

Symphony

THE WORLD  
AUDIENCES  
SUMMIT 2015

KANTAR MEDIA

# DON'T MISS A BEAT

YOU'RE SUMMIT PROGRAMME

#Symphony15




18:00

**THE OPENING NOTES**  
WELCOME PARTY

Meet your fellow Summit attendees at the glamorous Clube dos Caiçaras. Catch up with old friends and introduce yourself to new faces while enjoying a panoramic view of Rio de Janeiro. Transport departs outside the Copacabana Palace Hotel at 18.00.

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

# Tuesday

 #Symphony15



07:00 – 08:15

**BREAKFAST**

Start off your day the Brazilian way with a healthy, poolside breakfast. Head to the Pergula Restaurant on the Ground Floor.

The Summit Plenary Sessions will take place in the Crystal Room on the first floor of the main building.

**FIRST MOVEMENT**

In our opening sonata, we'll consider television's expansive new landscape and the impact of recent developments on audience measurement. We'll also examine changing audience behaviours and the strategies advertisers and broadcasters are adopting to engage with connected viewers. Finally – in a rallying call to our industry – we'll hear how audience research is rising to new challenges using two pioneering case studies as examples.

08:30

**THE SUMMIT OVERTURE**

An introduction to the Summit plenary sessions and the tools available to make the most of your time in Rio.

**RICHARD ASQUITH  
& JOHN McCARTHY**  
Kantar Media

08:45

## OPENING KEY NOTE

**HOW AUDIENCES AND BRANDS LIVE AND THRIVE IN TODAY'S TV**

**NEIL MORTENSEN**  
Director of Audiences,  
ITV

The future of television is already here. Neil will walk us through some of the great changes in the UK's television landscape and how audiences, advertisers and broadcasters are adapting and evolving.



09:10

**QUESTIONS**

A chance to pose questions to Neil. Submit yours using your iPad or using the microphones.

09:30

## INTERLUDE

**COFFEE, NETWORKING AND INNOVATION**

A chance to refuel and connect with your fellow professionals. As well as taking a group photo, we will be showcasing some of the latest innovations in audience research.

# Wednesday

10:00

Key NOTE

**INTERPRETING THE SCORE****RICHARD ASQUITH**Global CEO,  
Kantar Media Audiences

Richard will delve into the state of the TV world, separating the truth from the speculation. He'll examine the facts around 'declining' audiences and show how the picture is far from uniform around the globe. Having explored what's really going on, Richard will discuss what it all means for the audience research industry.

10:20

COUNTRY RECITAL

**INNOVATIVE TAM SOLUTION: OUT-OF-HOME VIEWING IN NORWAY****ALEXANDER NIELSEN**Director of Research & Strategy,  
Discovery Networks Northern Europe

The Norwegian TV industry has extended measurement to cover out-of-home viewing. Alex's presentation will share why they did this, the results they've uncovered and how this new data has been incorporated into the core TAM panel. He'll also look to the future, focusing on how measuring 'all TV' provides ever greater insights into the viewing habits of the Norwegian population.


**DISCOVERY NETWORKS**  
NORTHERN EUROPE

10:35

COUNTRY RECITAL

**HARVESTING THE BENEFITS OF RURAL TV AUDIENCE MEASUREMENT****VIVIAN TIN**Head of Integrated Customer  
Business Development,  
ABS-CBN

Media researchers need to measure the entire population – not just urban areas. With this in mind, Vivian will discuss the TAM rural expansion being pioneered by ABS-CBN in the Philippines.



10:50

INTERLUDE

**COFFEE, NETWORKING AND INNOVATION**

Grab some caffeine and take another look at the latest innovations in audience research.

**SECOND MOVEMENT**

Our adagio is upon us and the tempo is rising as we salute the march of the innovators. We'll begin by looking at new monetisation: how might programme buying move beyond online display and into TV? And what would this mean for audience measurement? We'll then consider a momentous world first: measuring and reporting TV viewing behaviour in all its forms across all platforms. Finally, we'll close our second movement by discussing a future innovation roadmap.

