



> TV



12-13/03/2024



MADRID

# MIM

EGTA MARKET INTELLIGENCE MEETING

Organised by

**egta.**

Hosted by

**ATRESMEDIA  
PUBLICIDAD**



Experts from various markets will take to the stage to provide updates on innovations in total TV audience measurement.

Location: [Meliá Serrano hotel](#), C/Claudio Coello, 139, 28006 Madrid

13:15

WELCOME LUNCH

14:00

ADVANCES IN TOTAL TV &amp; VIDEO AUDIENCE MEASUREMENT

**TV measurement in Spain:** An update on how Kantar Media is moving TV measurement forward in Spain, including new developments in leveraging HbbTV data to reduce zero ratings.



Mariayun Martin de los Rios Alarcón, Commercial Director Media, Kantar Media Spain

**KANTAR MEDIA**

**The Swedish approach to total video measurement:** Insights from last year's introduction of total video content and ad ratings in Sweden, and the related challenges of bringing panel and census data together for online, and online and linear data for total TV.



Danielle Aldén, Co-COO & Head of Media Measurements, MMS

Rolf Müller, Commercial Director, Europe, Media Measurement, GfK



**Incorporating the streamers:** An update on how Barb is expanding its work with international streaming platforms, and how it is preparing to take CFlight forward under Barb governance.



Justin Sampson, CEO, Barb Audiences Ltd.



**Unifying cross-platform TV data:** Streamhub's approach to managing complex streaming data and currency-grade panel data to support a new total video measurement ecosystem for both buy and sell-side.



Aki Tsuchiya, Founder and CEO, Streamhub

Jamie West, Board Adviser & Investor / Non-Exec Director, Streamhub



**The US measurement landscape** is going through profound changes, and it continues to evolve along with the different industry stakeholders. Hear about the latest evolution - from the point of view of the Media Rating Council.



George Ivie, CEO and Executive Director, Media Rating Council



15:50

COFFEE BREAK

**Where are we on cross-media measurement?** A progress update on the delivery of the WFA's Halo Framework and related open-source software codes, on the progress made in pilot markets, and prospects for wider industry engagement.



Matt Green, Director, Global Media Services, World Federation of Advertisers



**Beginning of a new paradigm for audience measurement in France:** Update on the many new developments planned by Médiamétrie for the TV & video measurement in France.



Julien Rosanvallon, Executive Vice President, Médiamétrie



**The user perspective:** How are the changes to TV measurement in France most likely to impact broadcasters, and is there a need to change the definition of a contact and other key metrics? Dialogue between advertiser, agency and broadcaster trade bodies is paving the way for lasting currency changes.



Dorothee Alabeurthe, Marketing Director,  
Fabrice Mollier, President, Canal Plus Brand Solutions



**The future of currencies:** Traditional media currencies are currently being evaluated in many parts of the world. This panel will discuss the pressures and challenges facing incumbent TV currencies; Is there a strong case to trade on impressions, and if so, who will win and who will lose?



*A panel discussion moderated by*  
Jon Watts, Managing Director, Center for Innovative Media Measurement (CIMM)



**Panellists:**



Matt Green, Director,  
Global Media Services,  
World Federation of  
Advertisers



Johan Smit,  
Director,  
Platform Media  
Adviesbureaus



Fabrice Mollier,  
President,  
Canal Plus  
Brand Solutions



Sofie Rutgeerts,  
Manager TV & Digital  
Research,  
CIM Belgium



18:00

END OF MEETING

19:30

NETWORKING DINNER

Cocktail reception and buffet dinner - [Restaurant Arado](#) in Melia Serrano hotel  
Registration and payment info [here](#)

MIM (Market Intelligence Meeting) is a cornerstone event in egta's calendar, where leaders and researchers from sales houses come together from across the world for insightful updates and discussions on key research topics from TV effectiveness, to attention, attribution and more.

