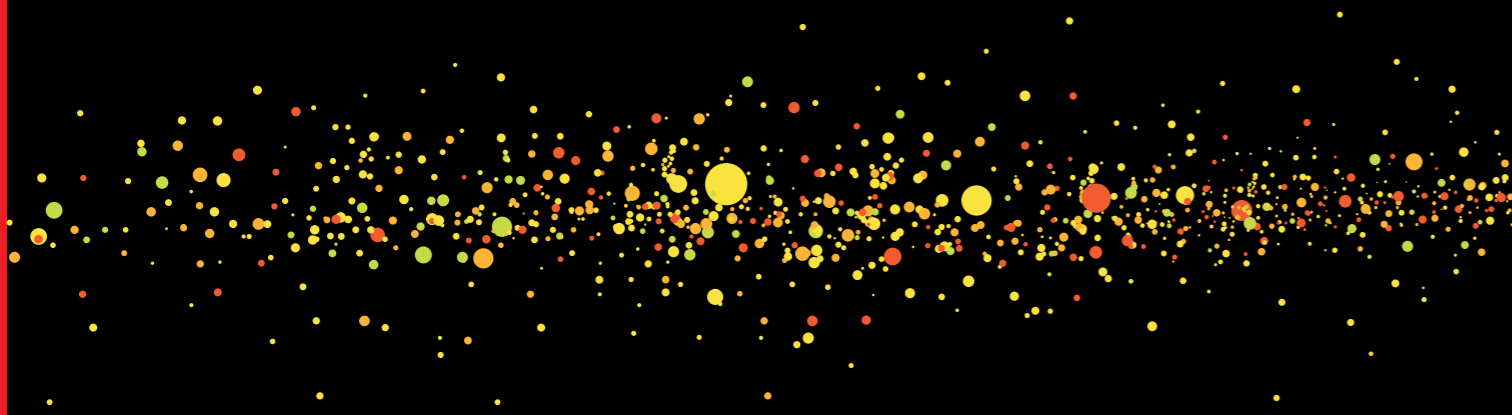


THE WORLD AUDIENCES SUMMIT 2011

TUESDAY 14 JUNE



DAY ONE



18:00-20:00
Welcome Reception

SoHi, Soho Trump Hotel

A chance to meet your fellow summit attendees as you enjoy the Manhattan Skyline.



AGENDA

AGENDA

SETTING THE STAGE

WEDNESDAY 15 JUNE

DAY TWO



07:00-08:15 Breakfast

Breakfast will be served in Hudson Square (Fourth Floor).

SETTING THE STAGE

08:30 Welcome & Summit Overview

Richard Marks
Global CEO
Kantar Media Audiences

Richard Marks sets the stage for our two days together. We'll discover the background to the first World Audience Summit and what we hope to achieve.

09:00 KEYNOTE

Follow the Consumer: The Future of Media and Measurement

Jeffrey Cole, Director of Centre for the Digital Future at University of Southern California – Annenberg School

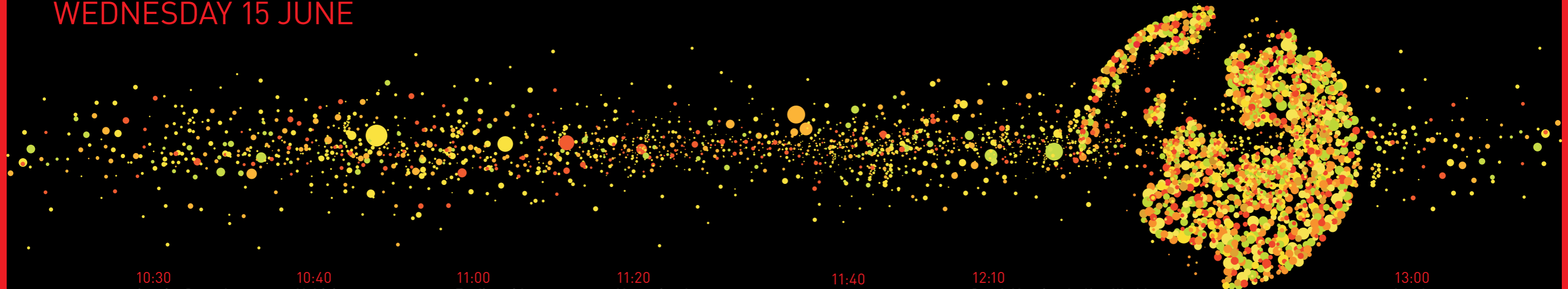
Media and communications expert, Jeffrey Cole, will delve into the big questions facing all involved in media measurement: 'What will the industry look like in ten years?', 'Where do trends converge?' and 'How are different devices used today?' You will have the opportunity to ask questions after the presentation.