11:20

VIRTUOSO OPINION

**THE FUTURE OF PROGRAMMATIC: WHERE WILL WE SEE THE GROWTH IN PROGRAMMATIC ADVERTISING AND WHAT WILL BE THE IMPACT ON AUDIENCE MEASUREMENT.****JED MEYER**Global Research Director,  
Annalect

Over the past 18 months, 'programmatic' has become the TV industry's favourite buzzword. But what does it actually mean for the research measurement industry? Jed will discuss how and why programmatic is going beyond digital display plus the entwined relationship between programmatic buying and audience measurement.

annalect

11:40

COUNTRY RECITAL

**AN INSTRUMENTAL WORLD FIRST****BUILDING THE SKO-VIM FACTORY; THE NEW INDUSTRY STANDARD****BAS DE VOS**Managing Director,  
SKO

In April 2013, SKO decided they should be measuring and reporting viewing behaviour for all video content and commercial messages across every platform – with a quality level comparable to current TAM research. This daring concept is now a reality. Bas will talk us through the journey – and the initial results.



12:05

VIRTUOSO OPINION

**THE UNFINISHED SYMPHONY****KELD NIELSEN**

Global Director of Audience Measurement, Kantar Media Audiences

The measurement industry never stops evolving. So we never stop innovating. Keld Nielsen is here to discuss the questions being asked by our clients – and how we're answering them. He'll also take us through our planned innovations and the timelines behind them.

12:25

**YOU CALL THE TUNE****ANDY BROWN**

Global CEO &amp; Chairman, Kantar Media

We close the plenary session today with a chance to pose your questions to all our speakers.

**EMBRACE & RHYTHM OF RIO**

**Brazilians are world famous for their outgoing, sunny personalities. Follow their lead and build lasting connections with your industry peers.**

13:00

**LUNCH**

Join us on the balcony of the Copacabana Palace Hotel for a beautiful lunch. We'll eat, chat and soak up the bustling coastal atmosphere.

14:00-17:30

**NETWORKING ACTIVITIES**

It's time to get a real taste of Rio. We'll be hitting the streets on bikes and buses and experiencing some of the true wonders of the world. This could be Sugar Loaf Mountain, Tijuca Forest or the iconic Christ the Redeemer statue. Wherever you end up, one thing's for certain: you'll never have a more picturesque opportunity to network with your international industry peers.

You can find your choice of activity in your welcome pack or by asking a member of the Summit production team.

19:00

**THE CARNIVAL BANQUET**  
CASA DAS CANOAS

Are you ready to shake your tail feather? Join us at the grand Casa das Canoas for the 2015 World Audiences Summit Banquet.

Nestled in an old, atmospheric plantation site, our stunning venue is an Old Rio classic built in the colonial style and oozing Brazilian charm.

Transport will leave from outside the Copacabana Palace Hotel at 19.00.

Dress code: Smart Casual.

Hosted by  
**ORLANDO LOPES**  
CEO,  
IBOPE Media, a Kantar Media company

23:00+

**THE ENCORE**  
AFTERPARTY

Brazilians hate to see a party end. And so do we. Carry on the fun at the hotel pool bar and enjoy a night-cap under the stars.

07:00 – 8.45

**BREAKFAST**PERGULA RESTAURANT  
(GROUND FLOOR)

Enjoy breakfast while looking out across one of Rio's largest and most attractive pools. A harmonious start to the day.

**THIRD MOVEMENT**

Our minuet sings the song of partnership, demonstrating that audience measurement in TV's brave new world requires collaboration. We'll discuss the evolving needs and approaches of advertisers, delve into data science and explore what lies behind a major new partnership in TV audience measurement.

09:00

**BOM DIA!****JOHN McCARTHY**

Global Marketing  
Communications Director,  
Kantar Media Audiences

(That's 'good morning' in Portuguese for those of you who forgot your phrasebooks.) Here's to another day of insights.

09:10

BRAND RECITAL

**DELIVERING ROI:  
THE ACTIVIA STORY**

**MANUELA BASTIAN**  
Expert Solutions & Retail  
Services Director,  
Kantar Worldpanel

Manuela will share a case study commissioned by Danone focusing on the efficiency of media spend for a recent Activia brand campaign and the benefits to the industry in combining TV ratings and purchase data.

09:25

UP TEMPO DISCUSSION

**IN THE ADVERTISERS  
CHAIR**

**LEANA LESS**  
VP, Global Connections & Media,  
Coca-Cola

**EDUARDO CAMPANELLA**  
Marketing Director, Personal Care,  
Unilever

**MANDY POOLER**  
Global Director,  
Kantar

Leana, Eduardo & Mandy will look at the needs of advertisers today and tomorrow, plus their changing relationship with media owners. Advertising trends and new ad-tech approaches will also be up for discussion.



