

THE
WORLD
AUDIENCES
SUMMIT
2014 SCREEN
EXPERIENCES

THE PLOT

AGENDA

TUESDAY 10 JUNE

18:00

OPENING NIGHT
WELCOME PARTY

LIGHTS, CAMERA, ACTION!

**Richard Asquith, Global CEO,
Kantar Media Audiences
and special guests**

Join your fellow Summit attendees at the Paley Center for Media. Here you'll enjoy the opening presentation with a view of Beverly Hills and the famous Hollywood sign. There will be selfie opportunities and new profile pics aplenty with all the famous props and costumes on display – including the original sofa from *Friends*.

After the party, you'll be taken to your welcome dinner at one of LA's many glamorous restaurants; kindly hosted by your local director from the Kantar Media network.

Coaches will depart from outside the SLS Hotel at 18:00 sharp!

 #screenexp

SCREEN CHOICE

WEDNESDAY 11 JUNE

Today's audiences have more screens, more choice and more control over what they watch, and when, than ever before. So how are they responding to the abundance of new viewing opportunities offered by connected screens? And in this multi-choice, multi-channel, multi-device world, how are audiences discovering the content that interests them?



The Summit plenary sessions take place in the Albert Ballroom on the ground floor, close to reception and the main entrance.

06:30–08:00

BREAKFAST

Breakfast will be served in the Bazaar Restaurant and is exclusive to attendees. The entrance is directly next to the main entrance to the Summit.

08:00

THE PROLOGUE

**Richard Asquith, Global CEO,
Kantar Media Audiences**

**John McCarthy, Global Marketing
Communications Director,
Kantar Media Audiences**

A quick run through of what to expect and how to make the most of your participation in The World Audiences Summit 2014.

08:20

KEYNOTE

**ENTERTAINMENT MEDIA AT
THE TIPPING POINT, AGAIN**

**Dr. Jeffrey Cole, Director, Center
for the Digital Future (USA)**

Jeffrey opened the first World Audiences Summit in New York and we're delighted that he's back. Using 14 years of longitudinal consumer data, he'll focus on television as it becomes fully digital. Jeff will also consider how broadcast and cable will change as channels go over the top, why content trumps everything and whether the consumer is in complete control. There will be an opportunity for questions from the floor after his presentation.



09:10

NETWORKING BREAK

Head into the Albert Foyer directly outside the Summit room to grab a refreshment with your fellow attendees. The Technology Garden will be open for exploration.

SCREEN IMPACT

WEDNESDAY 11 JUNE

As audiences turn to connected screens we consider their effect on viewing, as well as the knock-on impact for the audience measurement industry. Which devices do we need to measure in order to understand the holistic viewing experience of the viewer?

09:40

A PICTURE OF MY WORLD

We've been asking people around the globe how their viewing habits are changing – and filming their answers. They told us which devices and channels they use to find out what's on, plus what they think about regular, live viewing.

09:45

PANEL

HOW ARE WE RESPONDING? THE IMPERATIVES OF SCREEN MEASUREMENT

Magnus Anshelm, CEO, MMS (Sweden)

Jed Meyer, Research Director, Annalect (USA)

Oliver Pischke, Managing Director, Kantar Media Spring (Germany)

Sergey Salnikov, Head of Research, VGTRK (Russia)

Lars Thunø, Head of Research, DR (Denmark)

Moderator: Jennie Beck, Global Director, Kantar Media

Having seen and heard evidence of changing audience behaviours, we now shine the spotlight on our own industry. This diverse group will consider the imperatives amid an abundance of measurement opportunities, separating the 'must haves' from the 'nice-to-haves'.

Our panel will explore the cross-platform needs and priorities of the industry. They'll also look at attempts to gain a holistic view of media consumption, and answer this question: which of the multitude of screens in viewers' homes and hands is going to change the nature of TV viewing?



10:10

AUDIENCE MEASUREMENT: CHALLENGING PRECONCEPTIONS?

Richard Asquith, Global CEO, Kantar Media Audiences

Preceding sessions looked at changing audience behaviours and the cross-platform needs of the industry. Richard now considers solutions to those challenges and discusses some of the ground-breaking initiatives being developed.

The new hybrid techniques are frequently challenging our preconceptions of how measurement systems should operate. How far will the industry be prepared to go? Richard's keynote presentation sets the scene for subsequent Summit discussion of transparency, industry cooperation and investment.

10:30

NETWORKING BREAK

SCREEN CHALLENGES

WEDNESDAY 11 JUNE

The proliferation of connected screens and increasing opportunities to view content distributed via the internet presents numerous measurement challenges. We consider approaches to multi-screen measurement, as well as the broader strategic challenges for media research.

