

# THE 2007 EUROPEAN TELEVISION SYMPOSIUM

Sponsored by:



AGB Nielsen  
Media Research

## TOWARDS CONVERGENCE : THE PACE QUICKENS 8th-9th November, Barcelona

As is now customary, this year's conference will open with different perspectives on how the medium is developing and how the emergent technologies are changing the way it is perceived. Broadcasters (or content providers), advertisers and their agencies, telecom operators and the audience measurement community as a whole all have to come to terms with the changes transforming this landscape. Convergence of broadcast, computing and telecommunication technologies has been discussed with varying degrees of urgency at this conference over a number of years now. The sense of urgency is now acute for the pace towards genuine convergence has quickened markedly.

How will consumers access their video content? Most potential core devices can also support the video and audio codecs associated with internet services. So, for example, to consider just one such device, the latest generation of digital set-top boxes (STBs) have sufficient processing power to support web browsing. By adding a broadband capability, a high powered STB will become a converged device. This capability in turn raises a number of further possibilities. Which services will this device support - broadcast plus operator portals, or will it seek to provide unfettered internet content access? How will the user select his content broadcast events, will they be stored on a local HDD or accessed via multiple video portals? Will the STB become the content gateway - the route to the living room and throughout the home? Of course, locally generated (i.e. user generated) content can also be loaded on such a device. Furthermore, high-speed broadband will allow access to all stored content beyond the home. This true convergence delivers non linear viewing. Will this lead to non linear or even personalised advertising? Connecting multiple devices such as the STB, the PC and mobile phone will provide the consumer the opportunity to take charge of content access and management.

All of which presents serious challenges to the industry, not least in providing reliable audience data to establish as universally compatible a commercial airtime currency as possible. As well as looking at new approaches to some of these issues, we put a series of questions to each of the TAM providers and have invited them to share with delegates their current thinking. In respect to the viewing of live broadcasts in-home, we asked how their meters measure analogue and all digital broadcasts and how platforms are distinguished. How is recording from live dealt with and how long after the broadcast can this be measured? Then there is the question of how the apportionment of audiences to identical simultaneous broadcasts from different sources is achieved. How is the viewing of live broadcasts on PCs measured? Or the viewing to small mobile receivers (including mobile phones)? We also asked about how the viewing of interactive broadcasts would be measured and any reporting issues that might arise. In respect of the techniques proposed, we asked which kinds of receivers cannot have their viewing measured?

We were also interested in any evidence on validity and operational experience and whether there were any special approaches suggested for viewing to small channels including reporting issues? Then, of course, there is the matter of live-broadcasts out of home and we asked each of the companies for their approach to this. We were especially interested in whether location and platform could be distinguished.

Elsewhere in the programme we have a number of papers that provide insights into how the medium can be used more effectively by advertisers and their agencies. The conference will close with an update on how the move towards digital switch-off is progressing in a number of European Markets.

*Thursday, November 8th  
Session 1*

## TOWARDS CONVERGENCE

- 09.30** Chairman's opening remarks  
**Toby Syfret**  
Consultant  
*Enders Analysis*
- 09.45** Too much technology  
**Alberto Sigismondi**  
Director of Strat. and Dev.  
*Mediaset*
- 10.10** Transforming the viewer's experience of TV in Germany  
**Bernhard Engel**  
Research Director  
*ZDF*
- 10.35** Advertising Models on IP Based TV : Branding vs. Interactivity  
**Alvaro Fernandez de Araoz**  
Interactive Services Manager  
Multimedia  
*Telefonica Spain*
- 10.55** Coffee
- 11.20** IPTV - truly targetted communication  
**Suranga Chandratillake**  
CEO  
*blinkx*
- 11.45** Convergence at last?  
**David Gillies**  
Director of Technology  
*Pace Microtechnology*
- 12.10** The way ahead: Television - but not as we know it  
**Graham Lovelace**  
CEO  
*Lovelace Consulting*
- 12.30** Panel Session
- 13.00** Lunch

