



Tell A Vision 2015 in 15 Powerful Quotes



Luc Suykens, Harley Proctor Brand Director France, Belgium, Netherlands

An advertiser's point of view on the future role of television

Echte ideeën zorgen ervoor dat je met merken connecteert.

De toekomst is om programma's te verdelen naar het medium waar het publiek zit, nl. over de schermen heen.

Omarm sociale media, bij een goed idee gebruiken consumenten hun sociaal medium (Twitter, Facebook, Instagram, Snapchat,...) om over het merk te babbelen. Vroeger waren het de huisvrouwen die babbelden over het merk tijdens theebransjes, nu gebeurt het via sociale media.





Dean Donaldson, Global Innovation Consultant

Watching television now and in 2020

TV advertising targeting in 2020: "Forget households, it's all about individuals as TV is being watched on a multitude of devices."

Facebook replaces YouTube as the premier video destination. Facebook becomes a real television channel and is going to launch long form video content.

The future of watching TV will be about "wink, wiggle and wave".





Jan Callebaut, CEO at WHY5Research

Is there a recipe for must-watch programs?

There are 2 dominant drivers to create powerful content: being in the current moment (Actual Driven (news), Continu Driven (soaps), Competition Driven (sports)) and the proximity.

Driving on universal content and & top creativity.

DRIVING ON UNIVERSAL CONTENT & TOP CREATIVITY

- HUMAN RELATIONS & SEX : The eternal dilemma
- NEW SOCIAL TRENDS : Am I connected? fe. Tattoos, diversity
- CRIME (real and fantasy) : Fear as ultimate driver
- THE FUTURE IS COMING : Escapism
- BIDS FOR FAME : How do I escape my ordinary me?
- ANIMALS : ex Animals in Love (as metaphors for human relationships)
- HUMOUR : As escape for all kinds of tensions



Thierry Tacheny, CEO Divedia Consulting

The impact of new technologies and formats on the television business

T.I.N.A. There Is No Alternative for TV: the challenges of online outweigh those of TV.

There is no such experience like TV

200 SPOTS par jour

100% de l'écran & de la durée

INDIVIDUS & DUREE
CONTROLE
NEUTRALITE
SECURISATION

5

45% DE COUVERTURE POUR 100 GRP
60% DE COUVERTURE POUR 200 GRP
70% DE COUVERTURE POUR 300 GRP
80% DE COUVERTURE POUR 500 GRP

