



ESEA special edition | *21-23 January 2019*

TV Masterclass

A focus on audience-based buying

egta.

About the two mentors



Gerard Broussard



Howard Shimmel

Howard Shimmel and Gerard Broussard combine decades of research and analytic leadership at the highest level, providing a balanced perspective from both sides of the transaction table: Howard on the sell side of TV network and audience measurement and Gerard from the advertiser/media agency standpoint. Howard recently served as Chief Research Officer at Turner, where he oversaw all multi-screen entertainment, news, kids and sports research, as well as corporate analysis and insight-led efforts. Beyond Turner, Howard's experience includes Nielsen, America Online and Viacom. Gerard, Principal, Pre-Meditated Media has been most recently active in the areas of advanced targeting on TV, evaluating the quality of commercially-available target segments, programmatic digital and TV, addressable TV, Audio Content Recognition measurement and online video ad viewability. Prior to Pre-Meditated Media, Gerard held key senior-level research positions at GroupM.

Howard has been active in the space of integrated data and advanced targeting since the late '90s. His initial work at Symmetrical Resources with Transactional Data Services (TDS) linked credit card spending data from MasterCard with Simmons Market Research service, through matched shopper clusters. He then was active in Nielsen's data fusion efforts, followed by his steering of Turner's initial efforts to bring Audience Buying to national TV as well as the launch of Open AP advanced targeting consortium of TV networks.

Gerard's client list has spanned advertisers, media publishers, market and media research firms and major trade organizations. He has published many key industry reports, covering the topics of data quality for CIMM (Coalition of Innovative Media Measurement), advanced TV development (eMarketer), Efficacy of Modeled Target Segments for CRE (Council for Research Excellence) and digital programmatic in-housing for the IAB (Internet Advertising Bureau).

Monday 21st January

Venue: egta's offices (22 rue des comédiens – 1000 Bruxelles)

15h30 – 16h00

Welcome coffee

16h00

Introduction to the Masterclass



Katty Roberfroid
Director General
egta



Anne-Laure Dreyfus
Director TV
egta



Gerhard Broussard
Principal
Pre-Meditated Media



Howard Shimmel
President
Janus Strategy and Insights

16h50

A discussion about the value of audience-based buying

Understanding the needs, expectations and frustrations of agencies and advertisers.



Bart de Pauw
Chief Intelligence Officer
GroupM Belgium



Johan Houben (via video)
Media and Digital Marketing
Director, Europe
Mondelez

18h00

Speed networking

Get to know your colleagues: who are they? What are their main challenges?

19h00

End of the day and walk to the restaurant

19h30

Opening Networking diner in the city center (Le Roy d'Espagne, Grand Place de Bruxelles)

Tuesday 22nd January

(Venue: Crowne Plaza Hotel, Rue Gineste 3 - 1210 Bruxelles)

08h30

Start of the day

- **Section 1: The Emergence of Audience Buying in the US**

We will present the history of audience ad buying in the US, focus on the specific variables that have driven this initiative forward. Specifically, this section will cover:

- ✓ Overall changes in audience inventory available in the market, due to impact of cord-cutting, Netflix
- ✓ Competitive threats posed by Google, Facebook and other major publishers, partially driven by their targeting and measurement capabilities
- ✓ How media companies looked at incremental yield offered by audience selling, and the various ad products created, as a way to generate incremental yield and off-set ratings declines
- ✓ Media agency perspective, especially around the development of their own data strategies to offer new and existing clients something unique from media agency competitors

10h – 10h30: Coffee break

- **Section 2: Building Integrated Media/Marketing Databases**

We will discuss the various means to create the integrated media/marketing databases that are necessary to fuel a scalable audience buying business. Specifically, this section will cover:

- ✓ Potential contributing media databases- currency TV panels, ACR data, Cable/Satellite provider set top box data
- ✓ Potential contributing consumer databases- market research databases like Kantar Global, consumer spending databases like Catalina Marketing and credit card data, advertiser's first party data, digital databases on website visitation
- ✓ Methods for joining media and marketing databases- data fusion, direct match based on age/sex, direct match based on IP address
- ✓ Clearly detail what applications each method for joining databases enables- across planning, forecasting, inventory optimization, post campaign GRP measurement, ROI measurement
- ✓ Role of Audience Targeting Standards Group (ATSG) and other initiatives to apply rigor to the process of defining the right target for an audience campaign

- **Section 3: Role of Data Scientists, Revisiting Audience Forecasting**

We will discuss the importance of enhancing the granularity of audience estimates/forecasts that publishers need to produce to drive audience selling, and the steps that are necessary to create the resources to produce those forecasts. Specifically, this section will cover:

- ✓ The importance of having highly granular estimates to drive audience selling
- ✓ Developing guidelines for the necessary underlying data to achieve an appropriate level of accuracy and stability, taking into account panel size (matched media database/marketing database), target population size, rating size
- ✓ Establishing structure for audience delivery guarantees of advanced target ad impressions; mitigating risk of shortfall based on variability in research estimates
- ✓ Standard analyses that should be produced to evaluate the accuracy of audience estimates, compared to current estimating
- ✓ Recommended staffing levels/experience necessary to create in-house data science group to support audience selling
- ✓ Role of companies like clypd to support this function for companies without the necessary in-house resources

- **Participants a share case study**

Insights into how the German market aimed at being GDPR compliant by collaborating on NetID.

