



PDRF London 2015

Outline Programme

This is a provisional programme – specific content and speakers may be subject to change as will the titles of the papers. The order of papers is not as listed below, however the Sessions are likely to be in this order.

Hard Choices: Can we still Afford Quality?

Moderator: Scott McDonald



A provocative session, including a debate on whether we are measuring the right things when it comes to cross-media planning...

- **Building a New Mixed Mode Cross-Platform Canadian Audience Measurement**, TNS, NADbank/PMB, Canada
- **Breaking and Making: A new measurement service for the UK published media**, Publishers' Audience Measurement Company, UK
- **Is media really being bought across platform/device? Which common metrics will direct future planning?** Bucknull & Masson, TNS-Sifo, and comScore, Sweden
- **Passive Readership Measurement – A new hope?** AudiPresse, France
- **The Theory of Everything for Media Measurement – Approach Based on Quantum Communication**, Ipsos Connect, Brazil

Cross Media Across the World

Moderator: Andrew Green



This session will hear the experiences of different countries in delivering a complete view of mobile consumption across print, web and app based platforms...

- **Audience for press-based Media Brands: the Swiss Model**, WEMF AG, and NET-Metrix AG
- **Measuring total readership – the Dutch model**, NOM, GfK, The Netherlands
- **How to measure all digital content and to report the total brand footprint?** TNS Gallup and Norwegian Media Businesses' Association, Norway
- **The Multi-Screen Audience Measurement Approach**, Ipsos Connect, UAE
- **Dailymetrie – Understanding cross-platform readership on a daily basis**, Ipsos Connect, Belgium
- **From Cross-Platform Hybrid Measurement to full crossmedia planning**, TNS Sifo, Sweden and TNS Gallup, Norway
- **Cross Platform Media Measurement: Addressing Mobile and Tablet Measurement Challenges**, Experian Marketing Services, USA
- **3D Segment Targeting Across Markets: Behaviour, Demography and Attitudes**, Time Inc., USA and UK and GfK MRI
- **Touchpoints – A rose by any other name**, Ipsos Connect

Better Methods, Making Progress

Moderator: Irena Petric



- **What's new? The PDRF worldwide review of audience measurement?**, Katherine Page will present her biennial overview on behalf of the PDRF.

This session will then hear latest developments from around the world...

- **Alternative Statistical Techniques to Address Non-Response Bias**, GfK MRI, USA
- **Taking MARS Digital – Solutions for a Transition to Measuring Audiences Online**, Kantar Media, USA
- **Media, Measurement & Methodology: 5 Key Issues for Success Today**, Ipsos Connect, USA
- **The Reinvention of JICREG**, RSMB, UK
- **MediaScan: Measuring Print Media, New Dimensions**, Media-Micro-Census GmbH and G + J Electronic Media Sales GmbH, Germany
- **Improving Statistical Reliability of Magazines audience Estimates**, GfK MRI, USA
- **Causality Analytics for Media Planning**, Telmar Group Inc., UK and USA
- **About Propensity Weighting: emma in Australia**, News Corp, The Newspaper Works, Ipsos MediaCT, Australia



New ways to measure the impact of print and digital campaigns

Moderator: Kate Sirkin



- **How Often Rather than How Many – Ad Latency for Media Planning**, comScore, USA
- **ROI and Attribution: An Evolved Model**, Time Inc., Nielsen Catalina Solutions, USA
- **Campaign effectiveness cross platform/cross device**, TNS Gallup, JP Market Intelligence, Denmark
- **Magazines – A Guaranteed Sales Driver**, Meredith Corporation, Nielsen, USA
- **Verifying the Brand Effects of Digital**, Inizio, Mediekompaniet, Sweden

Feeding the machine: programmatic solutions

Moderator: Josh Chasin



Issues of accountability and transparency in the digital supply chain are tackled from a number of angles, alongside big data and data integration...

- **Exploring trust in programmatic** AppNexus and Circle Research Ltd, UK
- **What is the Cost of an Unseen Ad?** comScore, USA
- **Roadmap for Enhancing Digital Audience Measurement**, Media Rating Council Inc., USA
- **Programmatic for Print Buying – Developing Innovative Solutions to Connect Advertisers to Print** Time Inc. and GfK MRI, USA

Audience Engagement: The Next Generation

Moderator: Jennie Beck



The latest work, including how to develop the range of online metrics available to give a better understanding of different types of online readers and their value to advertisers...

- **Measuring the Impact of Engaging Experiences**, Starcom Mediavest Group, USA
- **Engaging the Reader: A New Story for Publisher Brands**, Ipsos Connect & Lumen Research, UK
- **Tablets on the Brain**, News UK
- **Brandscape: Measurement metric evolution and a celebration of reader engagement**, Bauer Media Group Nielsen, NZ
- **The News Audience: Loyalty and Portfolio Consumption in Britain and China**, Kantar Media, UK and CTR, China
- **Cracking the code of "online readership" or why traditional online metrics don't tell the (complete) story**, Kantar Media Audiences, Germany
- **Measuring Print Engagement – EMMA EQ**, Ipsos Connect, The Newspaper Works,
- **Brand Equity Beyond Reach**, Ipsos, Netherlands

Neuroscience

Moderator: Scott McDonald



New!

- **What can Neuroscience Tell us About Why Print Advertising Works?** Nomus Research, USA
- **The ARF's Ground Truth Initiative: Understanding the Neuroscience of Media Use** The Advertising Research Foundation, USA



Stimulating Brand Conversations & Driving Sales

Moderator: Richard Silman



This session offers a range of papers on social media and how to understand and measure its role in marketing

- **Where Do Social Media Conversations Start**, Meredith Corporation, Condé Nast, GfK MRI, USA
- **Influence and impact across all channels**, Keller Fay, News UK
- **How (not) to use Facebook conversations**, Facebook

Disclaimer: Please note that all papers outlined above are subject to change, and can only be confirmed as part of the programme when the written papers are received later in the year. All titles and presenters are provisional and at the time of writing it is not known when each session will be held.