11:00

MULTI-SCREEN MEASUREMENT IN PRACTICE

Alexander Nielsen, Director of Nordic Research, SBS Discovery Media [Denmark]

Measuring exposure on all screens where our channels are being consumed is highly important. Alexander will explain some of the different techniques currently being deployed in Norway and Denmark and some of the positive results they've experienced. He'll also look at how usage compares across markets and how multi-screen measurement can be incorporated into market currencies.

Finally, he'll take us through industry reactions to the resulting measurements and what the next steps are for our industry.



11:20

A WORLD CONVERSATION

THE EVOLVING ECOSYSTEM: HOW RELATIONSHIPS ARE CHANGING

Manuel Dähler, Managing Director, Mediapulse (Switzerland)

Dr. Houda Koussa, CEO, Archers (UAE)

Doug Peiffer, CEO, OzTAM (Australia)

Eric Salama, CEO & Chairman, Kantar

Lyle Schwartz, Managing Partner Implementation Research and Marketplace Analysis, GroupM (USA)

Jasmin Sohrabji, CEO India & South East Asia, OmnicomMediaGroup (India)

Moderator: Isabel Serrano, Global Online & Strategy Director, Kantar Media Audiences

New devices and new distribution brings fresh datasets into the media research arena. This discussion session considers how the relationship between media research provider and client is evolving in an ecosystem now populated by new players offering new metrics and analytics, based on varying research methodologies.

How is the partnership with clients working and how might we avoid the chaos of fragmentation? We'll consider how media research maintains its integrity and relevance in an increasingly fragmented world.

mediapulse

ARCHERS

oztam
measuring audiences

groupm

OmnicomMediaGroup

12:00

LUNCH

Lunch will be served on the Garden Terrace. Our Summit team will direct you from the Albert Foyer.

EXPERIENCE THE CITY OF ANGELS

WEDNESDAY 11 JUNE

There's an old saying in this special town: 'It's not about who you know. It's about who knows you.' So dial up your Hollywood smile and use this afternoon to the full!

13:00

YOUR NETWORKING ACTIVITIES

Scorsese and De Niro. Pitt and Jolie. Thelma and Louise. This is the land of historic relationships. And this is your chance to forge your own worldwide connections with the movers and shakers of our industry, all while soaking up the sun-kissed glamour of Los Angeles.

Further information, including your choice of activity, can be found in your Welcome Pack or at the Summit Helpdesk outside the Albert Ballroom.

18:15

THE WORLD AUDIENCES SUMMIT DIRECTORS BANQUET

You are cordially invited to a glittering evening at Universal Studios Hollywood for the 2014 World Audiences Summit Banquet.

Dressed in our best red carpet outfits, we'll enjoy an exclusive VIP tour of the legendary studios, fine Californian wine and sumptuous food usually reserved for Hollywood royalty. There will also be extra special entertainment.

Coaches will leave from outside the SLS Hotel at 18.15. Let's just hope we can shake off the paparazzi.

Dress code:
Red Carpet Smart Casual

HOLLYWOODLAND

THURSDAY 12 JUNE

07:00–08:50

BREAKFAST

Breakfast will again be served in the Bazaar Restaurant and is exclusive to attendees. Remember, the entrance is directly next to the main entrance to the Summit.

09:00

GOOD MORNING!

**John McCarthy, Global Marketing
Communications Director,
Kantar Media Audiences**

DELIVERING THE FUTURE

THURSDAY 12 JUNE

Innovative solutions to the challenge of measuring across devices and platforms are providing clients with new measurement data. Is that data meeting the expectation of clients, and are they able to monetise it? We'll take an in depth look at how one TV market is approaching the hybrid measurement opportunity.

09:10

PANEL

MULTI-SCREEN MEASUREMENT: DELIVERING DESIRED RETURNS?

Lucia Antal, President of ARMA & Marketing Director, Pro TV (Romania)

Sarah Chen, General Manager, GroupM Knowledge (China)

Keld Nielsen, Global Commercial Director, Kantar Media Audiences

Diana Ong, Head of Media & Consumer Insights, MediaCorp (Singapore)

Sophia Toh, Senior Director, Marketing ROI, Visa (USA)

Moderator: Mandy Pooler, Director of Communications & Business Development, Kantar

Brands and agencies potentially have new monetisable data, but are their needs being met? And how are they coping with multiple datasets and sources? Content creators want to know how their programmes are performing across platforms and devices, but will research budgets stretch across all available measurement opportunities?

This panel considers how clients are making use of new multi-screen measurement data and whether it's meeting their expectations. They will consider this across the client spectrum, from advertisers and media agencies to content producers and broadcasters.



groupm 群邑 | Knowledge 360°

MEDIACORP

VISA

09:50

THE INTERVIEW

RE-ENGINEERING THE FOUNDATIONS

Justin Sampson,
Chief Executive, BARB (UK)
Richard Asquith, Global CEO,
Kantar Media Audiences

There are many challenges in developing TV audience measurement services so that they're fit for the future. Justin and Richard will explore the practicalities of creating hybrid measurement solutions and the implications on established principles of delivering audience measurement services.



