



ADVERTISING SEMINARS INTERNATIONAL LTD

BAS DE VOS OF SKO AND FRANS KOK OF INTOMART GfK WIN FIRST

asi Tony Twyman Award

AT THE 2008 EUROPEAN TELEVISION SYMPOSIUM IN BARCELONA

The 2008 European TV Symposium saw the launch of the *asi Tony Twyman Award*. For many years Tony Twyman has been amongst the most widely respected marketing and media researchers, especially most recently in all areas of broadcast audience research. As a mark of respect and an acknowledgement of his contribution to this conference over the past seventeen years, **asi** decided to announce this annual award of 1500 euros. It was sponsored by RSMB Television Research.

The presentation was made to the conference paper that made ‘the best contribution to a greater understanding of the TV medium and its audiences.’ Deliberately broad, the criteria covered the subjects dealt with for most of the two days. The winning paper could give an insight into how technology is transforming the way the medium is consumed or it could relate to papers that deal most directly with innovative approaches to securing reliable audience measurement data. Equally, the winning paper could relate to ways in which the audience measurement data we have is used to enhance the efficiency with which commercial airtime is deployed/used.

The winners had to compete in a very strong field and there were a number of other papers the judges felt needed special commendation. These were papers from Bernhard Engel of ZDF, Graham Lovelace of Lovelace Consulting, Pete Doe of Nielsen Combine and David Brennan of Thinkbox. However Roger Gane of RSMB Television Research, who acted as Chairman of the judging panel, outlined why Bas and Frans had won:

“Given the growing complexity of the broadcast environment and the resulting interest in new audience measurement systems, we felt that this paper was especially invaluable in exploring both the potential and the pitfalls of personal meters very honestly and directly.”

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