



INTERNATIONAL SEMINAR

AUDIENCE MEASUREMENT IN A DIGITAL WORLD

09:30 – 10:00

Registration

10:00 – 12:15

Session I

Keynote speaker: Mihai CONSTANTIN, Romanian Association for Digital Communications

Speakers:

- Romanian Parliament
- Ministry of Communications and Information Society
- National Audiovisual Council of Romania
- JIC Denmark/Danish Broadcasting Corporation TV – **Niels MARSLEV**: The Experience of a Joint Industry Committee with the Digital Challenge
- Romanian Association for Digital Communications - **Mihai CONSTANTIN**: Living and Communicating in a Digital World
- AGB Nielsen Media Research – **George PAPANICOLAU**: The Australian TV Audience Measurement in a Digital Environment
- ARMA Technical Committee – **Mihaela BARBALATA**: SNMATV and the Impact of Digitalization
- Discussions

12:15 – 12:45

Business Lunch

12:45 – 15:00

Session II

Keynote speaker: Mihai CONSTANTIN, Romanian Association for Digital Communications

Speakers :

- ARMA President – **Lucia ANTAL**: ARMA is Facing the Challenges of the Future
- GfK Italy – **Giorgio LICASTRO**: The Multimedia Audience Measurement – the Italian Experience
- Kantar Media Audiences – **Renata UHLARIKOVA & Keld NIELSEN**: UK TV Audience Measurement in a Digital Environment
- Romtelecom – **Bogdan BUCUREI**: Developing an Analogue Business into a Digital Business
- Discussions