10:20

NETWORKING BREAK

Another chance to mingle with the great and the good of the 2014 World Audiences Summit.

This is also your last opportunity to check out of your bedroom – if you're not staying on in LA that is!

MEETING NEEDS

THURSDAY 12 JUNE

Three case studies from three very different markets consider the opportunities and challenges for audience research. Which tools and techniques have already been deployed and what is on the roadmaps?

We also consider the impact to media research of fragmentation and whether the industry has the right structure to deal with future needs.

10:50

RETURN PATH DATA: USE AND EXTENSION THE AFRICAN WAY

**Brenda Wortley, Director –
Strategy and Research,
DSTV (Africa)**

MultiChoice, DSTV Media Sales, Kantar Media and TNS have been working in partnership since 2007 to establish South Africa's first return path audience measurement service. The panel now has an aggressive expansion plan to cover Sub-Saharan Africa. Brenda will present the concept, the overarching vision and the benefits it has already brought.

11:05

RATIONALE FOR UNIFIED CROSS-PLATFORM MEASUREMENT

**Vivian Tin, Head, Integrated
Customer Business Development,
ABS-CBN (Philippines)**

ABS-CBN is currently involved with many types of media – TV, cable, radio, print and cinema. Ultimately, ABS-CBN aims to analyse all these different platforms in one system. Vivian will present her rationale and context.



11:20

THE BBC AND ITS GLOBAL AUDIENCE: THE INSIGHT AND MEASUREMENT CHALLENGES OF A MULTI-PLATFORM, MULTI-CONTENT MEDIA PROVIDER

James Holden, Director of Marketing & Audiences, BBC News (UK)

BBC News is the world's largest broadcast news organisation, reaching towards 300 million people around the world every week across TV, radio, online and mobile and is available in 28 different languages.

James will give us his insights into the measurement challenges faced by BBC News along with their priorities and vision.



11:35

QUESTIONS TO THE SPEAKERS

11:45

PANEL

BACK TO THE FUTURE: MEETING THE NEEDS OF THE INDUSTRY

Dr. Antonio Carvalho, Chief Research Officer, Kantar Media Audiences
Bas de Vos, Director, SKO

Julian Dobinson, Director of Insight & Research, BSkyB

Gunnar Pettersson, Director of Research, Viasat Broadcasting

Jonny Protheroe, Head of Market Insights, Google

Moderator: Andy Brown, CEO & Chairman, Kantar Media

Yesterday we considered the evolving relationship between media research providers and clients amid increasing fragmentation. This high-level panel session goes further and considers the impact of fragmented approaches to media research.

Some markets already have multiple TAM panels, each devoted to tracking specific audiences and delivery platforms. Is the concept of a single, integrated currency in that splintered environment a lost cause?

The session will also ask how we ensure measurement remains compatible with the ever-evolving array of devices and platforms that consumers use.



Entertainment at your command



SCREEN TARGETING

THURSDAY 12 JUNE

12:30

LUNCH

Lunch will be served on the Garden Terrace. Our Summit team will direct you from the Albert Foyer.

Social networks and second screens present new opportunities for advertisers to target viewers based on their social profiles and behaviours. At the same time, platform operators are considering the opportunities of addressable TV advertising. Social channels also offer new metrics; how can they best be used to complement traditional viewing and appreciation metrics? Where is addressable TV advertising working?

13:45

KEYNOTE

TWITTER: AMPLIFYING THE POWER OF TELEVISION

Ali Rowghani, Chief Operating Officer, Twitter Inc.

How does Twitter 'amplify' the ad message for other media? How does it engage TV audiences? What lessons can be shared in terms of awareness, commercial opportunities and ratings?

Ali will answer all of these questions and more in his presentation. He'll also provide insight into Twitter's partnership with Kantar and there will be a chance to ask him some questions.



14:15

UTILISING TV ATTRIBUTES TO TARGET ONLINE AD CAMPAIGNS

Dr. Joey You, Director of Video
Analytics, Xaxis

Joey will present Xaxis' approach to the video advertising marketplace and TV solutions. He'll show us some real life case studies to represent how audience targeting tools are supporting advertisers' goals.



14:30

KEYNOTE SILVER SCREENS

Peter Tortorici interviewed by
Nick Burfitt, Global Director,
Kantar Media Audiences.

How does Hollywood use research in its creative thinking? Peter will provide us with a view from Hollywood as we consider what the audience measurement industry can learn from cinema and where the studios see the future of TV. There will be an opportunity to ask questions at the end of his session.



15:10

THE FINAL SCENE

Richard Asquith, Global CEO,
Kantar Media Audiences

15:30

CLOSE