

ON AIR

THE  
WORLD  
AUDIENCES  
SUMMIT  
2016

# Insights in high definition

SUMMIT PROGRAMME



**14:00–17:00**

Networking

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**COMMUNITY ACTIVITY**

The READ Educational Trust

Participate in a local community project teaching English to underprivileged children and share your passion for learning. Find out more on pages 12–13.

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**18:00**

Welcome Party

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**A FEAST FOR THE SENSES**

On 19, The Westin Hotel

The 2016 Summit begins high up on the 19th floor of The Westin Hotel whilst enjoying the panoramic views of the city.

The welcome dinner that follows will be hosted by your local director from Kantar. Get to know your fellow participants over some of Cape Town's finest food and wine.

Hosted by: **Richard Asquith**,  
Global CEO, Audience  
Intelligence, Kantar Media

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# Tuesday

KANTAR MEDIA

comSCORE.

A Total View

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## The next frontier of cross-media measurement

Working in partnership, our cross-media measurement capabilities can deliver a total view of how audiences are consuming content and campaigns across media. For more information visit [www.kantarmedia.com/cross\\_media](http://www.kantarmedia.com/cross_media)

**06:30–08:15**

Breakfast

**BROADCAST BREAKFAST**

On 19, The Westin Hotel

Enjoy the view and the food from On 19 restaurant, high above the city on the 19th floor. Early risers will catch the breath-taking sun rise above Table Mountain at 7.43 a.m. Breakfast is also available on Thirty7 on the Ground Floor.

Make sure you are in the Harbour Foyer (floor -1) before 8.30 a.m. for the opening session! Coffee will be available from 8.15 a.m.

**08:30–08:50****PREPARING TO GO LIVE**

Introduction

The 2016 Summit begins with an overview of our programme outlining the schedule for the next two days.

**John McCarthy**

Global Marketing Communications Director, Audience Intelligence, Kantar Media

**08:50–09:10**

Keynote

**FROM TV TO ... TV**

Delivering standards not standardisation

Richard will discuss Kantar Media's philosophy for television and video measurement. He'll reveal how industry needs are being met in bold, innovative ways and explore how implementation in practice requires flexibility, pragmatism and cultural sensitivity.

**Richard Asquith**

Global CEO, Audience Intelligence, Kantar Media

**09:10–09:30**

Presentation

**PEOPLE WATCHING IN THE INTERNET AGE**

For 35 years, BARB has been dealing with fragmentation; it's the one constant in an era of perpetual change. Justin will share some of the new and exciting ways BARB is leading the Television industry whilst maintaining its natural responsibility to deliver trusted, objective evidence on changes in viewing behaviour.

**Justin Sampson**  
Chief Executive



# Wednesday

**09:30–10:00**

In Conversation

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## A TALE OF TWO MARKETS

Last year, Denmark and Thailand changed the way they measured TV audiences to achieve a complete market picture. How did they do it?

### **Wanee Ruttanaphon**

Chair, MRDA (Thailand)

### **Dennis Christensen**

Head of Audience Research,  
DR (Denmark)

in conversation with:

### **Keld Nielsen**

Chief Client Officer,  
Audience Intelligence,  
Kantar Media

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**10:00–10:30**

Networking

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## COMMERCIAL BREAK

Refreshments

Grab a hot or cold drink and network with other participants. Experience our interactive zone outside the Summit room.

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**10:30–10:50**

Presentation

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## 5, 6, 7, 8, ARE WE ON THE AIR?

Delivering Total Video measurement in the Netherlands!

In January 2016, the Netherlands marked a world first as daily online TV ratings were delivered to the market. Developed in partnership with Kantar Media, they form part of SKO's Total Video Integration Model. Bas will share some of the insights from the first five months, learnings and the roadmap for 2016 and beyond.

### **Bas De Vos**

Managing Director



**10:50–11:00**

Market Snapshot

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## ADDING VALUE

Time-shift TV viewing measurement in China

What can we learn from Chinese consumption of time-shifted TV, and what implications does it have for broadcasters, agencies and advertisers?

### **Zhizhong Liu**

Director Of Marketing  
Evaluation Department,  
Programme Controlling Office



**11:00–11:10**

Market Snapshot

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**THE POWER OF TELEVISION – INSIDE AND OUTSIDE THE HOME**

Last year we heard about incorporating out-of-home TV viewing into Norway's TV currency. 12 months on, we discover how it's progressed and the insights gained for broadcasters and advertisers.

