

# 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
- 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

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

**Chair:** Scott McDonald

Marina Luchina/Vladimir Shchipkov  
Lori Jacobs/Risa Becker/Mickey Galin  
David Bassett



# 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
- New NRS
- Building 21st century multi-platform audience measurement system:  
integrating multiple datasets into a single currency
- Canadian print and digital measurement...the next Chapter

Chair: Jennie Beck

Knut-Arne Futsæter / Bente Håvimb  
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  
Don Williams/Mark Wood/Peter  
Chan

### 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

- MEC PrintImpact: An insight-based planning tool
- Beyond demographics – Targeting likely consumers through psychographic traits

Chair: TBC

Karin Immenroth/Wolfgang Dittrich  
Steven Millman/Pat Pellegrini

### SESSION 9

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

- 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

Chair: Kate Sirkin

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.