

BRIDGES IN (AUDIENCE) MEASUREMENT

Towards a more
flexible, innovative
and complete media
accountability
toolbox

04.12.2018
London

Organised by

egta.

Project organised within
the framework of MediaRoad



BRIDGES IN (AUDIENCE) MEASUREMENT

Towards a more flexible, innovative and complete media accountability toolbox

When it comes to measurement, egta – its members and Board of Directors – is convinced that building bridges is what our industry most needs: between industry partners, between continents, between media, devices and platforms, between content and advertising, between various fields of expertise, between individual initiatives, methodologies – older and widely accepted ones as well as newer and equally valuable ones. The obvious conclusion from an extensive round of in-depth interviews that we conducted with various industry players seems to be that we basically all want the same thing: a better measured industry, data turned into insights that are easy to understand and tell a more complete and compelling story, greater accountability and transparency.

The TV industry has until now been using a rather simple and reliable golden standard. Whereas there is unanimity in saying that this golden standard is here to stay and should remain central to our industry, many feel that it is no longer sufficient and possibly not evolving fast enough to enable all partners to meet the numerous challenges of a fully digital and highly fragmented media industry. The world we work and trade in also demands new measures, new standards, new currencies and new KPIs. The time has come for egta to share some of its conclusions and report on these partial solutions which we believe ought to be part of a more flexible and complete “media accountability” toolbox.

AGENDA

12:15 – 13:00

WELCOME, REFRESHMENTS & REGISTRATION

13:00 – 13:30

OPENING REMARKS

▶ Introducing egta’s BAM project - Bridges in [audience] measurement



Katty Roberfroid, Director General
egta

egta.



Fabrice Mollier, Past egta President and Advisor to BAM
Deputy General Director Marketing, Revenue Management,
Strategy
Canal+ Régie

CANAL+ REGIE

13:30 – 14:20

ALIGNING EXPECTATIONS: OVERCOMING CURRENT
FRUSTRATIONS, DEFINING PRIORITIES AND PLANNING FOR
ACTION

► [Advertiser + Agency + Broadcaster]



James Seckel, Director of Media EMEA
Expedia Group



Barry Cupples, Chief Executive Officer
Omnicom Media Group, Investment



Mikael Ekelöf, Director of Sales & Business
Development
TV4



14:20 – 15:20

THE MEDIA MEASUREMENT AND ACCOUNTABILITY TOOLBOX:
WHAT ARE THE TOOLS CURRENTLY AVAILABLE, WHAT DEMAND
DO THEY MEET, WHAT IMPROVEMENT(S) DO THEY BRING AND
HOW DO THEY COMBINE WITH EXISTING TOOLS?

► [Attention]



Joe Marchese, President, Advertising Revenue
Fox Networks Group



► [Viewability]



Addy Cutts, Director of Publisher Development
Moat/Oracle



► [Full-funnel attribution]



Ben Tatta, Co-founder & President
605



▶ [Audience targeting]



Robert Farazin, Chief Executive Officer
TVbeat



▶ [Transparency]



Dave Morgan, Founder & Chief Executive Officer
Simulmedia



15:20 – 15:50

COFFEE BREAK

▶ [Telco data]



Bart Cobbaert, Head of Addressable Advertising
Telenet



▶ [TV analytics]



Pierre Figeat, Co-founder & President
Admo.tv



▶ [ACR]



Tom Weiss, CTO & Chief Data Scientist
Dativa



▶ [Blockchain]



Thomas Bremond, General Manager, International
Comcast Advanced Advertising



16:40 – 17:40

INVENTING THE FUTURE TODAY: TRYING OUT NEW SOLUTIONS

▶ TV, meet data! Together they're creating the new golden age of TV advertising.



Jakob Nielsen, Chief Executive Officer
Finecast

F:NECAST

▶ Taking the golden standard of TV measurement to the next level



Megan Clarken, Global President, Watch
Nielsen

nielsen

▶ When TV takes its destiny into its own hands and helps shape the future of media accountability



Linda Yaccarino, Chairman, Advertising Sales and
Client Partnerships
NBCU

NBCUniversal

17:40 – 18:00

CONCLUSIONS - BUILDING BRIDGES

▶ Let's get to work and build those bridges together!



Katty Roberfroid, Director General
egta



Fabrice Mollier, Past President and Advisor to BAM
egta

egta.

18:00

END OF THE PROGRAMME

ABOUT EGTA



egta is the Brussels-based trade body of close to 150 TV/video and radio/audio companies active in 42 countries in Europe and beyond. In addition to organising all kinds of activities for this huge network (lobby, trainings, conferences, databases, consultancy, etc.) the association services a network of roughly 750 actively involved decision-makers; all of them mandated to monetise content, optimise revenues and sell advertising on behalf of most major broadcasters.

Our aim is to keep members abreast with industry changes, trigger the exchange of know-how and best-case practices among strategic and influential leaders, provide solid advocacy and regulatory assistance, inform them of all new emerging technologies and resulting opportunities, as well as set up and encourage open discussions with relevant partners, thus helping to future-proof the industry.

This is achieved through three type of services:

1. Networking
2. Public & Regulatory Affairs
3. Benchmarking Centre

Website: www.egta.com

ABOUT MEDIAROAD



Coordinated by the European Broadcasting Union, the MediaRoad project aims to support the transformation of the European media sector by building an ecosystem for innovation involving diverse media associations, public service media organisations, commercial radios and broadcasters, media workers' organisations, academic research institutes and innovation centers, independent producers and SMEs.

Objectives:

- Boost innovation across the European media sector
- Reawaken a "start-up" mentality in the media sector
- Bring together a broad network of stakeholders from the media sector as well as creative & cultural industries
- Bring innovative concepts to fruition and market deployment
- Shape future media policy and be part of the digital transformation

One of the key priorities of the project is to build a diverse Network where European media organisations, researchers, creative and cultural industries, technology experts and entrepreneurs join forces to create their vision for the future together (Network Hub). Also, the project builds a network for accelerators of media innovation, enable local startups and SMEs to scale in Europe, and exchange experience and expertise (Sandbox Hub). Last but not least, MediaRoad provides the European Commission with regular proposals and suggestions to feed into key EU policies like the future framework for research and media innovation and develop a long-term policy vision for the European media sector focusing on audiovisual and radio (Policy Hub).

Project website: www.mediaroad.eu

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Organised back-to-back with the Future TV Advertising Forum,
5th & 6th of December



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Venue: The Soho Hotel – 4 Richmond Mews – Soho – London W1D 3DH