**Alex Nielsen**

Head of Audience Measurement, TV 2 Denmark

(formerly Director of Research & Strategy at Discovery Networks Northern Europe)

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**11:10–11:20**

Market Snapshot

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**LEVERAGING TECHNOLOGY AND EXPERTISE – NEW SOLUTIONS FOR OLD PROBLEMS**

Discussing the challenges he and his team faced Salman considers the strengths of world-class metering technology and shares a world-first.

**Salman Danish Naseer**  
CEO

 **medialogic**  
MAKING SENSE OF INFORMATION

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**11:20–11:30**

Interview

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**FACE TO FACE WITH FACEBOOK**

Appointed head of Facebook Africa, Nunu explains why the continent is key and how they're creating tailored solutions, metrics and ad formats.

**Nunu Ntshingila**

Head of Africa, Facebook

**Eric Salama**

CEO & Chairman, Kantar

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**11:30–12:00**

Panel

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**NEW WAYS OF WORKING?****Lucia Antal**

President, ARMA

**Christian Brent**

SVP - Global Research & Audience Strategy, Fox

**Ekaterina Efimenko**

Head of Programming, TNT

**Helen Katz**

SVP Research Director, SMG

**Nunu Ntshingila**

Head of Africa, Facebook

Moderator: **Eric Salama**

CEO & Chairman, Kantar

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# Wednesday

**12:00**

Lunch

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## REFUEL & RELAX

Some networking activities require you to leave early with a packed lunch. Check if that applies to your selected activity by reviewing the details in your welcome pack, confirmation email or app.

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**13:00–17:00**

Networking

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## EXPERIENCE CAPE TOWN FROM LAND, SEA OR AIR

Networking activities

Discover the wonders this unique city has to offer. Stunning views from Table Mountain, a journey through history or getting close to the region's wildlife. Whatever it is, you'll return with a renewed appreciation for the nation's capital.

Your choice of activity can be found in your confirmation email, in your welcome pack – or just ask a member of the team.

Some activities will leave early. If you're registered for one of these, a packed lunch will be provided by the hotel to allow you to make the most of your afternoon in the Mother City.

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**19:00–02:00**

Gala Dinner & Party

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## THE WORLD AUDIENCES SUMMIT FESTIVAL

Gala Dinner & Party

Michelin-starred restaurant Reuben's plays host to a dazzling evening full of surprises. Don't forget your dancing shoes!

Transport will leave from outside the Westin Cape Town Hotel at 7 p.m.

Dress code: smart casual, however please feel free to dress smart if you wish.

Hosted by: **Andy Brown**  
Global CEO & Chairman,  
Kantar Media

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**06:30–08:45**

Breakfast

**BROADCAST BREAKFAST**

On 19, The Westin Hotel

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Make sure you are in the Harbour Foyer (floor -1) before 9 a.m. for the first session of the day!

**9:00–9:10**

Interview

**GOOD MORNING!****Richard Asquith**

Global CEO, Audience Intelligence, Kantar Media

**John McCarthy**

Global Marketing Communications Director, Audience Intelligence, Kantar Media

**09:10–09:40**

Presentation &amp; Panel

**CHANGING CHANNELS**

Stuart Murphy and Mandy Pooler discuss how broadcasters build relationships with viewers, how they respond to viewers' changing behaviour, and the role research has to play in achieving these goals.

**Stuart Murphy**

CEO, Doody

**Mandy Pooler**

Director, Kantar

**09:40–10:10**

Market Snapshot &amp; Interview

**CREATING AN AFRICAN TAPESTRY**

Measurement through the Return Path

Kantar has been working with Multichoice and DSTV since 2008 to extract value from their subscriber base. Using data sourced from the return path (RPD, Brenda and Aletta will present insights from across their subscriber base across Africa and share how the data informs their decision making.

**Brenda Wortley**

Head of Research & Audience Measurement

**Aletta Alberts**

Head of Content

In conversation with: **Nick Burfitt**

Managing Director of Asia Pacific, Kantar Media



# Thursday



## 10:10–10:30

Presentation

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### THE NEXT FRONTIER OF CROSS MEDIA MEASUREMENT

Paul and Isabel will explore comScore's partnership with Kantar to deliver world-class audience, campaign and brand measurement.

**Paul Goode**

SVP Strategic Partnerships,  
comScore

**Isabel Serrano**

Global Director of Strategic  
Partnerships, Audience  
Intelligence, Kantar Media

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## 10:30–10:40

Market snapshot

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### WHY WAIT?