10:00

VIRTUOSO OPINION

**EXPLORING  
HYBRID AUDIENCE  
MEASUREMENT  
POSSIBILITIES  
IN CANADA**

**JIM MACLEOD**  
President & CEO,  
Numeris

**WILL KONING**  
Chief Research Officer,  
Kantar Media Audiences

Every market requires a unique approach to hybrid measurement. To demonstrate this, Will and Jim will share some of Kantar Media's cutting-edge research and insights from a hypothetical case study based on the possibilities in Canada.



10:20

INTERLUDE

**COFFEE, NETWORKING  
AND INNOVATION**

Mingle with your peers and explore some of the latest innovations. If you haven't already, be sure to check out of your room.

Thursday

10:50

COUNTRY RECITAL

**A CRYSTAL CLEAR PICTURE OF SKY DEUTSCHLAND'S VIEWERS****DIRK OTTO**

Audience &amp; Media Research Director, Sky Deutschland

How is Sky Deutschland using new and existing data sources to enhance understanding of their viewers? Where does return path data fit into the equation? And how do they measure linear, non-linear and out-of-home? Dirk will answer all these questions – and more.

sky

11:10

VIRTUOSO OPINION

**IN TUNEFUL ACCORD****GREG DALE**

Executive VP, International, comScore

**OLIVER PISCHKE**

Global Digital Director, Kantar Media Audiences

In February 2015, Kantar formed a strategic alliance with comScore. This duet will offer our clients new ways to measure audiences and campaigns across multiple platforms. In this presentation, Greg and Oliver will discuss the harmonious partnership so far.

 comScore

11:30

PANEL

**HOW TAM MEASURES UP****CHRISTIAN BRENT**

SVP, Global Research &amp; Audience Strategy, Fox

**CLARE O'NEILL**

Interim CEO, The Broadcast Research Council of South Africa

**BHARAT RANGA**

Founder, Rancorp Media Private Limited

Moderator

**JENNIE BECK**  
Director of Media, Kantar Media & TNS

Never short of opinions and experiences, our panel will discuss what should we really be measuring, how far can we realistically expect single-source to take us and an ensemble of other questions from you!

12:15

**LUNCH**

Served on the Balcony. Remember, the latest innovations in audience measurement are still on display in the Gallery Room. Pop in and find out more once you've finished your meal.

**FOURTH MOVEMENT**

The tempo builds once more as we reach our allegro – featuring a powerful trio and a rousing final ensemble performance. We'll start with social TV looking at the relationship between TV and Twitter and the significance of engagement tools for broadcasters, content producers and advertisers. The final movement's crescendo will be the first ever Summit Debate: will programming over the internet be as vital to the advertising industry as traditional TV platforms?

**Do join in the chorus.**

13:45

**TWITTER & THE EVOLUTION OF TELEVISION****DR. JEFFREY GRAHAM**

Global Research Director, Twitter

What's the state of Twitter and Social TV data in 2015? And what's the relationship between social media activity and TV viewing? Jeffrey has the answers. He'll also discuss how Twitter and Kantar Media have developed their Kantar Twitter TV Ratings and how they're currently being used.



14:00

UP TEMPO DISCUSSION

**HARNESSING AUDIENCE ENGAGEMENT****JAMES HOLDEN**

Global Director of Marketing &amp; Audiences, BBC News

**DR. JEFFREY GRAHAM**

Global Research Director, Twitter

**ERIC SALAMA**

CEO &amp; Chairman, Kantar

Following on from his presentation, Jeffrey will be joined on stage by James and Eric. With Eric as conductor, the three of them will discuss how different organisations are using Twitter and audience engagement tools to inform their programming and buying decisions.



BBC



14:30

**THE SUMMIT DEBATE**

Moderator  
**DAVID PHILLIPS**  
 President & COO,  
 NLogic

The first ever World Audiences Summit Debate is finally here. We'll be discussing the following statement: In the next 10 years, distribution of programming over the internet will be as vital to the advertising industry as traditional TV platforms. What's your opinion?



15:30

**THE FINAL NOTES**

Your chance to tell us which insights you'll be taking home with you.

16:00

**CLOSE**

Join us for one last drink on the Balcony. Let's toast another fascinating Summit.

