



# International Insight Innovations 2016

## Programme highlights



Welcome  
Sonia Marguin, Chair

### Understanding a multi-platform world



Media consumption trends  
Jason Mander, Chief Research Officer



Media measurement – taking a brand centric approach  
Sandile Mkhize, Data & Marketing Scientist



Multiscreen measurement of TV viewing  
Laurence David, TV Research & Sales Director

Panel host – Franck Buge, TV5 Monde

### Digital delivery – adblockers, viewability...



Improving industry standards  
Stéphane Hauser, Délégué Général



Understanding consumer attitudes to ad blocking  
David Evans, Research Director



How to plan for optimal results - bridging ad visibility with other KPIs  
Eleonore Pascassio, Research Insight Director



Latest trends in viewability and ad validation  
Jacques Tchenio, VP Sales

Panel host – Sonia Marguin, Euronews

## The media insight equivalent of speed dating! L'expertise média en accéléré!

Please join the inTV group for the fastest update on all the latest innovations in international insight / research in just one afternoon. 10 of the industry's gurus get just 15 mins each to enlighten you on the latest thinking and techniques!

L'inTV Group vous invite à une demi-journée de conférence intensive pour découvrir les dernières innovations et tendances des études internationales, en 10 courtes sessions de 15 minutes chacune, animées par les meilleurs experts!

<b>Place</b>	TV5 Monde 131 Avenue Wagram 75017, Paris
<b>Date</b>	19 <sup>th</sup> October 2016
<b>Time</b>	3.00 to 5.30pm followed by networking drinks
<b>RSVP</b>	Attendance is FREE for all media agency professionals; places are limited to secure your place click <a href="#">here</a> to register

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