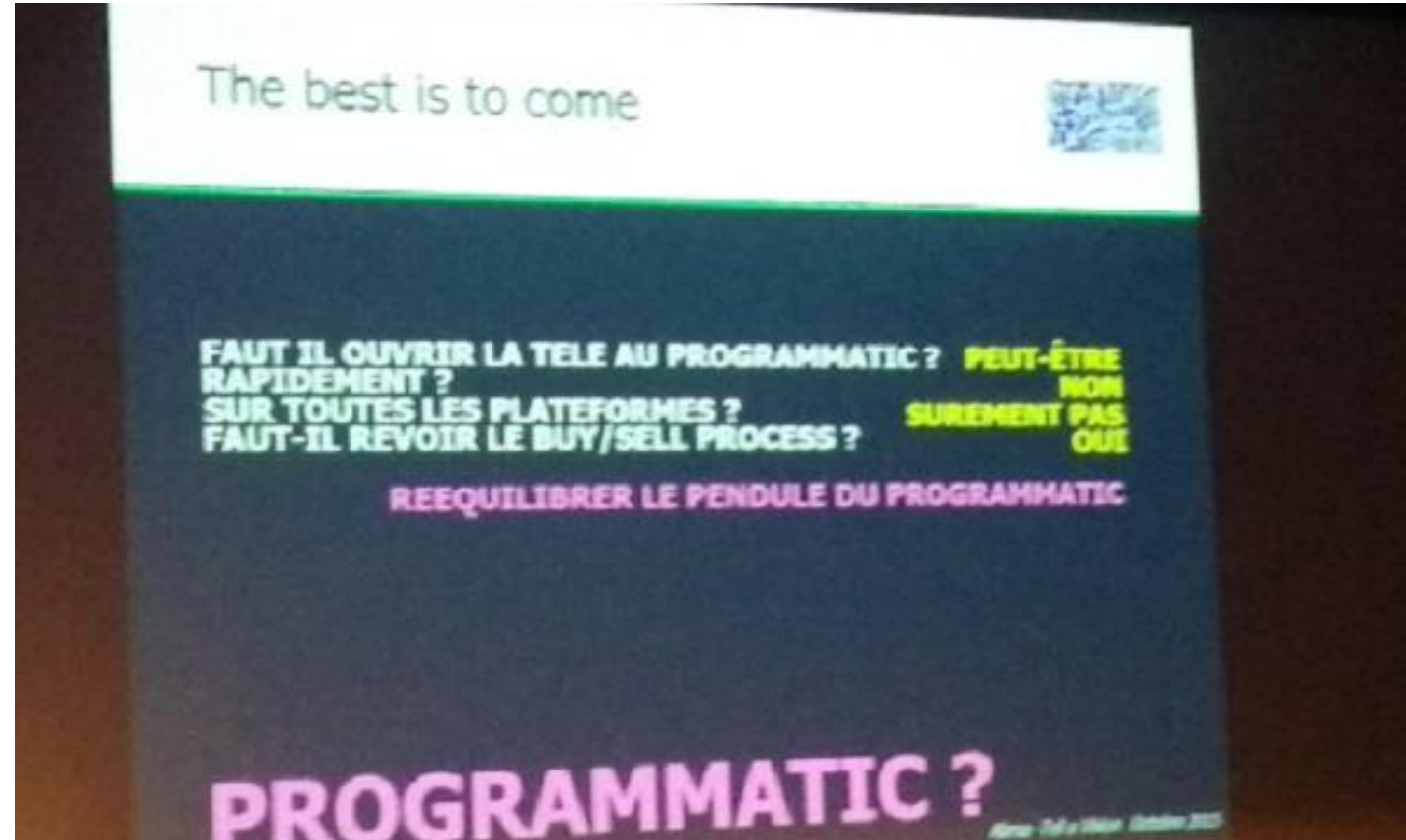
Alma - Tel à Vison Octobre 2015



Thierry Tacheny, CEO Divedia Consulting

The impact of new technologies and formats on the television business

Some recommendations of Thierry Tacheny about Programmatic Buying for TV.





Thierry Tacheny, CEO Divedia Consulting

The impact of new technologies and formats on the television business

This slide shows the conclusions of the presentation and recommendations of Thierry Tacheny

1 La télévision est et reste
■ le media de l'efficacité.

2 Son avenir est brillant et
■ intimement lié aux annonceurs.

3 Elle est, de tous les media, celui qui crée
■ les meilleures conditions de réceptivité.

- Elargir la fenêtre d'exploitation des programmes
 - Syndiquer l'offre
 - Uniformiser la navigation
- Favoriser les touchpoints puissants (contenus & pub)
 - Développer le Targeted programming