[12h30 – 13h15](#)

Lunch break

[13h15 – 15h00](#)

- **Section 4: Applying Audience Forecasts to Inventory Allocation Systems to Optimize Value to Advertisers**

Once a process is in place to create/maintain audience estimates with the proper level of granularity, publishers need to create plans to leverage audience selling with agency and advertiser clients. Specifically, this section will help participants to think through the best approaches for their markets and create market specific plans, taking into account:

- ✓ Importance of maintaining existing selling rotations, versus the willingness of the market to follow digital and move to a single audience CPM across all dayparts
- ✓ Estimation for how aggressively agencies will adopt audiences in their broadcast planning
- ✓ Estimation of how much advertising direct revenue can be expected
- ✓ Discussion of audience selling versus programmatic/automated buying for agencies/advertisers

- **Section 5: Clearly Detailing the Value of Audience Forecasting to Publishers and Agencies/Advertisers**

It is very important to position migration to audience selling as benefiting all players in the ecosystem, especially as an asset that allows advertisers to generate higher ROI from their TV spending. Specifically, this section will review the research that exists in the US market highlighting the value of audience selling:

- ✓ Review of existing US market research on audience selling, in terms of advertiser ROI and other business outcomes such as retail store traffic or auto showroom visits
- ✓ Decomposing those studies to illustrate drivers of increased ROI:
 - Decline in Demo CPM versus historical benchmark
 - Reduction of waste/out of target audience impressions
- ✓ Discussion of experiences of advertisers like P&G, who moved away from digital targeting on Facebook, not because the targeting was wrong, but because they identified the wrong target
- ✓ Role of audience selling versus impressions/addressable- today and in the future

[15h – 15h30](#)

Coffee break

[15h30](#)

- **Participants share case studies**

Insights into a few European initiatives to implement audience-based buying in their commercial offer:

- ✓ TF1 Publicité: OneData
- ✓ AtresMedia: AtresData

[16h45](#)

- **Working groups**

Based on the learnings from today, identify and discuss key barriers to the implementation of audience-based buying for linear television in your market. Identifying these barriers will allow us to discuss them on the next day and address them one by one, concretely.

[17h45](#)

End of the day

[19h30](#)

Closing Networking diner in the city center (Harvest, Place du Samedi)

Wednesday 23rd January 2019

(Venue: Crowne Plaza Hotel, Rue Gineste 3 - 1210 Bruxelles)

08h30

Start of the day

08h35

Debrief sessions from the working groups

09h00

- **Section 6: Addressing Barriers to Audience-Based Selling**

Two of the barriers to scaling audience selling in the US have been 1) the conflict between the market needing standardized data sources versus agencies creating their own unique/custom data stacks, and 2) the inability of publishers to illustrate the extra benefit that their ad targeting products (including forecasting/spot placement) provide in terms of advertiser ROI. In this section, we will discuss the US experience and highlight some missed opportunities, to help markets prepare for the unique situation in their various locales. Specifically, we will address:

- ✓ Perspective on aggressiveness of agencies to react to the threats and opportunities that audience selling presents
- ✓ Discussion of how agencies have reacted to digital, focused on data acquisition and planning/buying
- ✓ Vision for how to collaborate with agencies to optimize value of audience selling

10h – 10h30

Coffee break

- **Section 7: Working Together- Addressing Barriers to Audience-Based Selling**

Open AP, the platform created by Turner, Viacom and Fox, has been an important initiative for audience selling in the US. Open AP's launch eliminated some barriers to audience selling, but has not tackled other barriers. In this section, we will help individual markets think through the importance of launching audience selling as an industry wide initiative, versus launching individual seller initiatives. Specifically, we will focus on:

- ✓ Ability of individual markets to establish common practices without the benefit of an industry initiative setting standards
- ✓ Discussion of whether all major publishers in their markets have similar approaches to the move to audience, the move to addressable and the move to programmatic
- ✓ Live demo of American platforms such as OpenAP, Altice etc.

[12h15 – 13h00](#)

Lunch break

[13h00](#)

- **Participants share case studies**

Insights into a few European initiatives to implement audience-based buying in their commercial offer:

- ✓ SBS (Belgium)
- ✓ Publitalia (Italy)

- **Section 8: conclusions and wrap-up**

- ✓ Review of Sections 1-7
- ✓ Implications for Individual European Markets and Broadcasters
- ✓ Review of Individual Market Plans

[16h00](#)

Diplomas and closure of the event

[16h15](#)

End of the Masterclass edition January 2019