



12-13 MARCH



BUDAPEST

MARKET INTELLIGENCE MEETING

TV SESSIONS

Organised by



Hosted by



WED 12 MARCH

TV MEASUREMENT SESSION

13:00

WELCOME LUNCH

Location: [Hilton Budapest](#) - Hess András tér 1-3, 1014 Budapest

13:45

SESSION 1: UNIFYING LINEAR TV, CTV, AND DIGITAL INTO A CONSISTENT MEASUREMENT FRAMEWORK

▶ A View on the evolving Measurement Landscape in the US and thoughts on a Unified Framework for linear, CTV, and digital media shaping the industry's future



Jon Watts, Managing Director, CIMM



▶ Real-Time TV Ratings with Teletest 2.0: unveiling a groundbreaking solution with seamless integration of panel and return path



Sebastian Hinterstoisser, CEO, TV Insight
Josef Almer, Managing Director, Goldbach Austria GmbH



GOLDBACH

▶ Canadian nationwide Audience Measurement Rollout: presenting the enhanced methodology for comprehensive and accurate audience measurement.



Derrick Gray, Chief Research & Operations Officer, Numeris



▶ **Mediametrie's principles to standardize Multiplatform TV Audience Measurement**



Julien Rosanvallon, Chief Marketing & Client Officer, Médiamétrie



▶ **Supporting a virtuous cycle of campaign optimisation**



Luca Vannini, Head of Campaign Audiences, Barb



▶ **Innovative approaches to cross-JIC interoperability and standardization in Italy**



Davide Crestani, Technical and Scientific Director, Auditel



▶ **Key insights on establishing effective standardization and verification methods**



George Ivie, CEO & Executive Director, MRC



▶ **Panel Discussion on The Future of Audience Measurement Regulation: a dynamic conversation exploring pathways for audience measurement governance**

Panellists:



George Ivie, CEO & Executive Director, Media Rating Council



Marie de Cordier, Director of Government Relations & Public Policy, AMC



Ricardo Rubio González, Head of Market Intelligence, Seven.One Media

17:10

SESSION 3: NEW TECHNOLOGIES AND METHODS FOR DEDUPLICATING AUDIENCES ACROSS CHANNELS

▶ Introducing innovative ID solutions for building fraud-free, privacy-centric, and transparent audience metrics



Kerstin Niederauer-Kopf, Chairwoman of the Management Board, AGF
Will Harmer, Chief Product Officer, UtIQ



▶ An inside look at how Foxtel Media is leading the way in Australian media measurement after exiting from the industry currency



Mark Frain, CEO, Foxtel Media



18:00

End

19:30

NETWORKING DINNER

Location: 19:30: Networking dinner at [Spüler Biergarten](#)

ask [Cécile OR pay here](#) (88.20€ inc fees) with any CC or PayPal account - no egta invoice

THU 13 MARCH

TV RESEARCH SESSION

08:30

Start

▶ Welcome and Intro



Katty Roberfroid, Director General, egta



▶ Welcome to Budapest!

An overview of Hungary's TV advertising market - its key characteristics, challenges and opportunities.



Klaudia Kosaras, Commercial Director, atmedia Hungary



▶ TV's major strengths and the research that proves it

A look at multiple studies demonstrating why TV remains the most powerful advertising medium across the entire marketing funnel.



Guido Modenbach, EVP Research, Analytics & Consulting, Seven.One Media



▶ Are you OK, Zoomers?

Understanding Generation Z - how they consume media, what influences them and how advertisers can effectively engage with them.



Joeri Van den Bergh, Future consumer expert



▶ AI and the triangle of speed, quality & price
How artificial intelligence is revolutionising audience measurement and data usage for TV research – enhancing efficiency, accuracy, and cost-effectiveness.



Bas de Vos, Chief Kitsune, Kitsune Audiences & Data Consulting



10:15

COFFEE BREAK

▶ The Magic of Repetition
How repeated exposure drives brand recall and impact – insights from research on frequency and effectiveness in advertising.



Thirza Commandeur, Data and Insights Manager, STER



▶ Poland's All screen insights
Using Behavioural Insights and Screen Trends to Inform Video Advertising Strategies



To be confirmed, Nielsen



▶ Research on Implicit vs. Explicit Recall
Demonstrating the Overall Impact of TV and Social Video Ads in Hungary



Szilárd Bakcsy, Non-Spot & Digital Director, RTL Hungary
László Karácsony, Strategic and Marketing Director, atmedia Hungary



▶ TV's Positive Attention Curve
Leveraging Content Engagement to Sustain Attention Through Ad Breaks



Serafina Croce, Head of Marketing Research & Strategy, Rai Pubblicità
To be confirmed, Publitalia '80



12:20

LUNCH

▶ When to invest in brand marketing (and not just performance!)

An analytical exploration of the tipping point between brand and performance marketing for TV, how to activate both strategies, measure success, and secure buy-in from leadership and finance teams.



Joy Talbot, Senior Director of Economics, Magic Numbers



▶ Outcomes measurement & Lantern

Measuring TV's True Value: Unlocking Multi-Outcome Insights



Sameer Modha, Measurement Innovation Lead, ITV



▶ Title to be announced soon



Ron Pinelli, SVP, Digital Research and Standards, MRC



16:00

End

With thanks to our partner

The logo for Freewheel, featuring the word "FREEWHEEL" in a stylized, purple, sans-serif font where the letters are interconnected.The logo for VideoResearch, consisting of a stylized black icon above the text "VideoResearch". The icon is composed of several lines forming a square-like shape with a diagonal cut.The logo for StreamHub, featuring a blue and black icon of a stylized 'S' followed by the text "streamhub" in a lowercase, blue, sans-serif font.The logo for Nielsen, featuring a colorful icon of four triangles (red, green, blue, yellow) followed by the word "Nielsen" in a bold, black, sans-serif font.