

# asi 2019 International Publishing & Data Conference

#asipd19

## Context, cross-platform and cost: priorities for measurement?

Thursday 12<sup>th</sup> to Friday 13<sup>th</sup> September 2019  
Dom Pedro Lisboa, Lisbon, Portugal

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**KANTAR**

**This year's International Publishing & Data Conference focuses on data at the heart of the publishing industry**, data driving audience measurement, advertising effectiveness, content development and revenue models. It will be an essential event for all those involved in the production of publisher data and those who use that data to make vital business decisions.

Whilst significant challenges for newsbrand and magazine publishers remain, nonetheless there are reasons for optimism. It is becoming increasingly clear that, as opposed to simply managing a gradual transition from profitable print businesses to a less profitable and less differentiated online model, the future is a hybrid, cross-platform one in which print remains valued by many and coexists with publishers' online efforts.

So how can newsbrands and magazines preserve and demonstrate their unique value to advertisers in such a complex and competitive eco-system? We highlight a number of initiatives that focus on the vital importance of context in enhancing the power of publisher advertising and the unique strength of newsbrands and magazines.

We will identify the specific challenges in the online battleground: the strategies needed to have an optimal relationship with digital platforms and social media that widens brand reach without losing brand attribution.

Can we identify, classify and understand newsbrand and magazine audiences in ways that optimise the delivery of content, but also bring publisher audiences to life for advertisers?

How can publisher data best interface with the digital eco-system, a world of APIs, DMPs and programmatic real-time ad placement and trading?

Meanwhile, the debate continues to rage about optimum business models, not just the blend of print and online but revenue models incorporating subscriptions, ad revenue or a hybrid of the two.

Above all, we face a measurement challenge, specifically the cost of tracking publisher brands across multiple platforms. How can we measure more for less? How can we expand currencies across platforms, whilst preserving robust measurement of hardcopy readership? What are pragmatic and acceptable compromises on survey quality?

How will the availability of census data and innovations like AI drive print measurement going forward? Can developments in data science enable us to model more effectively readership of smaller publications? There seems to be a widening gap between newspaper and magazine requirements. Can this gap be filled or should they go their separate ways?

Is the future not just cross-platform measurement but cross-media measurement?

***The emphasis in Lisbon will be on actionable insights from engaging data experts and users around the world. Our goal is to inspire delegates with new thinking and approaches, with insights you can take back to your own businesses and effect real change.***

# Session 1

## Will publishing survive until 2030?

Thursday 12<sup>th</sup> September 2019 (morning)

- 09:30 **Chairman's opening remarks**  
Colin Morrison, Former Media CEO, Consultant and Editor of *Flashes & Flames*
- 09:35 **Will publishing survive until 2030?**  
Colin Morrison, Former Media CEO, Consultant and Editor of *Flashes & Flames*
- 09:55 **'I read it on Facebook' – the BBC News Attribution Study**  
Santanu Chakrabarti, Head of Audience Insight, BBC World Service
- 10:10 **From big data to actionable insights**  
Hanne Brasseur, Audience Engagement and Analytics, VRT NWS
- 10:25 **What newspaper readers really want: learnings from seven years of reader research with 'Leenswert'**  
Ludwig Zeumer, Executive Director, Die Mehrwertmacher
- 10:40 **Panel session**  
**Will publishing survive until 2030?**
- 11:00 **Coffee**
- 11:30 **From Viral to Tribal – the next frontier of publishing**  
Stuart Wilkinson, Head of Industry Relations EMEA, Comscore
- 11:45 **Why didn't we think of this before?**  
James Hewes, President & CEO, FIPP
- 12:00 **Panel discussion**  
**Publishing and digital platforms – partnership for profit?**  
Stuart Wilkinson, Head of Industry Relations EMEA, Comscore  
James Hewes, President & CEO, FIPP  
Denise Turner, Insight Director, Newsworks  
Britta Cleveland, Senior Vice President Research Solutions, Meredith Corporation  
Colin Morrison, Former Media CEO, Consultant and Editor of *Flashes & Flames*
- 12:30 **Lunch**

# Session 2

## Context matters: driving advertising effectiveness

Thursday 12<sup>th</sup> September 2019 (afternoon)

