



TV

Cross-media and total-video measurement  
TV attribution  
Research on TV effectiveness,  
Addressable TV's impact on the  
TV advertising ecosystem and  
Attention in advertising

24&25/02/21

VIRTUAL

**MIMM**

egta Market Intelligence

## 24/02: AUDIENCE MEASUREMENT AND TV ATTRIBUTION

14:00 – 15:30 CET

SESSION 01/DAY 01:

Cross-media audience measurement got a lot of well-deserved attention throughout 2020, and will continue to do so in the years to come. The World Federation of Advertisers' (WFA) cross media-measurement initiative was a catalyst which sparked industry debate globally and locally and which accelerated work in the field. This session will assess the status and outlook of a range of measurement initiatives which have the potential to fulfil what the WFA has coined the advertiser North Star.

### An overview of a year of work around cross-media measurement

egta actively followed the WFA's cross-media measurement initiative as it unfolded throughout 2020, with the main objective to ensure that broadcasters' voice was heard. egta would like to take the opportunity to update the membership on its activities and thoughts on this initiative (for background and context, please watch [this panel discussion](#) from last year's MIM in Paris)



### The Virtual ID (VID) Model explained

The VID Model forms a central part of the proposed technical solution which is currently being reviewed under the WFA initiative, and it has been described as an elegant cross-media measurement approach by parts of the industry. The MRC will explain what it is and what it does.



Ron Pinelli, Senior Vice President, Digital Research and Standards & Associate Director, **Media Rating Council (MRC)**



### The UK: One market, several directions

A broadcaster's perspective on the evolution of audience measurement in the UK; from the advertiser-led Project Origin, to BARB and CFlight.



Martin Greenbank, Head of Advertising Research & Development, **Channel 4 Sales**



### Prospects for cross-media measurement in Germany?

A short update on tests and talks around the technical solution proposed as part of the WFA initiative. Will it work in Germany?



Guido Modenbach, EVP Research, Analytics & Consulting, **Seven.One Media**



### The road to cross-media measurement

In late 2020, Nielsen announced its plans to gradually roll out Nielsen ONE, a cross media measurement solution which aims to create a single metric for content and ads across all forms of video.



Jorge Papanicolau, Global Product Leader - International Total Audience Measurement, **Nielsen**



### The future of total video measurement in France

An outline of Médiamétrie's plans to expand TV and digital video measurement in France.



Julien Rosanvallon, Executive Vice President, Médiamétrie



Mediametrie

### The new Dutch cross-media measurement

An overview of the New Audience Measurement (NMA) in the Netherlands which is set to commence in 2021, and in which various JICs will collaborate around a cross-media measurement solution.



Johan Smit, Director, Platform Media Adviesbureaus (PMA)



15:30 – 15:40 CET

BREAK – VIDEO MESSAGES FROM OUR PARTNERS

15:40 – 16:30 CET

SESSION 02/DAY01

Putting the spotlight on innovative cross-device insights and TV attribution trends in Europe.

### The Cross-Device Graph

Data and a 360° view on all content and channels will be essential for user navigation in the close future. MedienGruppe RTL will present how it connects all its TV und digital media channels to get an optimised view which enables new opportunities for marketing, research and TV features.



Linda Dohmen, VP Advertising Research & Media Consulting, MedienGruppe RTL



Jörg Kiel, VP Data Engineering, MedienGruppe RTL



### Trends in TV Attribution

TV attribution in Europe is still not as mature as in the US, but the market is now starting to develop, as viewing shifts to connected environments and exposure and outcome datasets become more widely available. This presentation will uncover some of the trends and best practices we are seeing right now in European TV attribution.



Jon Watts, Project Director, European CTV Initiative, US TV Data Initiative



## 25/02: RESEARCH ON TV EFFECTIVENESS AND ATTENTION

14:00 – 15:15 CET

SESSION 01/DAY 02

Deep dive into behavioural science and its effects on TV advertising. New research on TV effectiveness, media signalling and unveiling the power of addressable TV.

### Latest findings from behavioural sciences on contextual advertising

Insights on the impact of humour, significant life changes and mood on advertising effectiveness.



Richard Shotton, Author of The Choice Factory and founder of Astroten, **Astroten**



### “Signalling Success” – a brand new research by Thinkbox.

Continuing on the topic of behaviour science, Thinkbox’ new research looks into how the perceived cost and scale of an advertising channel can enhance brand attributes in the eyes of the consumer.



Matt Hill, Director of Research & Planning, **Thinkbox**



### Why video advertising works – and how it works.

A deeper look into 2 recent studies from SevenOne Media that examine the impact of video on different platforms and how video advertising is perceived by viewers.



Gerald Neumüller, Director Research, **Seven.One Media**



15:05 – 15:15 CET

BREAK – VIDEO MESSAGES FROM OUR PARTNERS

15:15 – 16:30 CET

SESSION 02/DAY 02

Insights from research on consumer attention and its practical application in TV advertising.

### An advertiser's perspective: How a global advertiser measures and uses attention.

Analysing consumer attention is a key ingredient in Mars’ strategy to build and strengthen creative excellence. Hear how they do it and why it is so important.



Sorin Patilinet, Global Marketing Insights Director, **Mars**



### DPG Media’s online video platform, VTM GO versus Youtube.

Assessing viewers’ attention and ad acceptance via eye-tracking, physiological measures, and qualitative inputs.



Bernd Strauven, Digital Researcher, **DPG Media**



**Addressable ads are shaping the future of TV marketing.**

How a combination of digital advertising with the power of the big screen through addressable technology is impacting the TV advertising ecosystem – challenges and new value propositions.



Jeroen Coeymans, Director business Intelligence, **SBS Belgium**



Leen De Schaepe, Doctoral Researcher, **Vlerick Business School**



WITH THANKS TO OUR PARTNERS:

