Next generation audience measurement technologies unveiled at Advertising Research Foundation,....

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Next generation audience measurement technologies unveiled at Advertising Research Foundationâ€™s Audience Measurement conference

TNS speakers at annual symposia on â€œAudienceMeasurement 3.0â€•

30 May 2008: The Advertising Research Foundation is hosting its annual Audience Measurement Symposium at the Millennium Broadway Hotel, New York City on June 24-25, 2008.

Richard Marks, Global Head, TNS Media Research, will co-chair the conference, alongside Paul Todd, Product Management Director at Google. The symposium is a two day industry- leading event with speakers from a range of market- leading companies such as YouTube, Microsoft, ABC, ESPN and Ford, that aims to examine how audience measurement can catch the increasing complex behaviour of digital media consumers.

With a theme of â€˜Audience Measurement 3.0â€™, the conference will present a fitting platform for discussions around next generation measurement services â€“ spearheaded by platinum sponsors TNSâ€™s innovative Set Top Box digital measurement services.

George Shababb, COO of TNS Media Research North America, will co-present one paper with Helen Katz, SVP of Starcom MediaVest Group entitled â€œFrom Data Evolution to Audience Revolution.â€• In this, George Shababb and Helen Katz will present ground breaking findings that show how addressable TV ads can be delivered to individual households and how second-by-second data are used to evaluate the outcomes.

George will also discuss RPD alongside other industry professionals in a main session forum entitled â€œThe TV/video audience measurement challenge.â€•

Nick Burfitt, Global Director of RPD Services, TNS Media Research and Julian Dobinson of Sky will be examining the impact that the innovative Skyview Set Top Box service has had on Skyâ€™s business since its launch in 2006: How is Sky the largest pay TV operator in the UK, using this data and what benefit is it to advertisers?

Also representing TNS will be Matthew Brosenne, Business Development Director, CSM Media Research in China, who will be discussing how media sponsors can drive ROI from the Olympics, and how Beijing 2008 may be the most critical commercial sporting event in recent history.Â

Richard Marks comments: â€œThe future of audience measurement is at a pivotal point, and the key people who will shape its future will be at this world class event. We are extremely pleased to be so well represented, particularly the prominence that Set Top Box data will have across the conference, an area in which TNS continues to be the thought leader.â€•

To find out more about the ARFâ€™s Audience Measurement Symposia 2008 please visit www.tnsglobal.com or http://www.thearf.org/assets/am-08.

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