10:00 Networking Break

Refreshments will be served in Hudson Square (Fourth Floor).

PERSPECTIVES ON NEW WORLD MEASUREMENT

WEDNESDAY 15 JUNE



10:30

Opening Remarks

Keld Nielsen
Global Business
Development Director
Kantar Media Audiences

Keld Nielsen introduces three case studies from three continents using three different approaches to audience measurement.

10:40

Multi-Screen Measurement: The Singapore Experience

Ms Lim Suat Jien
Executive Vice President
Channel 5 & Okto,
MediaCorp

MEDIA CORP

11:00

Trading with Return Path Data: Learnings from South Africa

Brenda Wortley
Head of Research
and Strategy
Multichoice

DSTV
MEDIA SALES

11:20

Measuring the Web 2.0 – Hybrids in Effect

Kristian Tolonen
Head of Research
NRK (Norway)

NRK

11:40

Networking Break

Refreshments are available in Hudson Square (Fourth Floor).

12:10

Panel: Mapping the New World

Our international panellists discuss the industry's latest innovations and their hopes and expectations for the future of audience measurement.

Moderator:

Bjarne Thelin
Chief Executive, BARB

BARB
BROADCASTERS' AUDIENCE RESEARCH BOARD

Panellists:

Jim MacLeod
President & CEO, BBM Canada

Doug Peiffer
CEO, OzTAM

Lars Thunø
Audience Research Manager,
Danish Broadcasting Corporation

13:00

Lunch

Lunch will be served in the Hudson Room.

PERSPECTIVES OF NEW YORK

WEDNESDAY 15 JUNE

14:00

Networking Summit Activities

Now a chance to explore this famous city. All attendees have signed up for one of four afternoon activities. If you have any questions please contact the Summit Helpdesk.



19:15-22:45

The World Audiences Summit Banquet

Russian Tea Room

For over 80 years, New York's defining cultural moments have taken place at the Russian Tea Room. Join us tonight as it plays host to the inaugural World Audiences Summit Banquet.



CROSS-MEDIA: AN ECOSYSTEM PERSPECTIVE

THURSDAY 16 JUNE

DAY THREE

07:00-08:30
Breakfast

Breakfast will be served in Hudson Square (Fourth Floor).

09:00
Welcome

Richard Marks
Global CEO
Kantar Media Audiences

09:10
Opening Remarks: Cross-media now and in the future

Eric Salama
Chairman & CEO
Kantar Media

An in depth look at how the industry in the US and beyond is measuring cross media.

09:25
The Client's Story

Richard Fielding
Chief Client Officer, North America
Kantar Media

A discussion focusing on cross-media: why it is so important to marketers and why they invest in it. A look into the benefits and challenges cross-media brings to companies.

09:35
The Agency Story

Bessie Lee
CEO, Group M China

Lyle Schwartz
Managing Partner Implementation
Research and Marketplace
Analysis, Group M

groupm

09:55
The Media Owner Story

James Holden
Head of Audiences, BBC



10:15
Questions

10:30
Networking Break

Refreshments available.

INSIGHTS BEYOND DEMOGRAPHICS

THURSDAY 16 JUNE

11:00
Opening Remarks

Jean-Michel Portier
Global CEO
Kantar Media

11:15
US Addressable Advertising – Past, Present, and Future

Helen Katz
SVP Research Director
Starcom MediaVest Group



11:35
Insights from Single Source Data

Julian Dobinson
Research Director
BskyB



11:55
A Personal Perspective

Nick Nyan
Chief Digital Office
Kantar

Nick will draw on his 17 years of industry experience to offer us his personal perspective. He will share his insights into the current landscape and the challenges facing media owners, along with some personal stories from his time working on the Obama campaign.

12:25
Questions

A CLOSING PERSPECTIVE

12:45
Closing Remarks

Richard Marks
Global CEO
Kantar Media Audiences

13:00
Lunch

Lunch will be served in Hudson Square.

14:00
Departures