- 13:30 **Chairman's opening remarks**  
Andrew Green, Global Head of Business Development, Audience Measurement, Ipsos
- 13:35 **The value of news**  
Denise Turner, Insight Director, Newsworks
- 13:55 **Quality over quantity in the attention economy**  
David Bassett, Director of Analytics, Lumen Research  
Nicholas Watson, Director, Ipsos MORI
- 14:10 **Connecting to consumers through native advertising – what do we know?**  
Britta Cleveland, Senior Vice President, Meredith Research Solutions  
Mickey Galin, Global Director Business Development – Media Measurement, GfK
- 14:25 **Can classic research and new data put publishers 'back in business'?**  
Ingvar Sandvik, Director Marketing & Innovation, Kantar Norway
- 14:40 **Are new campaign formats from digital publishers effective?**  
Peter Hammer, Managing Director, Marketing Scientist Group
- 14:55 **Panel session**  
Context matters: driving advertising effectiveness
- 15:20 **Coffee**

# Session 3

## Context matters: total brand measurement across platforms

Thursday 12<sup>th</sup> September 2019 (afternoon)

**Chairman:** Andrew Green, Global Head of Business Development, Audience Measurement, Ipsos

**15:50 Integrated experiences: fusing print and online**

Irena Petric, Managing Director, NOM

Jim Collins, Senior Vice President, GfK MRI

**16:05 Cross-platform measures driving effective published media campaigns**

Luca Vannini, Head of Research, PAMCo (Publishers Audience Measurement Company)

**16:20 CN1: Total brand exposure – combining hardcopy, digital and social**

Jim Collins, Senior Vice President, GfK MRI

**16:35 Panel session**

Total brand measurement across platforms

**17:00 Close of Day**

## **asi** Network Social Drinks Reception

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Delegates and speakers are invited to join us for a drinks reception immediately following the close of the day. The reception will be held in the Ristorante Il Gattopardo and Terrace on the 3<sup>rd</sup> floor of the Dom Pedro Lisboa and is kindly sponsored by Ipsos and Kantar.

# Session 4

## Readership measurement techniques: more for less?

Friday 13<sup>th</sup> September 2019 (morning)

09:30 **Chairman's opening remarks**

Richard Marks, Research Director, asi

09:35 **More for less! More for less? Optimizing the Swiss NRS system**

Harald Amschler, Executive Director of Research & Development, WEMF

Jella Hoffmann, Director of Product Management, WEMF

09:50 **Online first or online second? – the added value of mixed mode surveys**

Neil Farrer, Country Service Line Leader Audience Measurement, Ipsos MORI

Scott Jakeways, Deputy Head of Audience Measurement, Ipsos MORI

10:05 **Audience effects of a magazine's move to online-only: a case study of the *New Musical Express (NME)***

Neil Thurman, Professor of Communication, IfKW (LMU Munich)

10:20 **Panel session**

Readership measurement techniques: more for less?

10:45 **Coffee**

# Session 5

## The future of readership measurement

Friday 13<sup>th</sup> September 2019 (morning)

**Chairman:** Richard Marks, Research Director, asi

**11:15 Measurement or modelling?**

Mario Paic, Global Head of Data Science, Audience Measurement, Ipsos  
Katherine Page, Technical Consultant

**11:30 Unlocking the potential of Digital Audience Measurement**

Karin Schut, Managing Director, ViNEX  
Jonathan Brown, Managing Director, Kantar Media NL

**11:45 Measuring reading alongside viewing and listening: the new Dutch Total Media Audience Measurement**

Irena Petric, Managing Director, NOM (Nationaal Onderzoek Multimedia)

**12:00 Artificial Intelligence: opportunities and challenges for audience measurement**

Jonathon Wells, SVP Data Science, Nielsen

**12:15 Panel session**

The future of readership measurement

**12:45 Lunch**

# Session 6

## Key developments around the world

Friday 13<sup>th</sup> September 2019 (afternoon)

- 14:00 Chair's opening remarks  
Katherine Page, Consultant
- 14:05 Key developments around the world  
Katherine Page, Consultant
- 14:20 Creating gold standards in face-to-face research: the Indian Readership Survey  
Dolly Jha, Executive Director Marketing Effectiveness, Nielsen India
- 14:35 Meeting the measurement challenge of a new digital world  
Gilbert Saint Joanis, Chief Research Officer, ACPM
- 14:50 Coffee
- 15:20 Building the pillars for a new cross-media and consumer insights measurement platform in Canada  
Pat Pellegrini, President & CEO, Vividata  
Josh Cormie, EVP, Audience Measurement Service Line Lead, Ipsos Canada
- 15:35 Driving publisher revenues with accurate audience segmentation and de-duplication  
Arina Ureche, General Manager, BRAT (Biroul Roman de Audit Transmedia)  
Kimmo Kiviluoto, Chief Data Scientist, Syno International
- 15:50 Panel session  
Key developments around the world
- 16:10 Closing panel debate  
Where do we go from here?  
Moderated by Jennie Beck, Consultant, Kantar
- 17:00 Close of Conference

**Please note:** this agenda may be subject to change.

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