

# THE 2009 EUROPEAN TELEVISION SYMPOSIUM

Sponsored by:



## TV ANYTIME, ANYWHERE

5th-6th November, Istanbul

The transformation of the television industry as a consequence of rapidly developing technology continues to put pressure on broadcasters. Particularly difficult in this past year with the global economy seemingly in meltdown, the immediate future for conventional revenue streams doesn't seem encouraging. Some forecasters are even suggesting a decline of 33% in ad revenue in 2010. Many feel that TV needs to focus on monetising content across all platforms and most of the big players have plans in place to do so. Having seen much of their content copied and illegally uploaded to any number of video sharing sites, developments in Europe such as Canvas and HbbTV are seeing many broadcasters cooperating to protect their most valuable assets. Meanwhile Hulu, the US equivalent service, is said to be looking to launch in the UK this autumn.

The former chief of the BBC's future technology strategy recently argued that broadcasters have a window of two to three years to respond to the online challenge. This challenge, he argues, has three main drivers. Firstly, new audience facing technologies in the home will become two-way interfaces giving the consumer more control. Secondly, audience behaviour is likely to change with the new trend of viewers doing something else whilst viewing – perhaps online or via their mobiles – likely to accelerate. And then, as online and TV continue to merge, so new business models need to be developed to monetise content online.

So the challenges to the audience measurement community become ever more pressing. TV audience measurement is a well established discipline in many countries and a great many very significant decisions depend upon it. But the technological changes taking place and the changes in consumer behaviour that follow call some of the well established practices into question. 'Obvious' new solutions are put forward as better able to inform. Is there a danger that more information might generate disinformation? Are years of development and evolution now irrelevant or is the danger that we forget principles that still hold good despite changing environments? Two major European markets have addressed these questions in the last year and, to varying degrees, each has considered new approaches. Delegates to the conference will consider how radical a re-invention each has been and how the role of the peplemeter could need to be transformed in the near future. The symposium will also hear for the first time of a new measurement initiative using IPTV return path technology.

Although it is still early days, those attending the conference will get some insight into how consumers are actually viewing video by the various platforms available to them. There will also be a number of accounts of who is watching on-line and what they are watching. We shall also be hearing of a number of further applications of return path data. Whereas it has in the main been developed as an audience measurement device, it is now increasingly being used in conjunction with other new data streams to create single source type solutions and powerful marketing effectiveness tools. In the last few years some markets have switched off their analogue signals. How has this transition to digital transmission affected viewing patterns in some of these countries?

*Thursday, November 5th  
Session 1*

### THE TECHNOLOGICAL OPPORTUNITY

- 09.30** Chairman's opening remarks  
**Graham Lovelace**  
CEO  
*Lovelace Consulting*
- 09.35** Two decades on the roller coaster: TV broadcasting in Turkey  
**Nuri Colakoglu**  
President  
*Dogan Media International*
- 10.05** TV goes over the top  
**Graham Lovelace**
- 10.25** The critical role of the EPG in the digital TV world  
**Justin Hewelt**  
Managing Director  
*PayMedia*
- 11.00** Coffee
- 11.20** Delivering the future of TV  
**David Whittaker**  
Business Development Director  
*NDS Group Ltd*
- 11.50** SCREENS - how do people really respond to content on TV, PC and mobile?  
**Sheila Byfield**  
Leader, Business Planning  
*Mindshare*
- 12.20** Panel Session
- 13.00** Lunch

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

**Thursday, November 5th**  
**Session 2**

**TELEVISION RESEARCH:  
MEETING THE CHALLENGE**

- 14.15** Chairman's opening remarks:  
**Tony Twyman**  
*Tony Twyman & Associates*
- 14.25** Old Road or New Way?  
**Bjarne Thelin**  
CEO  
*BARB*
- 14.50** Principles of integrated TV measurement  
**Pete Doe**  
SVP Data Integration  
*The Nielsen Company, USA*
- 15.20** The future of peplemeter systems - as we know it  
**Bernhard Engel**  
Research Director  
*ZDF*
- 15.45** Coffee
- 16.05** Major change in Germany - new system, new demands  
**Robert Nicklas**  
Research Director  
*GfK Fernsehforschung & Daniel Battiston*  
Managing Director  
*GfK Telecontrol AG*
- 16.25** Look whose watching - RPD in DTH operations  
**Wojciech Bialek**  
Operations Director  
*ITI Neovision*
- 16.40** Peplemetering via IPTV remote controls and RPD systems - a new possibility  
**Pontus Bergdahl**  
Chief Executive  
*MMS AB*  
&  
**Henrik Ericsson**  
Business Development Mgr.,  
*Ericsson IPTV*

