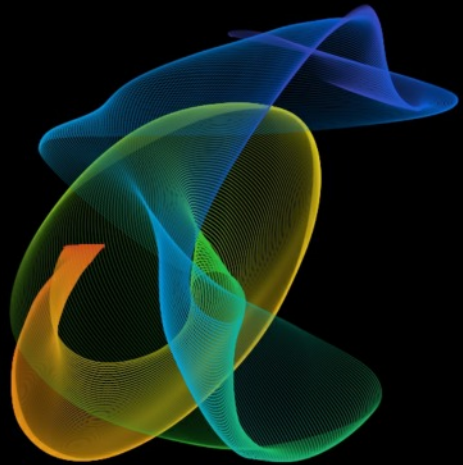




MADRID SYMPOSIUM 2017

# PROGRAMME

NEW OPPORTUNITIES  
NEW APPROACHES



PUBLISHING & DATA RESEARCH FORUM

## SUNDAY MORNING

9.00 Symposium Introduction by Scott McDonald - Programme Chairman, President & CEO ARF

9.15 Welcome to Spain: The Spanish Media Scene  
Carlos Lozano, AIMC

### **SESSION 1** The Digital Advertising Ecosystem and its Discontents Introduced and moderated by Josh Chasin

09.25 Introduction

09.30 1 Verified Quality: The New Way to Reclaim Your Ad Dollars  
Tom Drouillard, Alliance for Audited Media

09.45 2 Online ad Format Acceptance: Towards a « New Deal »  
Bernard Cools, Space

10.00 3 Fake News, Real Consequences  
Britta Cleveland, Meredith & Mickey Galin, GfK

10.15 4 Creating Premium Environments Through High Ad Viewability  
Roger McLeary, Time Inc.

10.30 - 10.45 DISCUSSION

10.45 - 11.15 REFRESHMENT BREAK

### **SESSION 2** Will Readers Pay for Quality? Business Models and Threats Introduced and moderated by Irena Petric

11.15 Introduction

11.20 5 Sample of One  
Denise Turner, Newsworks

11.35 6 President Trump and the American Consumer  
Steven Millman, Simmons Research

12.05 7 The news business model conundrum  
Jason Vir, Kantar

12.35 8 An Enhanced Target: The 'Key Audience'  
Geoff Wicken, Kantar Media

13.05 - 13.20 DISCUSSION

13.20 - 16.00 LUNCH AND AFTERNOON BREAK

## SUNDAY AFTERNOON

16.00 - 16.50

### The Great Debate:

9

### This House Believes that the Truth is rarely Pure and Never Simple

**Chair:** Andrew Green, Ipsos

#### Debaters:

Josh Chasin, comScore

Jim Collins, GfK

Peter Callius, Kantar

Denise Turner, Newsworks

### SESSION 3 Monetising Engagement

Introduced and moderated by Scott McDonald

16.50

Introduction

16.55 10

Quality of reading and advertising effectiveness

Marina Luchina, MediaScope

17.10 11

Demonstrating the Value of Subscription Sources

Lori Jacobs, Time Inc. & Risa Becker, GfK

17.25 12

The reality of digital attention: context counts

David Bassett, Lumen Research

17.40 - 18.00

DISCUSSION

**Don't Forget to complete your voting diary for the day!**

### Did you Know?

- The name Madrid comes from the arabic "Magerit" which means Place of many Streams.
- Madrid is the third biggest city in the EU after London and Berlin.
- Madrid is the highest capital city in Europe
- Madrid enjoys more cloudless days than almost any other city in Europe
- Madrid's official symbol of the bear on it's hind legs eating berries from the madrono tree is a metaphor for Madrid's growth and represents possession and ownership of wood which is necessary for constructing buildings.
- According to the Guinness Book or World Records, Madrid holds the worlds oldest restaurant. In 1725 the restaurant Botin opened to serve traditional cuisine in Madrid, It's specialties are delicious suckling pig and lamb roasted in an old Castilian way, in a wood fired oven dating back to 1725.

## MONDAY MORNING

09.00 KEYNOTE SPEECH - Didier Truchot, Ipsos Chairman and CEO  
What Goes Around Comes Around  
Introduced by Andrew Green, Ipsos

10.10 13 The PDRF 2017 Worldwide Review  
Katherine Page, PamCo

10.40 - 11.10 REFRESHMENT BREAK

### SESSION 4 Innovations in Currencies from Around the World Introduced and moderated by Jennie Beck

11.10 Introduction  
11.15 14 The New Deal of Brand Readership Measurement  
Nicolas Cour, ACPM & Stanislas Seveno, TNS SOFRES  
11.30 15 Measuring Total Readership in the Middle East  
Elie Aoun, Ipsos  
11.45 16 Developing ecosystems controlled by the publishers  
Knut-Arne Futsæter, Kantar TNS & Bente Håvimb, MBL  
12.00 17 Delivering Issue Audiences  
Mario Paic & Andrey Ponomarev  
12.15 18 Building A Better Print and Digital Measurement Platform  
Don Williams, Vividata & Mark Wood, Kantar TNS  
12.30 19 NOBO - The Cookie Monster  
Jonathan Brown, Kantar Media NL & Karin Schut, Vinex  
12.45 20 AMP: print and digital measurement  
Katherine Page & Luca Vannini, PamCo

13.00 - 13.20 DISCUSSION

13.20 - 15.30 LUNCH AND AFTERNOON BREAK  
Refreshments will be available from 15:00

