

THE 2008 EUROPEAN TELEVISION SYMPOSIUM

Sponsored by:



AGB Nielsen
Media Research

CROSS-PLATFORM TELEVISION

6th-7th November, Lisbon

The growth of managed IPTV services has been quite slow over the last year, whilst the open access broadband video services which distribute clips, programmes and channels via the public internet (such as the BBC iPlayer as well as YouTube and a number of niche video services) continue to soar. The Beijing Olympics in August and the US presidential elections in November will further boost the take-up of broadband video services as coverage of the games was streamed via the web. Meanwhile, US presidential candidates will embrace social networks such as MySpace and Facebook to reach younger voters. NBC throughout the Olympics and beyond has been engaged in an important piece of research that will give us first insights into how consumers are responding to these new viewing opportunities.

The UK remains central to the development of many of these services. There, as in the US, 'big media' are striking back. Having seen their broadcast content clipped and copied and illegally uploaded to any number of video sharing sites, initiatives such as Project Kangaroo (BBC Worldwide, ITV and Channel 4) in the UK and Hulu (NBC and News Corp) in the States are probably the best examples of the ways in which the 'big media' are seeking to protect and monetise their content. And there does seem to have been a shake-out of broadband video aggregators, partly because they have been unable to secure 'must have' content which the broadcasters are retaining for their own services and platforms. This is under investigation now in the UK, but in Canada one large aggregator (Jump TV) has merged with a US set-top box maker.

For the second half of 2008, a trend that many will be watching closely will be the take-up of mobile streamed video, thanks to devices like the 3G iPhone. Having finally realised that flat-rate pricing was needed to get the mobile internet moving, manufacturers have now recognised that what was then needed were devices with large, bright screens.

So the challenges to the audience measurement community continue to present themselves thick and fast. These technological developments create an urgent need to know what people are doing and how their lives are changing. After all, such knowledge provides the insights from which money can be made. The viewing environment is changing with screen sizes both growing and contracting in size and a host of peripheral devices emerging. Perhaps the biggest challenges right now are measuring the extent to which people are viewing via a PC, or via mobile or other portable devices. And, when we are doing this, we will need to be careful that we are talking about the same thing when we compare or seek to combine audiences from different platforms or media. Such qualitative factors may become increasingly important in the future.

In response to this complexity there are a number of initiatives underway that we will report on at this year's conference - initiatives that seek to provide us with a greater understanding of how consumers are using the technologies available to them. To what extent can the use of return path data provide more valuable insights? What is the best approach to the measurement of online video? There are a number of commonly held myths about DVR/PVR viewing. How many of these are true? Is online TV an opportunity or a threat and how can it be best monetised?

Thursday, November 6th
Session 1

THE TECHNOLOGICAL OPPORTUNITY

- 09.30** Chairman's opening remarks
Graham Lovelace
CEO
Lovelace Consulting
- 09.40** The technological opportunity: a broadcaster's perspective
Carolyn Fairbairn
Director of Corporate Development and Strategy
ITV &
Chairman
Freesat
- 10.05** Cross-platform TV viewing: what the Olympics taught us
Alan Wurtzel
President, Research and Media Development,
NBC Universal
- 10.30** TV to PC - it's a reality and it works
Alexandra Illes
Country Manager, UK and Ireland
Zattoo
- 10.55** Coffee
- 11.15** Television's brave new world
Graham Lovelace
CEO
Lovelace Consulting
- 11.40** Managing change in the German TV market
Bernhard Engel
Research Director
ZDF
- 12.05** Development, progression and continued challenges for TV audience measurement
Bjarne Thelin
CEO
BARB
- 12.30** Panel Session
- 13.00** Lunch

Thursday, November 6th
Session 2

**TELEVISION RESEARCH:
MEETING THE CHALLENGE**

- 14.15** Chairman's opening remarks:
Tony Twyman
Tony Twyman & Associates
- 14.25** Three-screen measurement in the USA
Pete Doe
Managing Director
NielsenConnections
- 14.50** LiveRatings - an innovative system for TAM data delivery
Toni Petra
Managing Director,
Corporate Support Centre,
AGB Nielsen Media Research
- 15.15** New developments in return path data
Trevor Sharot
Managing Director
Red Research
- 15.35** Coffee
- 15.55** SkyView: Insights from a return path panel
Julian Dobinson
Head of Research
BSkyB
- 16.15** Return path data: an explosion of future opportunities
Nick Burfitt
Head of RPD Services
TNS
- 16.30** Streaming TV: let's stay together
Bas de Vos
Managing Director
Stichting Kijkonderzoek (SKO)