Location: [Meliá Serrano hotel](#), C/Claudio Coello, 139, 28006 Madrid

Words of welcome from host



Javier Andres Ortega, Marketing Director, Atresmedia Publicidad



TV's signal strength in a changing media world

This update of the award-winning 2020 study, *Signalling Success*, quantifies the notion that the "medium is the message", revealing how the choice of media channel contributes to brand building and signal strength.



Richard Kirk, Chief Strategy Officer, EssenceMediacom



Proving contribution to sales through the power of MMM

How Canal+ Brand Solutions uses marketing mix modelling to prove to clients the value of their TV investments and to optimise the most rewarding budget allocation.



Dorothee Alabeurthe, Marketing Director,  
Cécile Philipponneau, Marketing Executive, Canal+ Plus Brand Solutions



Mastering media metrics in a fragmented landscape

Optimising marketing effectiveness and the role of TV in the media mix - how IKEA and other advertisers maximise ad effectiveness through MMM, econometrics, the use of data, and what they need from TV sales houses.



*A fireside chat with*  
Vala Magnadottir, Independent Consultant,  
Former Global Strategy & Investment Media Leader, IKEA

Standardising outcomes and data quality

Marketers are increasingly looking to outcomes as the primary determinant of ad spend effectiveness, and a wealth of publishers and attribution providers are offering performance-based metrics and measurement. To standardise this growing field, the MRC has released the world's first Outcomes and Data Quality Standard.



Ron Pinelli, SVP Digital Research and Standards & Associate Director, Media Rating Council



### Myth busting: The TV sponsorships edition

Based on more than seven years of studies, media researcher Peter Hammer will debunk common misconceptions about the effects and impact of TV sponsorships.



Peter Hammer, Managing Director, Marketing Scientist Group



marketing Scientist Group

### How to be good with TV sponsorship

How can sponsorships aid awareness, emotive effect, impact on brand image and actual impact on attitudes and behaviours?



Jennifer Legge, Research Executive, RTÉ Media Sales

RTÉ

### Insights from a decade of Sky Media effectiveness data

This large body of data offers valuable lessons on TV ad effectiveness, frequency optimisation, creative wear-out, and the role of TV in activation and sales conversion.



Wayne Butler, Head of Media Effectiveness, Sky UK

sky media

### Delivering impact - The driving forces behind a successful video campaign

Insight from a new study identifying the determining factors for TV campaigns to have impact, allowing advertisers to better optimise the effect of their TV spots.



Dieter De Ridder, Advertising Researcher, DPG Media

media  
dpg

### The timeless importance of the show

The concept of "the show", and of advertising that puts on a show, is central to the latest research from System1. This research delves into the historical evolution of advertising effectiveness and its impact on our thinking today.



Andrew Tindall, Global Director, System1

System1



### The attention equation: Evaluating the impact of video advertising formats

Revealing the effectiveness of various video ad formats on viewer experience, attention, emotion and recall across different devices types and screens.



Fernando Pino Velazquez, Marketing Services Director, Atresmedia Publicidad



### The magic of distraction

What is the impact of viewer distraction, and how much attention do we actually need for a campaign to be truly effective?



Thirza Commandeur, Data & Insights Manager, Ster



### TV - the last attention bargain?

Lumen, an attention technology company, offers a perspective on the latest developments in the attention space, from how we measure TV to the implications for our industry.



Erik Bogsnes, Lead Attention Consultant, Lumen



### Value planning: A new strategic data-driven tool to leverage consumer values

Introducing a ready-to-use and actionable tool that enables clients to harness the values of contemporary consumers across the most effective touchpoints.



Serafina Croce, Head of Research,  
Enrico Maschio, Head of Strategic Marketing, Rai Pubblicità



### Rethinking social demographics and new approaches to identifying contemporary audiences

Exploring the representation of social class in TV advertising and whether the social grade buying model is still fit for purpose.



Georgina Harvey, Senior Research Manager,  
Sam Cannons, Research Manager, Channel 4





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