into Japanese innovation and collaboration: how can the total TV and video consumption of the 2020 Summer Olympics in Tokyo be measured accurately and reported on rapidly?

A senior representative from Video Research (Japan)

More speakers to be confirmed soon.

## SESSION 02

**Taking TV to another level.** Proving TV's value in the digital age.

**KEYNOTE SPEECH: Marketing for the mad (wo)men of tomorrow.**

What makes a successful advertising campaign? Preparing both brands and broadcasters for the world of data, algorithms and conversational marketing: introducing the TapForward communication model.

Wim Vermeulen, Managing Director, Dentsu Consulting & Director Strategy & Innovation, Dentsu Aegis Network (Belgium)

**Meeting the advertiser's needs and expectations.**

Combining data and analytics to better serve consumers: how do brands bridge the gaps between personalisation and scale? How TV can drive growth and help create strong brands in a multi-screen world.

Susanne Kunz, Media & Communications Director, Procter & Gamble

**Understanding viewers' behaviours.**

- Why do different forms of video co-exist and why do TV broadcasters live and on-demand offerings continue to make up for the vast majority of video viewing time? Insights from the "Age of Television Study".
- What happens when you take away people's favourite brands? How does TV advertising help embed positive brand connections in the subconscious of the consumer?

A senior representative from Thinkbox (UK)

**A focus on TV's effectiveness in the media mix and its power throughout the purchase funnel.**

- Comparing the value of mass marketing and targeting: why TV campaigns have higher impact on brands compared to online campaigns. Insights from the "Video Impact" study.
- The Media Equivalence study: comparing the effectiveness of TV, YouTube and Facebook.

Guido Modenbach, Managing Director Market Intelligence & Strategy, SevenOne Media (Germany)

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### Creating a custom research panel to get feedback from your viewers.

- An update on egta survey on how broadcasters recruit their own private research panel to test their new media products.

Anne-Laure Dreyfus, Director TV, egta

- I Love My Media: Using a mobile panel to reach niche target groups when running a survey.  
A senior representative from IP Deutschland/Mediengruppe RTL (Germany).

More speakers to be confirmed soon.

## SESSION 03

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**When data meets insights.** How advances in metrics and technology help broadcasters to create innovating products, prove audiences and demonstrate business outcomes.

### Data as the centre piece of TV's digital age.

How combining various datasets contributes to the delivery of the best possible campaign forecast, planning, adaptation, evaluation and reporting.

Colin Grieves, Managing Director, Experian Digital Marketing & Media Services (UK).

### TV in the attribution puzzle

Can intelligent media attribution empower both broadcasters' sales representatives and clients' campaign managers to demonstrate a campaign's effectiveness and reveal data-driven insights to drive increases in advertising spend?

Speakers to be confirmed.

**End of the meeting: 16:30**

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