



# AGENDA

SCHEDULE OF EVENTS

TUESDAY 25 JUNE


# THE WORLD AUDIENCES SUMMIT 2013

▶ 18.30

## WELCOME PARTY

Join your fellow Summit attendees for a beach party at the foot of the glamorous W Barcelona – where the hotel meets the Mediterranean Sea.

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

 #audiencessummit13

WEDNESDAY 26 JUNE

# SETTING THE STAGE

▶ 08.30

PRESENTATION

## SETTING THE STAGE

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

If a week is a long time in politics, then a year in audience research can sometimes feel like an eternity! Welcome to the 2013 World Audiences Summit and the opportunity to reflect on another year of change. Of course, we'll be gazing into the future too. So, how has device take-up and media consumption shifted in the past 12 months? Let's find out...

Richard outlines our two days together in Barcelona and welcomes everyone to the World Audiences Summit.

## BREAKFAST

Breakfast is served on the Great Room terrace from 7.00 a.m. and is exclusive to Summit attendees.

Enter from the Living Room and the Great Room foyer on the ground floor.

▶ 09.00

OPENING KEYNOTE

## WATCHING, LISTENING, TEXTING, READING - THE AUDIENCE AS A MACRO FORCE IN MEDIA FUTURES


**J. Walker Smith, Executive Chairman, The Futures Company (North America)**

Walker will examine the prognosis for broadcast media in the connected era. He will ask what we can learn from consumer and technology trends and will discuss how a future-led approach can unlock new opportunities for growth. The presentation will be followed by a chance for delegates to pose questions.

▶ 09.35

## NETWORKING BREAK

the  
futures  
company

 #audiencessummit13

WEDNESDAY 26 JUNE

# CONNECTION: NEW BEHAVIOURS & ENGAGEMENT

▶ 10.05

## OPENING REMARKS

**Keld Nielsen,**  
Global Commercial Director,  
Kantar Media Audiences

How are audiences responding to the glut of always-on content available at the touch of a button or swipe of a tablet? And how are media owners and platform providers seeking to satisfy the demands of the connected consumer? We explore these questions, consider the emergence of new audience analytics and discuss how audience management is tackling these new challenges and opportunities.

▶ 10.15

PRESENTATION

## DID WE DESERVE A GOLD MEDAL? MEASURING MULTI-PLATFORM AUDIENCE BEHAVIOUR AT THE LONDON 2012 OLYMPICS

**James Holden,** Director of Audiences, BBC (UK)

The digital legacy of the London 2012 Olympic Games is up for discussion. Key points will include: how did viewers respond to the multi-screen, cross-platform coverage? What were the audience measurement challenges? And how are we using what we learnt for future events?



▶ 10.35

PRESENTATION

## CHALLENGES OF PAY TV IN SPAIN

**Cristina Gómez Corregidor,**  
European Ad & Market  
Research Manager, FOX (Spain)

Cristina will look at the big challenges facing niche channels in the era of connected contact. She'll also discuss how TV ratings are helping these channels better understand audiences and how audience research is shaping content.



▶ 10.50

PRESENTATION

## TRANSMEDIA STORYTELLING: TELLING STORIES ACROSS MULTIPLE PLATFORMS

**Anna Maria Treneva,** Digital Media Director, CTC Media (Russia)



▶ 11.05

PRESENTATION

## CHANGING LIFESTYLES – HOW TELEVISION IS DRIVING SOCIAL CHOICES IN PAKISTAN

**Salman Danish Naseer,** CEO, Medialogic (Pakistan)

We'll hear how viewers responded to TV coverage of the recent historic elections in Pakistan – and how the viewing data was used by political parties.



▶ 11:20

INTERACT

## QUESTIONS TO THE SPEAKERS

Get your questions in.

▶ 11.30

## NETWORKING BREAK

▶ 12.00

PRESENTATION

## COMPANION SCREENS. HOW PLATFORM OPERATORS AND PRODUCERS ARE ENGAGING VIEWERS WITH COMPANION SCREEN EXPERIENCES.

**Matthias Hahn,** Head of Commercial Distribution, Sky Deutschland (Germany)

What lies behind the successful take-up of Sky Go in Germany? How is the companion screen shaping Sky Deutschland's distribution strategy? Matthias will explain all.



WEDNESDAY 26 JUNE

# CONNECTION: NEW BEHAVIOURS & ENGAGEMENT

▶ 12.15

PRESENTATION

**SIGNAL NOT NOISE.  
THE VALUE OF SOCIAL  
MEDIA DATA IN  
MODERN BROADCAST  
ANALYTICS.**

**Mark Donovan, Research  
Manager, Channel 4 (UK)**

**Ted Littledale, Product  
Director, SecondSync (UK)**

Ted and Mark will put the relationship between broadcast TV and social media under the microscope. They'll ask whether social TV engagement is broad enough to derive meaningful insights and discuss how media owners and brands are using social TV analytics.



▶ 12.35

INTERACT

**QUESTIONS TO THE  
SPEAKERS**

Get your questions in.

▶ 12.45

THE INTERVIEW

**FUTURE  
CONNECTIONS**

**Manuel Daehler, Chief  
Executive, Mediapulse  
(Switzerland)**

**Justin Sampson, Chief  
Executive, BARB (UK)**

**Moderator: Andy Brown,  
Chairman, Kantar Media**

We'll ask the big questions, including: how is audience measurement responding to the connected challenge? How are new measurement techniques tracking viewing across platforms and devices? And what is the next game-changing innovation for joint-industry committees (JICs)?



