

11-12/03/2026

TV SESSIONS

ZURICH

MARKET INTELLIGENCE MEETING

Organised by egta

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WED 11 MARCH
TV MEASUREMENT SESSION

13:30 **WELCOME AND INTRO FROM THE SWISS MARKET**

▶ Welcome and opening remarks



Katty Roberfroid, Director General, egta

▶ The state of TV in Switzerland

The Swiss TV market: reach, value, evolution



Philipp Mason, Chief Executive Officer, AGFS

13:55 **PART 1: INSIDE-MARKET VIEWS**

How multiplatform measurement really works
Hear from countries that have advanced audience measurement across platforms and media over the past 12 months. Learn how these solutions were designed, how the market responded, and what lessons can be shared with other markets planning similar initiatives.

▶ Cross-platform audience measurement in France: pioneering within a global ecosystem

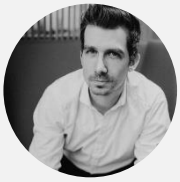
How a local JIC adapts to a hybrid system of global platforms and local broadcasters, setting standards and designing research to meet evolving market needs



Julien Rosanvallon, Chief Marketing and Client Officer, Médiamétrie

▶ Brick by Brick

From local innovation to scalable EMEA frameworks – how S2S enables multiplatform insights.



Michael Murrins, Managing Director EMEA for JICs, Broadcaster & Publishers, Nielsen

▶ Cross-media measurement

An update on the CIMM/WFA strategic review of the progress of and prospects for CMM in Europe.



Jon Watts, Managing Director, CIMM

15:00 PART 2: THE STANDARDISATION DILEMMA

When consistency meets reality
Gain insights from thought-leaders on the standardisation and customisation of metrics, reporting, design, and more, with benchmarks and expert perspectives

▶ Choosing the Future

Choosing shared standards or allowing proprietary truths



Justin Sampson, Chief Executive Officer, Barb

▶ Evaluating TV and cross-video campaigns: metrics supporting better decision-making

From benchmarking to alignment across markets



Valérie Morrisson, Managing Director, CESP

▶ Omnibus regulation proposal

The stakes for media and independent measurement



Marie De Cordier, Director of Government Relations & Public Policy – Europe, Nielsen
Representative of Nielsen on the Audience Measurement Coalition Board and Management Committee

15:55 - 16:15 COFFEE BREAK

16:15 PART 2: THE STANDARDISATION DILEMMA (continued)

▶ JICs at the crossroads: governance, data and impact

How industry collaboration can deliver trusted measurement in a fragmented media ecosystem with an increasing focus on outcomes and AI-capabilities



Lucia Antal
Research & Data Strategy Director
PRO TV



Koenraad Deridder
General Manager
CIM Belgium



Bas de Vos
Chief Kitsune
Kitsune Audiences and Data Consulting

▶ From "As Broadcast" to "As Viewed"

Rethinking TV audience reporting



Jeff Eales, Director of Systems Strategy, Sky Media

16:55 PART 3: NEW MEASUREMENT STACK

What actually changes and redefines media value?
Discover new technologies and approaches that optimise measurement and enhance its value.

▶ From linear to platform thinking: Building real-time, accountable TV measurement

Inspiration from the Australian market



Shaun Lohman,
Founder and MD, Adgile Media



Craig Service,
Chief Customer Officer, Adgile Media

▶ From promise to proof: Auditing Outcomes measurement

Identity, big data and governance challenges



Ron Pinelli, SVP Digital Research and Standards & Associate Director, MRC

▶ AI, programmatic, and outcomes

Innovations in measurement



Jon Watts, Managing Director, CIMM

▶ Closing remarks



Sofie Sue Rutgeerts, Senior Manager Industry Insights, egta

18:00	**END OF THE TV MEASUREMENT SESSION**
19:30	**NETWORKING DINNER**

Location: Zürich Marriott Hotel Sächsilüüte Restaurant (4th Floor), Neumühlequai 42, 8006 Zürich

THU 12 MARCH
TV RESEARCH SESSION

8:45 **WELCOME AND INSIGHTS FROM THE SWISS MARKET**

▶ Welcome and introduction to the day



Anne-Laure Dreyfus, Director TV, egta

▶ Insights from the hosts

The Swiss TV market: reach, value & measurement



Philipp Mason, Chief Executive Officer, AGFS

▶ Insights from the hosts

Cross-platform measurement of video campaigns in Switzerland



Mirko Marr, Head of Research, Mediapulse

▶ TV, Online Video & CTV: Advertising Impact in cross-media campaigns

Insights into the advertising impact of digital video within cross-media campaigns that combine linear television with online video and CTV. The findings provide robust and comparable evidence on the performance of different video channels in driving advertising impact and offer practical information for planning and evaluating integrated cross-media advertising strategies.



