

Advances in Audience and Consumer Measurement Seminar

March 26 - 29, 2009

Hosted by
The Media Management and Transformation Center
Jönköping International Business School, Sweden
and
The School of Communication
University of Miami, USA

Seminar Location: University of Miami campus in Coral Gables, Florida.

March 26, Thursday

Participants arrive at The Hotel

March 27, Friday

8:30 am Shuttle leaves hotel for campus

9:00-9:30 am Welcome and introduction

Walter McDowell, Program Director, Electronic Media, Broadcast Journalism, and Media Management, University of Miami

Robert Picard, Director of Media Management and Transformation Centre, Jönköping International Business School

9:30-10:15 am **Live Interactive Video Conference** from Lugano, Switzerland: Ratings Research in Europe. **AGB Nielsen Media Researchers** discuss the European Television Audience Measurement (TAM) system.

10:15-10:45 am **Guest Speaker: Paul Donato**, Executive Vice President and Chief Research Officer, The Nielsen Company.
The Media, The Consumer and The Economy

10:45-11:00 am Break

11:00-11:45 pm **Paper Presentations: Audience Choice**

Modeling Media Choice, **Hanna Willman-Iivarinen**, Department of Journalism and Mass Communication, University of Tampere, Finland

Language Preferences of Bilingual Television Viewers: A Test of Genre Effect, **Amy Jo Coffey**, Department of Telecommunications, University of Florida, USA

Explaining Prices Paid for Television Ad Time: The Purchasing Profile Model, **Steven Wildman**, Michigan State University, USA, and **Heirong Li and Wayne Fu**, Nanyang Technological University, Singapore

11:45-12:00 pm Discussions

12:00-1.15 pm Luncheon in Studio A

1:30-2:00 pm **Guest Speaker: Beth Webb**, Vice-President, PPM Research, Arbitron Company.
Challenges Facing Arbitron's Portable People Meter Methodology

2:00-2:45 pm **Paper Presentations: Audience and Advertising**

New Measurement Systems for Interactive Digital Television: Personalization of Advertisements, the Ultimate Goal? **Katrien Berte and Els De Bens**, Research Group for Media & ICT (MICT), Ghent University, Belgium

Measurement across multiple platforms: Answering Advertisers' Mandates for Accountability, **Mary Alice Shaver**, Media Management and Transformation Centre, Jönköping International Business School, Sweden

Leveraging Media-Advertisement Experiential Congruence, **Bobby Calder and Edward Malthouse**, Northwestern University, USA

2:45-3:00 pm Discussions

3:00-3:15 pm Break

3: 15-3:45 pm **Guest Speaker: Gary Meo**, Senior Vice President, Print and Digital Media Services, Scarborough Research
Measuring Newspaper Audiences: New Methods and Metrics for an Evolving Medium

3:45-4:30 pm **Paper Presentations: The Geography of Audiences**

Cross-national Audiences – How Imaginary and Distant Can They Be? **Leon Barkho**, Media Management and Transformation Centre, Jönköping International Business School, Sweden

A Cross-Country Comparison of Newspaper Engagement and Readership, **Erik Wilberg**, Norwegian School of Management, Norway and **Edward Malthouse**, Northwestern University, USA

Local versus Long-Distance: Profiling U.S. Online Newspapers' Audiences in the Dual-Geographic Market, **Hsiang Iris Chyi and George Sylvie**, School of Journalism, University of Texas at Austin, USA

4:30-4:45 pm Discussions

4:45-5:00 pm Announcements, distribution of Coconut Grove restaurant maps and recommendations

5:00 pm Shuttle leaves campus for hotel

Friday Evening – Relax and enjoy Coconut Grove

March 28, Saturday

8:30 am Shuttle leaves hotel for campus

9:00-9:15 am Introductions & Announcements

9:15-9:45 am **Guest Speaker: Patricia Phalen**, School of Media and Public Affairs, The George Washington University, USA
Information Nation

9:45-10:30 am **Paper Presentations: Video Audiences**

The Video Audience Measurement Industry: Time for a New Paradigm? **Dan Shaver**, Media Management and Transformation Centre, Jönköping International Business School, Sweden

Student Perceptions of Changing Measurements of Nielsen Television Audiences, **Angela Powers**, Miller School of Journalism and Mass Communications, Kansas State University, USA

Multi-Platform Video Consumption and Satisfaction: A National Study of College Students, **Louisa Ha, Jennifer Lavidge**, Bowling Green State University, USA and **Dominik Leconte**, Sony Pictures Entertainment, USA

10:30-10:45 am Discussions

10:45-11:00 am Break

11:00-11:30 am **Guest Speaker: Phil Napoli**, Donald McGannon Communication Research Centre, Fordham Graduate School of Business Administration, USA.
Audience Evolution and the Future of ratings Analysis

11:30-12:30 pm **Paper Presentations: Audience Measurement Methods**

Mapping the Niches of Mobile Media Using the Time-space Diary: A Methodological Study, **John Dimmick, Greg Hoplamazian, and John Feaster**, School of Communications, Ohio State University, USA

Beyond Audience Segmentation: The Use of Single Source Data at Sweden's Largest Retailer, **Mart Ots**, Media Management and Transformation Centre, Jönköping International Business School, Sweden

Standardization as Factor of Success? Requirements of Media Planners on Performance Measurement as General Basis of Planning International Online Media Campaigns, **Kathrin Menz**, Faculty of Economics, Management and Law, TU Ilmenau, Germany

Measuring Public Opinion in Egypt: The Case of the Information and Decision Support Center's Public Opinion Poll Center, **Rasha A. Abdulla**, The American University in Cairo, Egypt

12:30-12:45 Discussions

12:45-2:00 pm Luncheon in Studio A

2:00-3:15 pm **Panel Discussion: Robert Picard** and **guest speakers** discuss
The Future Practical Implications of Audience Measurement Studies

3:30 pm Shuttle leaves campus for hotel

6:00 pm Shuttle leaves hotel for banquet site

6:30 pm **Cocktails and banquet dinner followed by Keynote Speaker Jack Wakshlag**, Chief Research Officer for Turner Broadcasting System, Inc.

Separating Fact From Fiction on Today's Media Consumer

Concluding remarks by seminar hosts

9:30 pm Shuttle leaves restaurant for hotel

March 29, Sunday

Informal breakfasts and brunches available in Coconut Grove