Alma - Tot a Vision - Octobre 2015

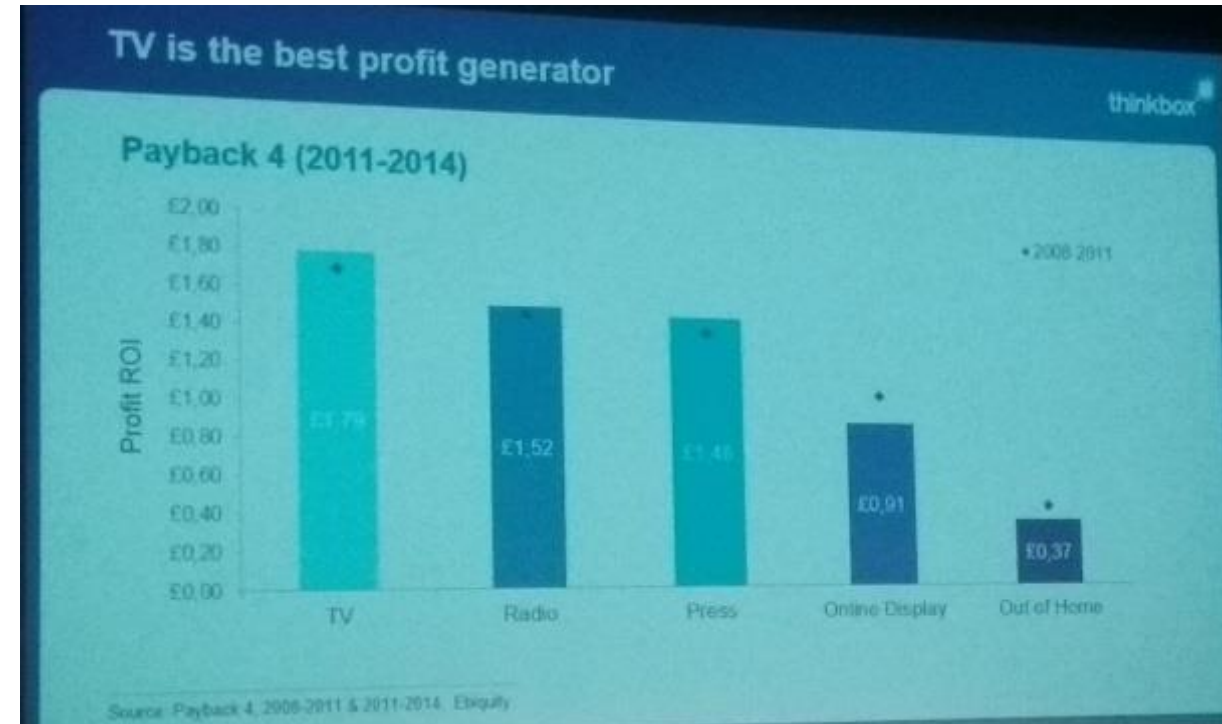
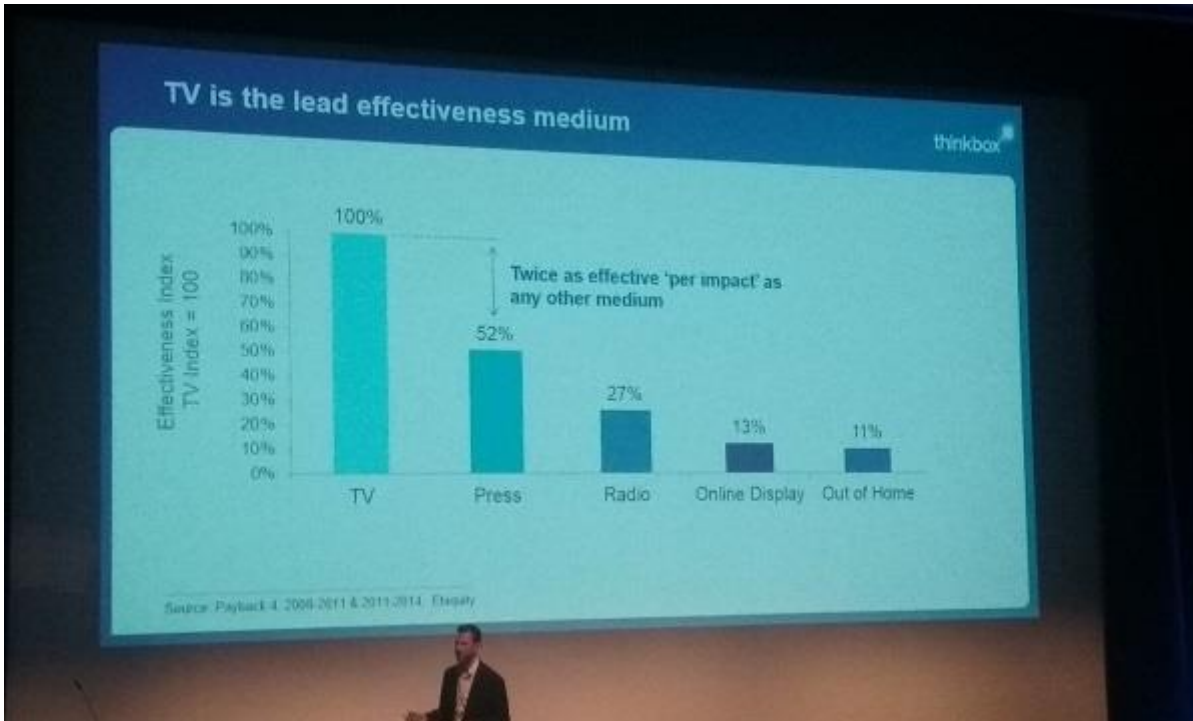


Matt Hill, Research and Planning Director, Thinkbox

Key Findings from Thinkbox's effectiveness studies

Effectiveness? TV is the lead effectiveness medium.