How real-time ratings deliver competitive advantage

Antonio will consider the opportunities of real-time ratings for broadcasters, and their use in informing planning and programming decisions.

**Antonio Wanderley**

Chief Operating Officer,  
Kantar IBOPE Media

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## 10:40–11:10

Networking

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### COMMERCIAL BREAK

Refreshments

Grab a hot or cold drink and network with other participants. Experience our interactive zone outside the summit room.

If you're leaving Cape Town today, please use this time to check out of your room.

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## 11:10–11:15

Market snapshot

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### AFRICA IN PERSPECTIVE

**Jennie Beck**

Global Director of Media,  
TNS & Kantar Media

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**11:15–11:45**

Interview

**IN THE ADVERTISER'S CHAIR**

How are advertisers' needs changing in response to increasing media fragmentation and how are these affecting their relationships with media owners?

**Enzo Scarcella**

Chief Marketing Officer


 Telkom
**Claire Niehaus**

Media Manager



In conversation with: **Rob Powell**

CEO South Africa,  
Kantar Consumer Insights

**11:45–11:55**

Scene Setter

**MAKING THE GREAT LEAP**

Can Programmatic Truly Cross-Over From Digital To Television?

Jane delivers a thought-starter paper considering how fast programmatic is happening across the world, asking: what are we losing and what are we gaining?

**Jane Clarke**

CEO & Managing Director,  
Coalition for Innovation in Media  
Measurement

**11:55–12:10**

Presentation

**MASS PERSONALISATION**

How ITV is evolving its relationship with viewers

Insights into data development, programmatic, and its implications for measurement from one of the UK's largest commercial broadcasters.

**Neil Mortensen**

Director of Audiences, ITV

**12:10–12:40**

Panel

**PROGRAMMATIC TV – COMING TO A SCREEN NEAR YOU?**

Our panel will be discussing the relationship between television, programmatic and new automated trading models. What role do buyers have in these new advertising models, how does it impact measurement now and in the future?

**Jane Clarke**

CEO & Managing Director,  
Coalition for Innovation in Media  
Measurement

**Jana Eisenstein**

Managing Director of EMEA,  
Videology

**Gary McBride**

CEO &amp; President, LAMAC

**Neil Mortensen**

Director of Audiences, ITV

**Moderator: Andy Brown**

CEO &amp; Chairman, Kantar Media

# Thursday

12:40–13:45

Lunch

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## REFUEL & RELAX

Take a break from transmission with a hearty meal served in Thirty7 on the Ground Floor.

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13:45–14:00

Market Snapshot

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## IS DATA THE NEW SOIL (TO GROW TV REVENUES FROM)?

How dynamic ad insertion and database management with offline and online content are transforming approaches at this major UK commercial channel.

### **Martin Greenbank**

Head of Advertising  
Research & Development



14:00–14:20

Presentation

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## BUY & WHY

Delivering media effectiveness across the world

Patricia looks at the leading work Kantar is doing bringing together TV viewing data with purchase data in Asia, Europe & Latin America.

### **Patricia Beber**

Managing Director, Brazil

KANTAR WORLD PANEL

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14:20–15:00

Debate

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## THE WORLD AUDIENCES SUMMIT DEBATE

Following the success of our inaugural debate in 2016, Margo joins David on stage to chair our 2016 debate.

Chaired by:

### **David Phillips**

President & COO, Nlogic

### **Margo Swadley**

UK Managing Director,  
Audience Intelligence,  
Kantar Media

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**15:00–15:15**

Interact

**SUMMIT ON-DEMAND**

What caught your eye?

An opportunity for you to tell us what you're taking away from this year's Summit.

**John McCarthy**

Global Marketing  
Communications Director,  
Audience Intelligence,  
Kantar Media

**15:15–15:30**

Presentation

**CLOSING TRANSMISSION**

Summary &amp; Closing comments

Richard rounds off the 2016 Summit with some closing thoughts.

**Richard Asquith**

Global CEO, Audience Intelligence,  
Kantar Media

**15:30**

Networking

**THE OUT TAKES**

Farewell Drinks

Join us for drinks on the terrace before you fly home.

# Thursday



KANTAR MEDIA

Powering Informed Decisions

# Audiences Matter

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**Monthly insights into news  
and best practice from  
across the audience  
measurement space**

7000 people are already subscribed to receive our monthly newsletter, are you and your team? Sign up now by emailing us at [audiencesmatter@kantarmedia.com](mailto:audiencesmatter@kantarmedia.com).