

TV SESSION

Advances in TV and cross-media audience measurement. Research proving that TV works. Data management and attribution.

30/01/2020 PARIS (FR)

MIMM

MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by **TF1**
PUB

08:45

WELCOME & OPENING REMARKS

François Pellissier, President, TF1 Publicité
Katty Roberfroid, Director General, egta

08:55

SESSION 01: AUDIENCE MEASUREMENT: DESIGNING THE RIGHT CROSS-MEDIA SOLUTIONS and ADOPTING RELEVANT STANDARDS

What are the needs of advertisers in terms of cross-media measurement?

Shedding some light on the recent initiative launched by the World Federation of Advertisers (WFA) which aims to establish cross-media measurement principles for the entire industry. What does this mean for broadcasters?

A panel moderated by

Katty Roberfroid, Director General, egta

Participants of the panel:

Karin Immenroth, Chief Data & Analytics Officer, Mediengruppe RTL

Fabrice Mollier, Vice-President Marketing, Strategy & Operations, Canal+

Ben Jankowski, Senior Vice President, Media, Mastercard

Beatrice Lindvall, Former Global Head of Media, Danone

How the Media Rating Council drives the new cross-media measurement forward factoring in viewable impressions, invalid traffic filtration, duration and consideration of audio?

How new Cross-Media Audience Measurement Standards guide the measurement of video advertising and content delivered through television, OTT and digital, including both desktop and mobile.

George W. Ivie, CEO, Executive Director, MRC

The Rise of TV Attribution in the U.S.

TV's contribution to the success of cross-media campaigns is often undervalued. Now the emergence of deterministic viewing data is enabling a new era of "TV attribution," using techniques that have driven investment in digital media.

Jane Clarke, CEO & Managing Director, Coalition for Innovative Media Measurement (CIMM)

10:35 – 11:05

COFFEE BREAK

11:05

SESSION 02: CREATIVITY AS A KEY TO GROWTH, ATTENTION AND ENGAGEMENT

Addressing the Crisis in Creative Effectiveness

Understanding a shift in creative style that undermines advertising effectiveness – and what we might do to put it right again.

Orlando Wood, Chief Innovation Officer, System1 Group

"PLAY-back – Ad Response" study by Channel4

Using eye-tracking technology, a physiological response and more traditional surveying methods, this study examines how the creative use of ad breaks can drive implicit attention, cognitive engagement and explicit response.

Martin Greenbank, Director of Advertising Research & Development, Channel 4

Engagement is the key!

Placing advertisers' messages at the right place and time: how contextualisation impacts advertising's efficiency.

Isabelle Abtey, Head of Market Research Studies, TF1 Publicité

12:15

SESSION 03: ADVANCED TV

Changes to the TV advertising landscape are happening at an increasing pace with a noticeable interest in the advanced TV ecosystem.

Advanced TV: How Canal+ uses STB Data as the missing link to connect TV to sales?

Insights on how Canal+ better highlights the value of data to drive sales.

Fabrice Mollier, Vice-President Marketing, Strategy & Operations, Canal+

The Video Advertising Reach (VAR) calculator: How Atresmedia & Smartclip enables cross-media analysis.

Exploring a new evaluation tool that allows deduplicated coverage assessment for cross-media campaigns and HBBTV products.

Fernando Pino Velázquez, Marketing Services Director, *Atresmedia Publicidad*

Enrique Arnaiz Ateca, Product Marketing & Research Manager, *Smartclip Spain & LATAM*

Drive to Quality, how content impact ROI

An update of the QRP indicator which allows media planners and buyers to optimise their media investments by identifying high-quality commercial breaks.

Nathalie Suszylo, Research Manager, *FranceTV Publicité*

13:05 – 14:05 LUNCH BREAK

14:05

SESSION 04: TV WORKS AND WE CAN PROVE IT

Various research pieces by members of the Global TV Group; exploring changing viewing habits, advertising effectiveness and ROI of TV.

Today's TV - Viewing behaviour and positioning

As TV continues to evolve, it is important to understand what "watching TV" really looks like in households around the world, how viewers are navigating through the ever-changing and expanding landscape, and how they feel about TV today.

Christian Kurz, SVP, Global Consumer Insights, *ViacomCBS*

Media Reputation study by ThinkTV Canada

A quantitative study explores the attitudes towards digital versus TV advertising among Canadian marketers.

Catherine MacLeod, President & CEO, *ThinkTV Canada*

Demand Generation; can advertisers have the best of both worlds: substantial short-term sales and sustained base sales growth?

Brand-new research offering a comprehensive understanding of the planning and measurement decisions that need to be made, alongside the resulting trade-offs in terms of speed of return, base sales growth and risk.

Matt Hill, Research Director, *Thinkbox*

#ROITV by SNPTV - Efficiency and ROI of TV advertising

A new study from the French market which through econometric models explores the factors driving sales, multi-channel ROI, short/medium/long-term effects of TV and its synergy with other media.

Laurent Bliaut, Deputy General Director, Marketing and R&D, *TF1 Publicité*

ROI study by Screenforce Finland

Based on two years of extensive sales and marketing data of an advertiser proves that Total TV advertising brings the best ROI.

Anna Lujanen, Executive Director, *Screenforce Finland*

Juha Nuutinen, CEO, Co-Founder, *Sellforte*

Tuomas Matilainen, Customer Success Director, *Sellforte*

The true worth of media – a new edition of the Re-Evaluating Media study

After the UK in 2018, this study was reconducted in Belgium in 2019. What are the learnings, and how does it defend TV (and radio, for that matter)?

Wout Dockx, Secretary General, *VIA*

16:30

END OF MEETING

TV SESSION VENUE: TF1 Tower, Auditorium (TV)
Quai du Point du Jour - 1, 92100 Boulogne-Billancourt

WITH THANKS TO OUR PARTNERS:

FREOWHEEL
A COMCAST COMPANY

 **streamhub**TM

 **Video Research Ltd.**