Effectiveness? TV is the best profit generator.



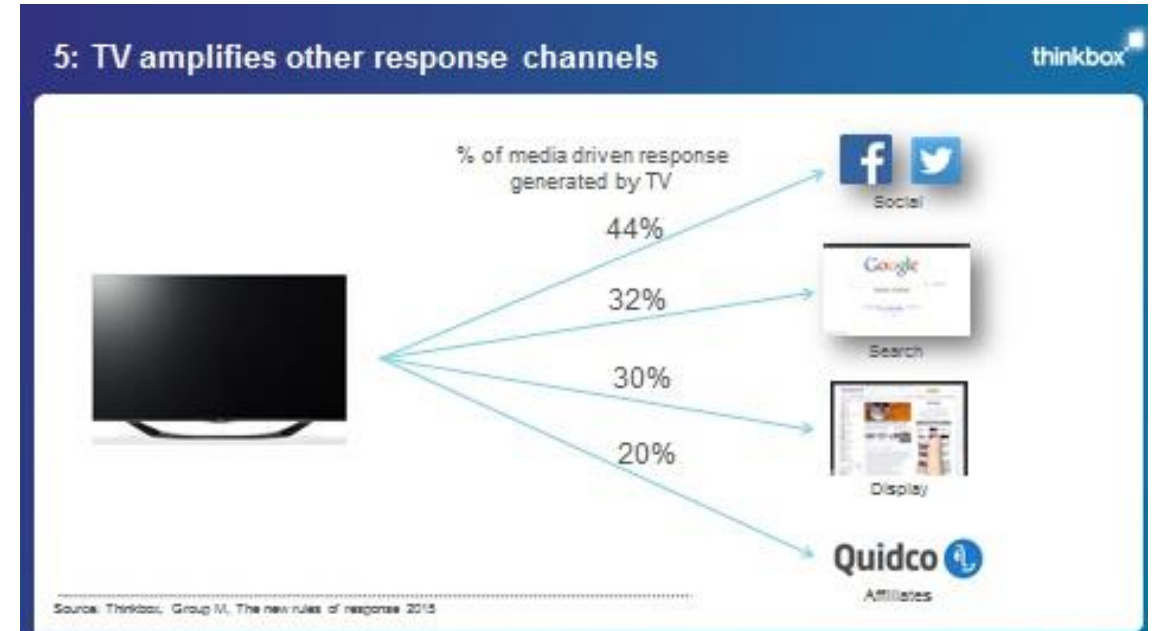
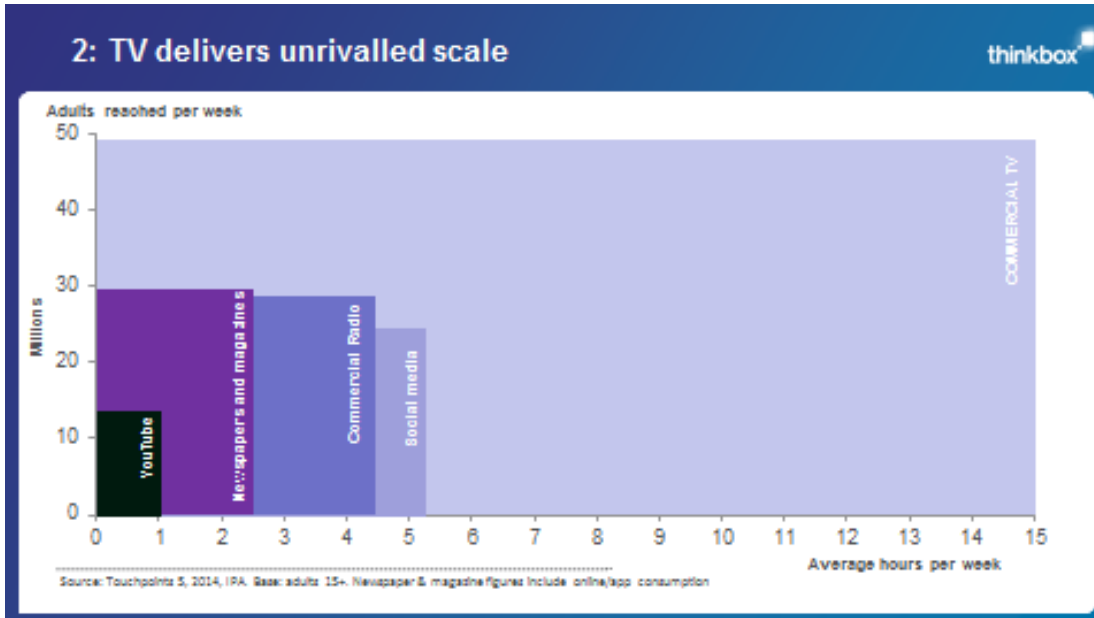


