11-12/03/2026

ZURICH

TV SESSIONS

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

Market overview, audience dynamics, advertising trends, and the outlook ahead

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.

Julien Rosanvallon, Chief Marketing and Client Officer, **Médiamétrie**

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

Justin Sampson, Chief Executive Officer, **Barb**

Valerie Morrisson, Managing Director, **CESP**

Jeff Eales, Director of Systems Strategy, **Sky Media**

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

Ron Pinelli, Senior Vice President Digital Research and Standards & Associate Director, **MRC**

Bas de Vos, International Audiences and Data Expert

16:00 – 16:30 COFFEE BREAK

17:00 PART 3: NEW MEASUREMENT STACK

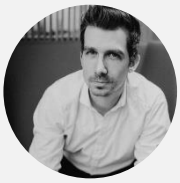
▶ What actually changes and redefines media value?

Discover new technologies and approaches that optimise measurement and enhance its value.

Shaun Lohman,
Founder and MD, **Adgile Media**

Craig Service,
Chief Customer Officer, **Adgile Media**

▶ S2S measurement



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

▶ Closing remarks

Sofie Rutgeerts, Senior Manager Industry Insights, **egta**

18:00 END OF THE TV MEASUREMENT SESSION

19:30 NETWORKING DINNER

Location: **Zürich Marriott Hotel**, Neumühlequai 42, 8006 Zürich

THU 12 MARCH
TV RESEARCH SESSION

8:45 WELCOME AND INSIGHTS FROM THE SWISS MARKET

▶ Welcome and intro

Katty Roberfroid, Director General, **egta**

▶ Insights from the hosts

The Swiss market at a glance – challenges and opportunities for a CTV-driven landscape

Philipp Mason, Chief Executive Officer, **AGFS**

▶ Insights from the hosts

Cross-platform measurement of video campaigns in Switzerland

Mirko Marr, Head of Research, **Mediapulse**

▶ From incremental reach to incremental impact

The role of CTV, replay, and video

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**

▶ 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**

▶ Grey Money, Golden Opportunity

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**

16:10-16:15 **CLOSING REMARKS**

Conference location:
Zürich Marriott Hotel
Neumühlequai 42
8006 Zürich

Register here

With thanks to our hosts

Main hosts

Co-hosts

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