

PDRF 2017 | Madrid | 14- 17 October

New Opportunities: New Approaches

Outline Programme

! *This is a provisional programme – specific content and speakers may be subject to change.
The order of sessions is also yet to be agreed – further details will be posted as they become available.*

DAY ONE

BUILDING AUDIENCES FOR PROFIT

SESSION 1

THE DIGITAL ADVERTISING ECOSYSTEM AND ITS DISCONTENTS

- Verified quality: the new way to reclaim your ad dollars
- Lessons in online ad format acceptance
- Fake news, real consequences: impact on consumers, publishers, and advertisers
- Creating premium environments through high ad viewability

Chair: Josh Chasin

Tom Drouillard

Bernard Cools

Britta Cleveland/Pamela Marsh
Dan Fichter/ Mickey Galin/Kathy Grey

Roger McLeary

PANEL DISCUSSION - ADVERTISER & AGENCY PANEL: ECONOMICS OF NOISY DATA

SESSION 2

WILL READERS PAY FOR QUALITY? BUSINESS MODELS AND BUSINESS THREATS

- Sample of one
- Bucking the trend
- Can't live with them, can't live without them: tech platforms and the news business model
- State of the American consumer and the Trump Presidency
- The virtuous circle: Newsbrands as a multi-media environment

Chair: TBC

Denise Turner

Bruce Gonsalves/Hemant Mehta

Jason Vir

Steven Millman/Pat Pellegrini

Geoff Wicken /Hemant Mehta/
Bruce Gonsalves

SESSION 3

MONETISING ENGAGEMENT

- Measuring quality of reading and effectiveness of print advertising
- New research demonstrates the value of various print subscription sources
- The reality of digital attention: context counts
- How engaging are international media for affluents?

Chair: Scott McDonald

Marina Luchina/Vladimir Shchipkov

Lori Jacobs/Risa Becker/Mickey Galin

David Bassett

Nathalie Sodeike/Harm Hartman



DAY TWO

MEASURING AUDIENCES EFFICIENTLY: NEW TOOLS AND APPROACHES

OPENING OVERVIEW : KATHERINE PAGE

SESSION 4

ARE PASSIVE CENSUS MEASURES ALWAYS RIGHT? NEW EVIDENCE ON OBSERVED VS. CLAIMED BEHAVIOUR

- Telling it like it is – the quality of claimed digital reading
- Digital readership – a comparison between direct claims and passive data
- The winning combo. Introducing a passive digital measurement in a NRS

Chair: TBC

Irena Petric/Alke Bassler
Marketa Canayaz/
Sandra Collins/Dawn Barry/
Neil Farrer/Andrey Ponomarev
Nicolas Cour/Gilbert Saint Joanis

SESSION 5

ADAPTING SURVEYS FOR 21ST CENTURY RESPONDENTS (AND BUDGETS)

- Measuring multi-media audiences:
a respondent-friendly approach for the digital age
- Mobile respondents – understanding the potential impact of
survey platform participation choices
- Adaptive survey strategies: optimizing question/answer search

Chair: TBC

José Andrés Gabardo/Toni Seijo

Irena Petric/Mickey Galin/
Alke Bassler
Jim Collins

DEBATE: THIS HOUSE BELIEVES THAT THE TRUTH IS RARELY PURE AND NEVER SIMPLE CHAIR: ANDREW GREEN

SESSION 6

MODELLING AUDIENCES FROM DIVERGENT DATA SOURCES

- The first combined contract for print and digital
with the aim of developing ecosystems controlled by the publishers
- Genomic fusion
- Delivering issue audiences: a new story for publisher brands
- Using measurement science to link traditional and emerging
research methods with calibration panels
- Introducing Passive Digital Measurement in an NRS
- Building 21st century multi-platform audience measurement system:
integrating multiple datasets into a single currency

Chair: Jennie Beck

Knut-Arne Futsæter / Geir Engen
Gilles Santini
Stef Peeters/Michael Debels/
Mario Paic/Andrey Ponomarev

Steven Millman/Pat Pellegrini
Nicolas Cour /Gilbert Saint Joanis

Josh Chasin/Frank Pecjak/
Dr. Michael Vinson/Cam Meierhoefer

SESSION 7

ARE ONLINE SAMPLES AND PANELS SUSTAINABLE?

- How long can this go on? Sustainability of panel-based syndicated research
- Developing a quality passive digital panel for measuring print and digital duplication
- National to local to hyper-local – scalable small area estimation
- Improving research practice category – address-based online surveying
- NOBO – The Cookie Monster

Chair: TBC

Tony Incalcaterra /Jo-Ann Romano /
Maria Cole
Marketa Canayaz/Neil Farrer/
Vit Smekal/Jukka Ranta
Jim Collins/Konstantin Augemberg
Trevor Vagg
Jonathan Brown
Karin Schut

DAY THREE

PRACTICAL APPLICATIONS - SMART USES OF CROSS-PLATFORM DATA

SESSION 8

TRACKING CONSUMERS IN THE DIGITAL AGE

Chair: TBC

- The complex customer journey: How to use behavioural measurement and survey research to improve campaign outcomes
 - Marketers: "Help me find my patients, stat!"
 - MEC PrintImpact: An insight-based planning tool
 - Beyond demographics – Targeting likely consumers through psychographic traits
- Hannu Verkasalo
Eric Melton
Karin Immenroth/Wolfgang Dittrich
Steven Millman/Pat Pellegrini

SESSION 9

AUDIENCES SANS FRONTIERES: EVOLVING APPROACHES TO CROSS-PLATFORM & CROSS-MEDIA MEASUREMENT

Chair: Kate Sirkin

- Newspaper consumption in the digital age: Re-assessing multi-platform performance and market share using "time-spent"
 - Audiences not Platforms – breaking down audience silos
 - From print planning to cross-media planning and onto programmatic
 - Is there a Cyborg future for print in today's programmatic big data ecosystem?
 - AMP: 21st print and digital measurement for Great Britain
 - Measuring total readership in the Middle East
 - New JIC
 - The Swiss Media Data Hub-project
- Neil Thurman
Lynne Robinson/Ian Gibbs
Peter Callius/ Niklas Ekman
Peter Masson
Peter Callius/Niklas Ekman
Ingvar Sandvik /Tore Østnes
Katherine Page /Luca Vannini
Elie Aoun
Peter Langschmidt
Harald Amschler

SESSION 10

- Magazine media sells: Validating secondary audience impact allows for cross-media comparisons
 - ROI and attribution models
 - Audience buying across platforms
- Britta Cleveland/Caryn Klein/Leslie Wood (& Lauren Golin)
Mickey Galin (& Risa Becker)
Denise Turner
Caryn Klein/Helen Katz

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.

The Publishing and Data Research Forum, where experts in media and audience research from around the world share ideas and solutions.