**Thursday, November 8th**  
**Session 2**

**TELEVISION RESEARCH:  
MEETING THE CHALLENGE**

- 14.00** Chairman's opening remarks:  
**Tony Twyman**  
*Tony Twyman & Associates*
- 14.10** The Bigger Picture: Single  
Source Data - The Holy Grail  
**Jo Hamilton**  
Head of Audience Measurement  
*BBC (Mrktg., Comms. & Aud.)*
- 14.35** Some current applications of  
data fusion in US TV  
measurement  
**Pete Doe**  
Managing Director  
*Nielsen Combine*
- 15.00** STB audience measurement -  
real deployments, real data  
**David Whittaker**  
Director Bus. Dev. & Ad. Techs.  
*NDS*
- 15.25** Coffee
- 15.45** The Italian multimedia survey  
with the Eurisko meter  
**Giorgio Licastro**  
Department Manager  
*GfK-Eurisko*
- 16.05** How passive is passive? The  
EMM tested in the Netherlands  
**Bas de Vos**  
Managing Director  
*Stichting Kijkonderzoek*  
&  
**Frans Kok**  
Head of Media Research  
*Intomart GfK*

**THE CHALLENGE FOR METERS**

- 16.25** AGB Nielsen  
**Fernando Falcon**
- 16.45** Telecontrol GfK  
**Matthias Steinmann &  
Daniel Battiston**
- 17.05** Mediaresearch  
**Iain Rugheimer**
- 17.25** TNS  
**Richard Marks**
- 17.45** Panel Session

**Friday, November 9th**  
**Session 3**

**MAKING THE MOST OF  
BROADCAST OPPORTUNITIES**

- 9.30** Chairman's opening remarks:  
**Brian Jacobs**  
CEO  
*bj&a*
- 09.40** The Future is Here: Don't  
Blink You'll Miss It.  
**Sam Smith**  
Research Account Head  
*BBC Future Media & Tech.*
- 10.05** Getting noticed? Attention  
matters! - how attention levels  
can optimize short term effects  
of TV commercials  
**Lex van Meurs**  
Research Manager  
*Intomart GfK*  
&  
**Andy Santegoeds**  
Research Manager  
*RTL Nederland*
- 10.30** Moving pictures – how video is  
being viewed on different  
platforms  
**Pontus Bergdahl**  
CEO  
*MMS AB*
- 10.55** Coffee
- 11.15** The impact of media  
fragmentation on campaign  
sampling efficiencies  
**Debbie Hurley**  
Statistics and QC Manager  
*RSMB Television Research*
- 11.40** Feed the Cow, Milk the Cow:  
the true payback of TV  
expenditure  
**David Brennan**  
Research and Strategy Director  
*Thinkbox*

**12..05** Panel Session

**12.35** Lunch

**Friday, November 9th**  
**Session 4**

**PROGRESS TOWARDS  
ANALOGUE SWITCH-OFF**

- 13.45** The Finnish experience  
**Hans Edin**  
Senior VP  
*Channel Four Finland*  
&  
**Lena Sandell**  
Managing Director  
*Finnpanel Oy*
- 14.10** The UK  
**Ford Ennals**  
Chief Executive  
*Digital UK*  
(to be confirmed)
- 14.35** Spain  
**Jesús Muñoz**  
President  
*Mindshare Spain*
- 15.00** France  
**Speaker to be confirmed**
- 15.25** Panel Session
- 16.00** Close of conference  
  
Coffee

*There will be drinks served  
immediately after the close of  
Thursday afternoon's session*

# THE 2007 EUROPEAN RADIO SYMPOSIUM

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## 'RADIO IN THE DIGITAL AGE'

7th November, Barcelona

Radio in the digital age provides for much more efficient use of spectrum and a greater variety of channels and choice. As a consequence, there is a great deal of competition and upheaval within the industry and this year we open with a first hand account of the turmoil that erupted in the UK. By now a relatively mature digital radio market, the lessons learned will be of great significance to markets that have yet to embrace digital broadcasting. For there is a powerful case to be made that, sooner or later, radio will need to embrace digital technologies and that, once having done so, the technologies can provide a number of opportunities for broadcasters, advertisers and listeners.

This explosion in the number of stations and the platforms by which they can be listened to is transforming the way radio is used. The conference will be reporting on two major studies that have attempted to get a deeper understanding of how consumers are responding. For what used to be relatively straightforward – the listener tuned to AM or FM – is now bewildering. And what are they listening to - AM, FM, satellite or digital radio? What device do they use to listen? Radio, iPod / mp3 player, computer or TV? Do they listen to radio programmes broadcast from their home town, their own country or from another country? These are some of the questions both the Radio Centre and ABC have tried to answer, the latter in their groundbreaking online radio listening diary study.

