



TV

Part II: Research on  
Attention & Effectiveness  
10/03/2022 at 14:30 CET

# MIM

egta MARKET INTELLIGENCE MEETING

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In the second part of this year's online TV Market Intelligence Meeting, we will give the floor to members and companies who are, in various ways, working to prove the value and impact of TV. Our speakers will share new insights on everything from creative effectiveness and addressable TV to sponsorship campaigns and the growing importance of attention-based metrics.



### The Science of Sponsorship

TV sponsorship campaigns work well for boosting brand awareness and purchase intent, but do we really know why? Australia's Network Ten set out to find out by conducting a dedicated research project: The Science of Sponsorship. Tomlin presents the findings, revealing how sponsorships work and what makes them so effective.

Gareth Tomlin, General Manager Data, Insights & Analytics, Australia & New Zealand, **Paramount**



### An Introduction to Attention

The notion of attention is rapidly growing in importance as a measurable metric, but what does this mean for advertisers and TV/video media owners? Brown offers an overview of where we are with attention today: the challenges, the opportunities and how a focus on attention metrics could prove the value of TV/video.

Andy Brown, Chief Executive Officer, **The Attention Council**



### The Cost and Value of Attention

How much attention do viewers actually pay to advertising? This is a central question that technology and research company, Lumen, has set out to measure to help put a value on attention. Understanding the reality of attention to advertising across media is key to creative optimisation.

Michael Tighe, Lead Attention Consultant, **Lumen Research**



### The Importance of Creativity in Ensuring Advertising Effectiveness

Knowing whether your advertising campaign actually works is one of the most important insights for any advertiser. Marketing and brand consultancy, System1, underlines the vital role creativity plays in determining the success of a campaign and offer a pioneering solution that allows for predicting and improving effectiveness over the short- and long-term.

Nick Williamson, Director of Partnerships, **System 1 Group**





### **Achieving Cost-effective Incremental Reach Through Addressable TV**

RMB's research, conducted in collaboration with a telco, an agency and a client, demonstrates how Addressable TV, when combined with a linear TV campaign, is particularly effective in boosting incremental reach at a lower cost. Janssens presents this research in the Belgian context and look at challenges and opportunities for other markets.

Valérie Janssens, Director of Development, RMB



### **Addressing Addressable: Opportunities and Challenges in Measuring Addressable TV**

Measuring Addressable TV audiences remains an important challenge for broadcasters to take full advantage of addressable advertising at a larger scale. International research company, Kantar, is working on solutions and will share their approaches and learnings.

Bas de Vos, Senior Director, Product (Audience Measurement), Media, Kantar

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