**PEOPLEMETERS**

- 16.55** GfK Telecontrol AG  
**Tanja Hackenbruch**
- 17.10** TNS  
**Richard Marks**
- 17.25** Media Instruments - (a Nielsen company)  
**Fernando Falcon**
- 17.40** Panel Session
- 18.15** Close of day one

**Friday, November 6th**  
**Session 3**

**MAKING THE MOST OF NEW  
BROADCAST OPPORTUNITIES**

- 09.30** Chairman's opening remarks:  
**Brian Jacobs**  
CEO  
*BJ&A*
- 09.40** European TV advertising - will it ever be the same again?  
**Toby Syfret**  
Analyst  
*Enders Analysis*
- 10.10** Opening Pandora's set top box: from concept to practice  
**Jim Kite**  
Strategic Development Director EMEA  
*Starcom MediaVest Group*  
&  
**Todd Juenger**  
VP, Audience Research & Measurement  
*TiVo, Inc.*
- 10.40** Tapping The Wire  
**Jennie Beck**  
Global Director  
*TNS Media*
- 11.10** Coffee
- 11.30** Who is watching online TV content?  
**Bas de Vos**  
Managing Director  
*Stichting Kijkonderzoek (SKO)*  
&  
**Frans Kok**  
Managing Director  
*STIR*
- 12.00** Cross media audiences and the role of TV  
**Laurent Battais**  
Director  
*Mediametrie*
- 12.30** Panel Session
- 13.00** Lunch

**Friday, November 6th**  
**Session 4**

**ANALOGUE SWITCH-OFF:  
CHANGING VIEWING PATTERNS**

- 14.15** Analogue switch-off and the development of viewer behaviour  
**Lena Sandell**  
Managing Director  
*Finnpanel Oy*  
&  
**Erik Bäckman**  
Head of Audience Insight  
*YLE Fact and Culture*
- 14.45** Cross platform video consumption in Sweden and the extent of the illegal downloading problem  
**Pirjo Svedberg**  
Executive Vice-President  
*MMS AB*
- 15.10** Analogue switch-off and new viewing patterns in Norway  
**Knut-Arne Futsæter**  
Research Director Media  
*TNS-Gallup*  
&  
**Kristian Tolonen**  
Head of Research  
*NRK*
- 15.35** Panel Session
- 15.55** The Tony Twyman Award
- 16.00** Close of conference  
Coffee

**The Tony Twyman Award**

Sponsored by:  
**RSMB Television Research**

This annual award of 1500 euros 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 winner was Alan Wurtzel of NBC



## ADMINISTRATIVE DETAILS

- CONFERENCE DATES** Radio: Wednesday, 4th November  
Television: Thursday, 5th November  
Friday, 6th November
- VENUE** Hyatt Regency Istanbul  
Taskisla Caddesi No:1  
34437 Taksim - Istanbul  
Turkey
- TELEPHONE AND FAX** Tel: + 90 212 368 1234  
Fax: + 90 212 368 1286
- REGISTRATION** Delegates should register for the conferences between 08.45 and 09.30 a.m. at the conference reception desk
- DELEGATE FEE** Radio: £625 sterling (€ 725)  
Television: £1075 sterling (€ 1275)  
Radio & TV: £1500 sterling (€ 1750)  
The fees include all refreshments, lunches, drinks receptions and documentation.
- EARLY BOOKING FEE** **Radio: £525 (€ 625)**  
**Television: £975 (€ 1130)**  
**Radio & TV: £1300 (€ 1500)**  
**These rates apply if booked on or before Friday, September 18th**
- ENQUIRIES TO** Mike Sainsbury/Kate Maitland Smith  
asi Ltd  
111 Whitchurch Road  
Tavistock, PL19 9BQ, UK  
Tel: +(44) 1822 618 628  
Fax: +(44) 1822 618 629  
www.asi.eu.com  
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. Cheques and transfers should be drawn on a UK bank.**
- CANCELLATION** Cancellation received in writing before Friday, September 18th, 2009, 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 Hyatt Regency Istanbul for those attending the conferences. Single: (from) € 135 Double:(from) € 155 (Breakfast included)  
**To reserve accommodation at the hotel you will need to complete the hotel booking form.**  
**Tel: + 90 212 368 1286**  
**Fax: + 90 212 368 1033**

**N.B. These rates will only be guaranteed for room bookings made by September 18th**