## MONDAY AFTERNOON

<b>SESSION 5</b>		<b>Are Passive Census Measures Always Right?</b>
		Introduced and moderated by Britta Cleveland
15.30		Introduction
15.35	21	<b>The quality of survey based digital reading</b> Irena Petric, NOM & Alke Bassler, GfK
15.50	22	<b>Comparing claimed and passive publisher data</b> Sandra Collins & Andrey Ponomarev, Ipsos MORI
16.05	23	<b>Winning combo: passive digital measurement in a NRS</b> Nicolas Cour & Gilbert Saint-Joanis, ACPM
16.20 - 16.35		DISCUSSION

<b>SESSION 6</b>		<b>Are Online Samples and Panels Sustainable ?</b>
		Introduced and moderated by Peter Masson
16.35		Introduction
16.40	24	<b>Panel Sustainability in Syndicated Research</b> Tony Incalcaterra, Ipsos Connect
16.55	25	<b>Developing a passive quality digital panel</b> Neil Farrer, Ipsos
17.10	26	<b>National to Local to Hyper-Local – Model-Based Localization</b> Jim Collins, GfK
17.25	27	<b>ABOS: Online research without the panel</b> Trevor Vagg, Kantar
17.40 - 18.00		DISCUSSION

**Don't Forget to complete your voting diary for the day!**

Notes

## TUESDAY MORNING

### **SESSION 7 Audiences Sans Frontieres: Evolving Approaches to Media Measurement** Introduced and moderated by Kate Sirkin

- |       |    |   |
|-------|----|---|
| 09.30 |    | Introduction  |
| 09.40 | 28 | Re-assessing newspapers' multi-platform performance using time-spent<br>Neil Thurman, IfKW                              |
| 09.55 | 29 | Audiences not Platforms – breaking down audience silos<br>Lynne Robinson, IPA & Ian Gibbs, Data Stories Consulting      |
| 10.10 | 30 | A Better Representation of Print Audiences?<br>Peter Masson, Bucknull & Masson - SSL                                    |
| 10.25 | 31 | Is there a Cyborg future for print?<br>Peter Callius & Ingvar Sandvik, Kantar   |
| 10.40 | 32 | The Reading Revolution. React, Reposition, Recalibrate<br>Peter Langschmidt, Publisher Research Council of South Africa |

10.55 - 11.25 REFRESHMENT BREAK

- |       |    |   |
|-------|----|---|
| 11.25 | 33 | MEC PrintImpact: An insight-based planning tool<br>Karin Immenroth MEC GmbH & Wolfgang Dittrich, DCORE GmbH |
| 11.40 | 34 | Moving Beyond Demos - Predictive Consumer Insights<br>Steven Millman & Pat Pellegrini, Simmons Research     |

11.55 - 12.15 DISCUSSION

### **SESSION 8 Attribution and Demonstrations of ROI** Introduced and moderated by Jim Collins

- |       |    |   |
|-------|----|---|
| 12.15 |    | Introduction  |
| 12.20 | 35 | Secondary Audience Sales Impact<br>Britta Cleveland, Meredith & Leslie Wood, Nielsen Catalina Solutions |
| 12.35 | 36 | Houston we have a measurement problem<br>Denise Turner, Newsworks                                       |
| 12.50 | 37 | Audience Buying Across Platforms<br>Helen Katz, Publicis Media  |

13.05 - 13.25 DISCUSSION

13.25 - 15.45 LUNCH AND AFTERNOON BREAK  
Refreshments will be available from 15:15

## TUESDAY AFTERNOON

### SESSION 9 **Adapting Surveys for 21st Century Respondents and Budgets**

Introduced and moderated by Peter Callius

- |       |    |  |
|-------|----|--|
| 15.45 |    | Introduction   |
| 15.50 | 38 | <b>Multimedia online interviews: the next step</b><br>José Andrés Gabardo, AIMC & Toni Seijo, Ipsos  |
| 16.05 | 39 | <b>Mobile Respondents &amp; Survey Results</b><br>Irena Petric, NOM & Mickey Galin, GfK              |
| 16.20 | 40 | <b>Adaptive Survey Strategies: Optimizing Question/Answer Search</b><br>Jim Collins, GfK             |
| 16.35 | 41 | <b>Genomic Fusion</b><br>Gilles Santini, VINTCO  |
| 16.50 | 42 | <b>Measurement Science Links Research Methods and Technology</b><br>Pat Pellegrini, Simmons Research |
| 17.05 | 43 | <b>E Pluribus Unum: Unlocking Big Data</b><br>Josh Chasin, comScore                                  |

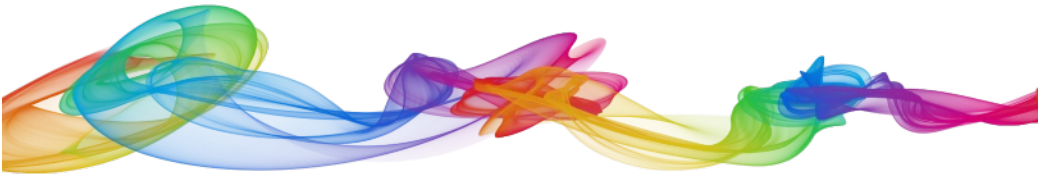
17.20 - 17.40 **DISCUSSION**

17.40 - 18.00 Closing Remarks from Underwriters, Programme Chairman and Delegates

**Don't Forget to complete and return your voting diary!**

19.45

**AWARDS CEREMONY DINNER**





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