Mitja Ruggle, Head of Market Research, TX Group

09:25 MARKET TRENDS AND FOCUS ON CTV EFFECTIVENESS

▶ The evolving video landscape: key facts, figures, and trends

What the data tells us about market dynamics; advertising spend and the role of major streaming platforms



Ophélie Boucaud, Principal Analyst, Dataxis

▶ How premium CTV delivers and proves business impact

The effectiveness of CTV campaigns - from brand lift studies to sales uplift studies



Sylvie Van Hecke, Advertising Research Manager, DPG Media

▶ Driving ad effectiveness

Strategies to improve advertising impact, engagement, and conversion



Dorothée Alabeurthe, Marketing Director, Canal+ Brand Solutions

10:30 - 11:10 COFFEE BREAK

11:10 HOW DATA INFORMS DECISION-MAKING & TRUE DRIVERS OF EFFECTIVENESS

▶ Data, knowledge & quality

A critical look at the widening gap between more (digital) data availability for marketing and declining data literacy. Challenges in evaluating data quality and making informed marketing decisions



Jan Isenbart, Chief Research Officer, ARD Media

▶ Proving TV's total reach and impact with cross-media measurement

Discover how currency-safe cross-media measurement helps advertisers and broadcasters prove total reach and impact, and learn from a real-life example with a broadcaster on how it has helped keep TV budgets in their ecosystem as viewing moves across screens



Bruno Furnari, Chief Product & Technology Officer, AudienceProject

12:10 ADVERTISER'S PERSPECTIVE FOLLOWED BY A PANEL DISCUSSION

▶ Hearing the brands' perspective on reach, impact, and planning across platforms

What does it mean to move from a channel planning to a screen planning approach and how attention informs decisions for a brand's media mix



Gerhard Louw, Global Head of Media, Lindt & Sprüngli

▶ Hearing the brands' perspective on reach, impact, and planning across platforms

What KPIs truly matter for a global insurance brand? How to balance global challenges and local strategies



Benjamin Oberlin, Head of Advertising and Performance, AXA

12:50 - 14:00 LUNCH

14:00 FOCUS ON RESEARCH STUDIES

▶ Winning the evidence, losing the story

TV is not losing because it is ineffective, but because effectiveness lost the story war. Four practical ways sales houses can help TV win back confidence and investment.



Elliott Millard, Chief Strategy Officer, Thinkbox

▶ From context to conversion: an AI contextual advertising research

Insights into contextual alignment, brand recall, and AI-driven metadata to build smarter packages, premium CTV value, and performance-ready TV inventory for sales houses.



Emmanuel Josserand, Sr Dir. Brand, Agency and Industry Relations, Comcast Advertising

▶ How TF1 converts attention into ad spend

How broadcasters measure attention and outperform online video platforms on real impact, efficiency, and effective reach



Laurène Deecke, Head of Partnerships, xpln.ai



Slim Classe, Head of Research, TF1 Pub

▶ Insights into how TV works in the lower part of the marketing funnel, way beyond awareness

How TV builds broad activation and sustained uplift, priming audiences for online conversions



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

▶ Why advertisers now want outcomes-based insights and how broadcasters can deliver them

First key findings from the Lantern project



Sameer Modha, Measurement Innovation Lead, ITV

▶ Why ignoring the 55+ is the laziest and most expensive mistake in TV marketing

Why it is time for brands to take 55+ audiences seriously – and how sales houses can repackage TV and streaming to unlock the spending power everyone else is ignoring.



Christian Knaebel, Managing Partner, Global Media Consult

▶ Input, Output and Outcomes

What changes when you are a smaller advertiser and need to prove that investing in Total TV is not a gamble



Johan Houben, VP Marketing Excellence, Hero Group

16:10-16:15 CLOSING REMARKS

Notes

Conference location:
Zürich Marriott Hotel
Neumühlequai 42
8006 Zürich

Presentations will be made available on the egta website
www.egta.com/past-events

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