▶ 13.15

LUNCH

Lunch will be served from 13.15

WEDNESDAY 26 JUNE

# MAKING CONNECTIONS

▶ 14.30

NETWORKING  
ACTIVITIES

**MAKE  
CONNECTIONS  
IN CATALONIA**

This isn't just an opportunity to explore the cultural riches of Barcelona. It's also your chance to form worldwide connections across our industry. Embrace it to get the most out of your Summit experience. More information, including your chosen activity can be found at the Summit helpdesk outside the Great Room.

▶ 20.00

**THE WORLD  
AUDIENCES  
SUMMIT BANQUET**

Join us at the palatial National Art Museum of Catalonia (MNAC) for the 2013 World Audiences Summit Banquet. In this treasure trove of Catalanian culture, we'll enjoy an evening of fine wine, great food and lively conversation. Coaches will leave from outside the W Hotel at 20:00.

▶ 23.00

**THE WORLD  
AUDIENCES  
SUMMIT OFFICIAL  
AFTER-PARTY**

Following the gala dinner, coaches will be available to take you to our Summit After Party, which is being hosted at Shoko on the beach. If you are more interested in getting an early night, there will also be coaches coming back to the hotel too!

THURSDAY 27 JUNE

# CONNECTION: NEW DISTRIBUTION & MONETISATION

## BREAKFAST

Breakfast is served from 08:00 on the Great Room terrace and is exclusive to Summit attendees. Enter from the Living Room and the Great Room foyer on the ground floor.

▶ 10.00

## WELCOME

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

▶ 10.10

## OPENING REMARKS

**Isabel Serrano, Global Online & Strategy Director, Kantar Media Audiences**

The distribution of content via internet protocol (IP) and mobile networks offers rich opportunities for innovation. Today, we'll look at the market dynamics in two major developing nations and consider the broader impact of mobile on other media. We'll also hear from speakers working in the intersection of media convergence.

▶ 10.20

## THE INTERVIEW

### A TALE OF TWO TERRITORIES

**Brenda Wortley, Director Strategy & Research, Digital Media Sales (South Africa)**

**Bharat Ranga, CCO – Worldwide Content Head of Zee Network, ZEE TV (India)**

**Moderator, Jennie Beck, Global Director, Kantar Media**

Our interviewees will compare and contrast the media challenges in two contrasting territories.



▶ 10.50

## PRESENTATION

### MOBILE – BREAKING DOWN TRADITIONAL SILOS

**Jide Sobo, Head of Mobile, MEC Interaction (UK)**

Jide will unearth some of the recent innovations in mobile marketing. How are brands responding to the opportunities of Gen C? And what impact is mobile having on TV, online, print and out-of-home advertising?



▶ 11.10

## NETWORKING BREAK

▶ 11.40

## THE WORLD CONVERSATION

### ADDRESSING COMPLEXITY

**Moderator, Kristian Tolonen, Head of Research, NRK, (Norway)**

**Joint Industry Committees, Magnus Anshelm, Chief Executive, MMMS (Sweden)**

**Owner (Broadcaster), Alexander P. Nielsen, Nordics Research Director, Discovery Networks (Denmark)**

**Agency, Joanna Von Felkerzam, Director, Research & Insights, APAC, Starcom MediaVest Group (Hong Kong)**

The panel will ponder how major technology and behavioural developments are impacting the television business – as well as what this means for audience research and whether our community is keeping up.

▶ 12.40

## LUNCH

THURSDAY 27 JUNE

# CONNECTION: NEW MEASUREMENT

▶ 13.40

## OPENING REMARKS

**George Shababb, President, North America, Kantar Media Audiences**

What data matters to media planners and buyers? We'll examine the techniques which are providing new insights into the role of media in the consumer's path to purchase.

We'll also reveal how neuroscience is helping to explain audience behaviour, plus its contribution to content shaping and marketing. Finally, we'll hear a valedictory speech from an industry great.

▶ 13.50

PRESENTATION

## BEYOND THE TRADITIONAL

**Lyle Schwartz, Managing Partner, Group M (North America)**

Lyle will ask: 'how are data overlays better defining consumer behaviour from media consumption to product purchase?' He'll also discuss the various datasets that are used in data overlays and how Group M is applying data overlays in its own media planning process.

**groupm**

▶ 14.10

PRESENTATION

## EMOTION RULES

**Lars Thunø, Head of Research, DR (Denmark)**

In what promises to be an exciting presentation, Lars will reveal how neuroscience is contributing to our understanding of audience behaviour. He'll then delve into the relationship between neuroscience and marketing – and look at how TV programmers are already making use of it.

**DR**

▶ 14.30

CLOSING KEYNOTE

## A PERSONAL CONNECTION

**Torin Douglas, Former Media Correspondent, BBC (UK)**

With his distinguished career, Torin will look back on the highs and lows of 24 years on the media beat. He'll consider how the TV industry has evolved and the challenges and opportunities in the connected era, both now and in the future.

▶ 15.00

INTERACT

## QUESTIONS TO THE SPEAKERS

Get your questions in.

▶ 15.10

## CLOSING REMARKS

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

▶ 15.30

CLOSE