

TV SESSION

31/01/2019 BUDAPEST (HU)

MIIM

EGTA MARKET INTELLIGENCE MEETING

Organised by **egta.**

Hosted by



Katty Roberfroid, Director General, egta
Andras Galavics, Executive Sales Consultant, MTVA

SESSION 01

Gauging success: driving the (r)evolution in metrics, data and audience measurement.
How the TV industry can work together to meet the challenges of a fully digital and highly fragmented media business. Improving the existing audience measurement systems and finding new solutions for flexible and innovative standards.

Bridges in [audience] measurement. Towards a new media accountability toolbox.

A summary of findings from egta's BAM project.

Katty Roberfroid, Director General, egta

Fabrice Mollier, Deputy General Director Marketing, revenue Management, Strategy, Canal+ Régie (FR)

How many Europeans watched this year's Winter Olympics?

With the Games available across multiple linear and digital platforms in 48 countries, a unique methodology was developed to answer precisely this question. Find out how Eurosport and Discovery rose to the challenge of defining new audience measures in a fragmented media landscape.

Chris Kebbell, Research Specialist, Discovery, Eurosport

The Olympics alliance for online video.

Insights into Japanese innovation and collaboration: how can the total TV and video consumption of the 2020 Summer Olympics in Tokyo be measured accurately and reported on rapidly?

Etsu Taniguchi, President & CEO, Video Research USA

NBC Universal's CFlight: towards holistic audience measurement

A look into the innovative cross-platform viewing metric: how a new unified ad metric by NBCU can help level the playing field between the TV ratings and digital impressions. (Video)

P.J. Gasparini, Senior Vice-President, Strategic Insights & Research, NBCUniversal Media (US)

10:15 – 10:45

COFFEE BREAK

SESSION 02

Taking TV to another level. Proving TV's value in the digital age.

KEYNOTE SPEECH: Marketing for the mad (wo)men of tomorrow.

What makes a successful advertising campaign? Preparing both brands and broadcasters for the world of data, algorithms and conversational marketing: introducing the TapForward communication model.

Wim Vermeulen, Managing Director, Dentsu Consulting & Director Strategy & Innovation, Dentsu Aegis Network (BE)

Understanding viewers' behaviours.

Why do different forms of video co-exist and why do TV broadcasters live and on-demand offerings continue to make up for the vast majority of video viewing time? Insights from the "Age of Television Study".

Nicole Greenfield-Smith, Head of Research, Thinkbox (UK)

A focus on the effectiveness of video advertising based on current research

- Media Equivalence study: A comprehensive comparison of advertising effectiveness of TV, YouTube and Facebook
- In-home Video study: Why video advertising works the way it works
- Video Impact study : Comparing the impact of mass marketing and targeting

Gerald Neumüller, Director Research, SevenOne Media (DE)

Proving the power of TV through evidence-based insights.

- *Love Island Partnership Effectiveness Research*: measuring the impact of the multiple brand partnership activity around a TV show. How a multi-channel digital approach lifted ITV's Love Island success.
- *Broadcaster VOD: the bigger picture*. Proving the value of video-on-demand to marketers.

Neil Mortensen, Director of Audiences, *itv* (UK)

12:50 – 13:50 LUNCH BREAK

Meeting the advertiser's needs and expectations.

Combining data and analytics to better serve consumers: how do brands bridge the gaps between personalisation and scale? How TV can drive growth and help create strong brands in a multi-screen world.

Susanne Kunz, Media & Communications Director, *Procter & Gamble*

Creating a custom research panel to get feedback from your viewers.

- Overview of an egta survey on how broadcasters recruit their own private research panel to test their new media products.
Anne-Laure Dreyfus, Director TV, *egta*
- I Love My Media: Using a mobile panel to reach niche target groups when running a survey.
Robert Schäffner, Head of Media Research, *Mediengruppe RTL* (DE)

SESSION 03

When data meets insights. How advances in metrics and technology help broadcasters to create innovating products, prove audiences and demonstrate business outcomes.

TV in the attribution puzzle

How can intelligent analytics empower both broadcasters' sales representatives and clients' campaign managers to demonstrate campaigns effectiveness and reveal data-driven insights to drive an increase in advertising spend?

Pierre Figeat, Co-founder & President, *Admo.tv* (FR)

Data as the centre piece of TV's digital age.

How combining various datasets contributes to the delivery of the best possible campaign forecast, planning, adaptation, evaluation and reporting.

Colin Grieves, Managing Director, *Experian Digital Marketing & Media Services* (UK)

Measuring drive-to-web in real time.

Insights into how a partnership between a telco operator and a broadcaster allows to measure consumers' actions following the airing of a spot. Real time and cross-platform measurement allowing a new type of attribution.

Virginie Sappey, Marketing & Research Director, *France Télévisions Publicité* (FR)

Thibaut Mathieu, Director - Innovation TV, *Orange* (FR)

End of the meeting: 16:30

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ANALYTICS PLATFORM