MEASURING ONLINE VIDEO

- 16.55** ComScore
Mike Read
- 17.05** NedStat
Enrico Verhulst
- 17.15** Nielsen Online
Mainak Mazumdar
- 17.25** Panel Session
- 18.00** Close day one

Friday, November 7th
Session 3

**MAKING THE MOST OF NEW
BROADCAST OPPORTUNITIES**

- 9.30** Chairman's opening remarks:
Brian Jacobs
CEO
bj&a
- 09.40** The US DVR viewer: Myth versus Reality
Todd Juenger
VP, Audience Research & Measurement
TiVo, Inc.
- 10.05** Better targeting - does it need technological change or a change of mindset?
Willemijn Pijl - van Kekem
Senior Analytical Consultant
Pointlogic
- 10.30** How consumers watch TV commercials
Rolf Müller
CEO
Publica Data AG
- 10.55** Coffee
- 11.15** Online TV - cannibal or companion?
David Brennan
Research and Strategy Director
Thinkbox
- 11.40** Just stream it!
Andy Santegoeds
Research Manager
RTL Nederland &
Lucas Hulsebos
Managing Director
MetrixLab
- 12.05** Monetising digital communities
Jouko Ahvenainen
CEO and co-founder
Xtract Ltd

12..30 Panel Session

12.50 Lunch

Friday, November 7th
Session 4

**PROGRESS TOWARDS
ANALOGUE SWITCH-OFF**

- 14.00** Digital developments across Europe
Toby Syfret
Analyst
Enders Analysis
- 14.30** Italy
Roberto Roseano
Research Director
Media Italia
- 14.55** UK
Speaker to be advised
- 15.20** Panel Session
- 15.45** The Tony Twyman Award
- 15.55** Close of conference
Coffee

Drinks will be served immediately after the close of Thursday afternoon's session

The Tony Twyman Award

Sponsored by:
RSMB Television Research

This annual award of 1500 euros was introduced for the first time at last year's conference. It is presented to the conference paper that made 'the best contribution to a greater understanding of the TV medium and its audiences.'

Last year's winners were Bas de Vos of SKO and Frans Kok of Intomart GfK.

ADMINISTRATIVE DETAILS

- CONFERENCE DATES** Radio: Wednesday, 5th November
Television: Thursday, 6th November
Friday, 7th November
- VENUE** Hotel Park Atlantic
Rua Castilho, 149
1099-034 Lisbon
Portugal
- TELEPHONE AND FAX** Tel: +(35) 1 213 818 700
Fax: +(35) 1 213 890 500
- REGISTRATION** Delegates should register for the conferences between
08.45 and 09.30 a.m. at the reception desk
- DELEGATE FEE** Radio: £625 sterling (€ 770)
Television: £1075 sterling (€ 1325)
Radio & TV: £1500 sterling (€ 1850)
The fees include all refreshments, lunches, drinks
receptions and documentation.
- EARLY BOOKING FEE** **Radio: £525 (€ 650)**
Television: £975 (€ 1200)
Radio & TV: £1300 (€ 1600)
**These rates apply if booked on or before
Friday, September 19th**
- ENQUIRIES TO** Mike Sainsbury/Kate Maitland Smith
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111 Whitchurch Road
Tavistock, PL19 9BQ, UK
Tel: +(44) 1822 618 628
Fax: +(44) 1822 618 629
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e-mail: asi@dial.pipex.com
- BOOKING** Complete the booking form and return it, with payment,
to **asi** at the above address. Payment may be made by
cheque made payable to **asi** or by transfer to **asi's**
bankers, HSBC Bank, 93 Fore Street, Saltash,
PL12 6AE; Bank Sort Code No 40 40 15;
Account Number 31386557; Payment may also be
made by Amex, Visa or Mastercard.
**Bookings can only be accepted on receipt of payment,
after which an admission pass will be sent to you. All
payments should be made in pounds sterling. Cheques
and transfers should be drawn on a UK bank.**
- CANCELLATION** Cancellation received in writing before Friday, September
19th, 2008, will result in our returning the fee to you
minus a £100 handling charge. For cancellations made
after this date, no refund will be made. You may send
somebody in your place if you are unable to attend.
- ACCOMMODATION** **asi** has arranged specially discounted rooms at the
Hotel Park Atlantic for those attending the conferences.
Single: (from) € 152 Double: (from) € 180 (Breakfast
included)
**To reserve accommodation at the hotel you should
contact the hotel and indicate you will be attending
the asi 2008 European Radio/Television Symposium**
- Tel: +(35) 1 213 818 700**
Fax: +(35) 1 213 890 500

N.B. These rates will only be guaranteed for room bookings made by September 19th