

THE WORLD
AUDIENCES
SUMMIT 2017



Your Passport

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AUDIENCES
SUMMIT2017

This is your passport to The World Audiences Summit 2017. It contains key information you need for the next three days.

Please see your personalised details on page 6 for information about your welcome dinner, networking activity and app pin.

0709062017

ACKNOWLEDGMENTS

Sincere thanks to our programme advisory group who have helped shape the programme.

Brian Cotty
Almap BBDO

Christian Kurz
Viacom

Julian Dobinson
Sky

Daniela Novick
FOX

Lucy Gregory
Walt Disney Company

Lyle Schwartz
GroupM

John Richard Hewitt
TV2

Gill Whitehead
Google

Y T O S a O e O Y O

WELCOME

I'm thrilled to welcome you to Miami and to The World Audiences Summit 2017.

Nestled between the Florida Everglades and the Atlantic Ocean, it's a bustling combination of cultures and a leader in finance, the arts and of course, media.



Our annual event is shaped by the feedback from clients and those who participate. Last year one participant told us: *"The World Audiences Summit should be used to drive the world video industry in a certain fashion it could be a powerful tool to direct the industry."*

So that's what we did.

We're at an exciting yet radical time of change in our industry. Our summit programme, whilst maintaining the important opportunity to share learnings and experiences now includes a hard look at the changes impacting the media research industry here in 2017. I hope you'll find the line-up stimulating and inspiring.

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And we're changing too.

From 1 January 2017 we have implemented a new organisational structure at Kantar Media. Forming part of a wider transformation programme it enables us to better organise ourselves to respond to the needs of our clients as we embrace the changes in the media industry and seek to deliver a holistic view of media consumption, performance and value. You can explore our new organisational design in the Summit app (select the Information menu).

More news on further developments over the coming months but for now, please enjoy your time here. It's a fantastic opportunity to open up new conversations while enjoying some truly memorable Miami experiences.

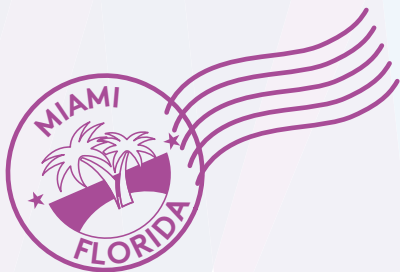
I look forward to your company over the next few days.

Andy Brown

CEO and Chairman, Kantar Media

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WHERE YOU NEED TO BE, AND WHEN.

All locations are on the Ground Floor of the EDITION Hotel unless otherwise noted.

WEDNESDAY 7 JUNE

- 18.30-20.00** **Welcome Party**
Opening Ceremony
📍 *Tropicale*

THURSDAY 8 JUNE

- 06.30-08.30** **Refuel: Breakfast**
📍 *Matador Restaraunt & Terrace*

- 08.30-12.15** **Summit in-session**
📍 *The Forum Ballroom*

- 12.15-13.15** **Pause: Lunch time**
📍 *Matador Restaraunt & Terrace*

- 13.15-17.30** **Experience Miami:
Networking Activities**
📍 *Meet in Lobby, EDITION Hotel*

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19.00-00.00

Gala Dinner

The Kantar Media White Party

 *Meet in Lobby, EDITION Hotel*

FRIDAY 9 JUNE

06.45-08.45

Refuel: Breakfast

 *Matador Restaraunt & Terrace*

09.00-12.55

Summit in-session

 *The Forum Ballroom*

12.55-14.00

Dine and Discuss: Lunch

 *La Vista Terrace, Fourth Floor*

14.00-15.15

Summit in-session

 *The Forum Ballroom*

15.15

Closing Drinks

 *Lobby Terrace*



Wi-Fi is available throughout the EDITION Hotel.
Please connect using the details below:

Network name: Kantar Media

Password: FUTVRE

Y T O S a O e O Y O

MAKING THE MOST OF YOUR TIME AT THE SUMMIT

DOWNLOAD THE SUMMIT APP

Search for *The World Audiences Summit* in your app store and download the 2017 app. Log in using your email address and the password on page 6 of this passport. Make sure you upload your photos to the Gallery, there's a prize for the best photo!

SPEAKERS CORNER

Presenters will be available in the *Speakers Corner*, just outside the Summit room in the break following their session block. Please use this unique opportunity to continue the conversations started on stage, ask follow-up questions or just make an exchange!

GET SOCIAL

Our hashtag for the Summit this year is **#FUTVRE17**. Follow along and share your thoughts and experiences online using this tag. You can find links to the Kantar Media social accounts in the app.

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HELPING YOU TO NETWORK

The breaks, activities and meals throughout the Summit provide great opportunities to meet the other key industry thinkers here in Miami. Completing the *Manage your interests* section under *My Profile* in the app will help you find participants with similar interests and share experiences and knowledge. You can also arrange a meeting through the app, or reach out to peers directly.

DISCOVER MORE – AND COMPETE!

During the breaks between Summit sessions you can experience our measurement showcase, explore our pop-up data zone and play *From TV to TV – the game* in the area outside the Summit room.

QUESTIONS?

Email us at info@worldaudiencessummit.com, or speak to any of the Summit team who will be happy to help. If you need to speak to us urgently, please call Jo Tyler on **+44 (0) 7798 620633**.