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Key Findings from Thinkbox's effectiveness studies

EffectTVness? TV delivers unrivalled scale.

EffectTVness? TV amplifies other response channels: 44% of social media driven response generated by TV.

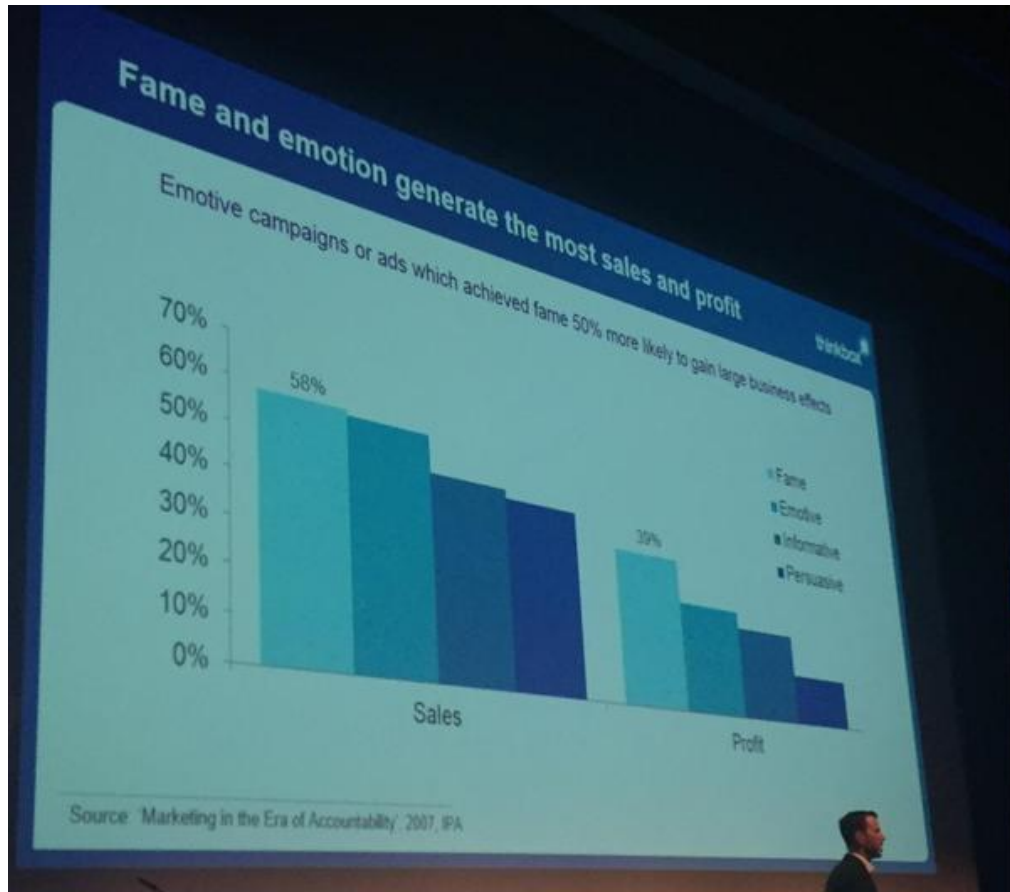




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Key Findings from Thinkbox's effectiveness studies

Fame and emotion generate the most sales and profit.



EffectVness? Viewing together generates conversations. Nothing compares to TV when it comes to shared viewing.





Matt Hill, Research and Planning Director, Thinkbox

Key Findings from Thinkbox's effectiveness studies

EffectTVness? TV is by far the most trusted form of advertising.