Personal meters continue to hold great promise not only as a means of providing reliable audience measurement for radio, but possibly also providing reliable multimedia metrics. In Cyprus Telecontrol's Watch is being used as the basis of the radio trading currency and is also being used for other media. Meanwhile, Arbitron have developed the PPM to provide a passive measure of print media and the Eurisko meter has been tested in a number of European markets. In Italy, this meter is being tested as a device to potentially provide multimedia data. The conference will conclude with two papers on how radio advertising can be used effectively and efficiently.

**09.30** Chairman's opening remarks

**Tony Twyman**

*Tony Twyman & Associates*

**09.40** UK Radio - managing the turmoil - a personal view

**Phil Riley**

former CEO

*Chrysalis Radio*

**10.10** Why the future for radio is digital

**Quentin Howard**

President

*WorldDAB*

**10.40** How technology is transforming the radio experience for listeners, broadcasters and advertisers

**Leif Lønsmann**

Director

*Danmarks Radio*

**11.10** Coffee

**11.30** The Big Listen: Understanding the challenges for radio in the digital age

**Alison Winter**

Head of Research

*The Radio Centre*

**12.00** Stay tuned for more - how an online diary enhances multi-platform measurement of radio

**Lisa Walsh**

Head of Audience Research  
*ABC (Australian Broadcasting Corporation)*

&

**Louise McCann**

Chairman

*Research International*

*(Australia & New Zealand)*

**12.30** Panel Session

**12.50** Lunch

**METER DEVELOPMENTS**

**14.15** The new Radio currency in Cyprus

**Tanja Hackenbruch**

Marketing Director

*Telecontrol AG*

&

**Sophia Avraam**

Managing Director

*Watch Media*

**14.45** The PPM and multimedia measurement: passive print and place-based media

**Pat Pellegrini**

VP Research (NPD)

*Arbitron*

**15.15** The Eurisko Meter tests

**Giorgio Licastro**

Director

*GfK-Eurisko, Italy*

**15.45** Coffee

**RADIO EFFECTIVENESS**

**16.05** Measuring radio's advertising effectiveness for durable goods

**Andrea Scharrenbroch**

Division Manager

*GfK AG*

&

**Uwe Domke**

Head of Mktng & Media Res.

*RMS Radio Marketing Service*

**16.35** How auditing radio campaigns helps improve planning and buying efficiency

**Paola Furlanetto**

Managing Director

A+

**17.05** Panel Session

**17.30** Close of conference

*There will be a welcoming drinks reception  
on Tuesday, 6th November between 19.00-20.00*



## ADMINISTRATIVE DETAILS

<b>CONFERENCE DATES</b>	Radio: Wednesday, 7th November Television: Thursday, 8th November Friday, 9th November
<b>VENUE</b>	Hilton Barcelona Avda Diagonal 589-591 08145 Barcelona Spain
<b>TELEPHONE AND FAX</b>	Tel: +(34) 93 495 7766 Fax: +(34) 93 495 7767
<b>REGISTRATION</b>	Delegates should register for the conferences between 08.45 and 09.30 a.m. at the reception desk
<b>DELEGATE FEE</b>	Radio: £575 sterling (€ 780) Television: £975 sterling (€ 1410) Radio & TV: £1400 sterling (€ 1975) The fees include all refreshments, lunches, drinks' receptions and documentation.
<b>EARLY BOOKING FEE</b>	<b>Radio: £475 (€ 630)</b> <b>Television: £875 (€ 1265)</b> <b>Radio &amp; TV: £1200 (€ 1700)</b> <b>These rates apply if booked on or before Friday, September 21st</b>
<b>ENQUIRIES TO</b>	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
<b>BOOKING</b>	Complete the booking form and return it, with payment, to <b>asi</b> at the above address. Payment may be made by cheque made payable to <b>asi</b> or by transfer to <b>asi's</b> 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. <b>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.</b>
<b>CANCELLATION</b>	Cancellation received in writing before Friday, September 21st, 2007, 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.
<b>ACCOMMODATION</b>	<b>asi</b> has arranged specially discounted rooms at the Hilton hotel for those attending the conferences. Single: € 200 Double: € 235 (Breakfast included) <b>To reserve accommodation at the hotel you should contact the hotel and indicate you will be attending the asi 2007 European Radio/Television Symposium</b>  Tel: +(34) 93 495 7766 Fax: +(34) 93 495 7767

**N.B. These rates will only be guaranteed for room bookings made by September 21st**