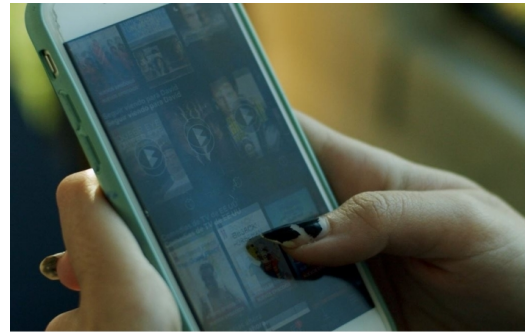




# Audientzia ikerkuntza eta big data



**29.Jun - 30.Jun 2021**

**Cod. I04-21**

**Mod.:**  
Streaming Face-to-face

**Edition**  
2021

**Activity type**  
Summer course

**Date**  
29.Jun - 30.Jun 2021

**Location**  
Miramar Palace

**Languages**  
Basque Spanish

**Academic Validity**  
20 hours

**Organising Committee**

Fundación  
BBVA



## Description

**This Summer Course will be held face-to-face and there will also be the possibility of participating live online through ZOOM. In the registration process, please select the participation of your choice: face-to-face or live online.**

Media audience research, both traditional and the one born after digitalization and the arrival of the internet, is one of the key elements for the definition of the communication policies, the activity of the advertising industry and specially of the professionals of the media and, of course, the agencies and institutions dedicated to applied social research. In particular nowadays, as a result of the proliferation of media, platforms and technological resources available to the population.

That is why it is very relevant to learn more in depth about the methodologies and technological resources used today, and those that will soon be applied in this changing world of audience research. In particular, the massive analysis of data as it comes very strongly to complete those more traditional studies.

This Summer Course, will make an thorough analysis of the most relevant companies and institutions involved in audience research in Spanish and in the Basque Country: AIMC, Kantar Media, Comscore, CIES, Kultur Behatokia ...

The Summer Course will be an excellent opportunity to update knowledge about the current situation of audience research and the new trends in media research.

### **Arratsaldeko saioa TABAKALERAN / Actividad abierta optativa por la tarde en TABAKALERA:**

Mesa redonda y entrevista / Ekitaldi berezia arratsaldean Tabakaleran: mahaingurua eta elkarrizketa

Noiz / Fecha: 2021/ **ekainaren 29 eta 30 / 29 y 30 junio**

**Ordua / Hora:** 17:45

Plaza mugatuak / Plazas limitadas. Aforoa / aforo: 24 pertsona

Izena-emateko esteka:

<https://docs.google.com/forms/d/1Z62miVIM98sulqE7Jj12mKNmFHtczlep2QHL3Wfm8mM/edit>

Informazio gehiagorako / Para más información:

<https://www.tabakalera.eus/es/audiencia-de-medios-y-big-data#https://online.tabakalera.eus/es/>

Streaming zerbitzu irekia, Tabakalerako webgunean. Servicio de streaming en abierto, sin necesidad de inscripción disponible en sitio web de Tabakalera

## Objectives

Update knowledge about the most relevant media audience studies and the companies that carry them out. We will take in to account those studies carried out in Spain and the ones focusing on the Basque Country.

Delve into the most current methodologies applied to media audience research: people meters, online surveys, online analytics, data analysis ...

Contrast information on the changing world of audience research applied to the media and communication technologies and the new systems used to measure it.

Know the current moment of research based on big data and its practical application, its methodologies and the most relevant results.

## Course specific contributors

# Program

## 29-06-2021

|               |                                                                                                                             |
|---------------|-----------------------------------------------------------------------------------------------------------------------------|
| 08:45 - 09:00 | Erregistroa / Registro                                                                                                      |
| 09:00 - 09:15 | Presentation by the Director of the activity<br><b>Edorta Arana Arrieta</b> UPV/EHU - Irakaslea                             |
| 09:15 - 10:15 | “El estado de la cuestión: la investigación de audiencia hoy”<br><b>José Andrés Gabardo Vallejo</b> AIMC - Director Técnico |
| 10:15 - 10:45 | Break                                                                                                                       |
| 10:45 - 11:45 | “Audimetriaren erronkak”<br><b>Sandra Martínez Llopis</b> Kantar Media - Teknikoa                                           |
| 11:45 - 12:45 | “Hacia la investigación de audiencia única”<br><b>Jaime Agulló Amorós</b> ComScore - Director                               |
| 12:45 - 13:45 | “CIES: el futuro de las investigaciones de audiencia multimedia”<br><b>Catalina Uzcanga Lacabe</b> CIES - Zuzendaria        |

## 30-06-2021

|               |                                                                                                                                                                                          |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 09:15 - 10:15 | “Kultur Behatokia: panela eta kultur kontsumoak”<br><b>Mikel Etxeberria Agirresarobe</b> Kulturaren Euskal Behatokia - Zuzendaria<br><b>Aintzane Larrabeiti San Román</b> ICC Consultors |
| 10:15 - 11:15 | “Iparraldearen kontsumo portaera”<br><b>Ibai Agirrebarrena Mendiboure</b> Euskararen Erakunde Publikoa EEP - Teknikoa                                                                    |
| 11:15 - 11:45 | Break                                                                                                                                                                                    |
| 11:45 - 12:45 | “Ikusiker, ikus-entzunezkoen kontsumoa aztertzeke panela”<br><b>Beatriz Narbaiza Amillategi</b> UPV/EHU - Irakaslea                                                                      |
| 12:45 - 13:45 | “Behategia eta komunikabideen kontsumo digitala EHn”<br><b>Libe Mimenza Castillo</b> Euskarazko Komunikabideen Behategia - Zuzendaria                                                    |
| 13:45 - 14:00 | “Síntesis”<br><b>Elena Neira Borrajo</b>                                                                                                                                                 |

## Directed by



### **Edorta Arana Arrieta**

UPV/EHU

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He has been a lecturer and researcher at the UPV / EHU since 1988. He previously worked as a journalist for ETB, and has since collaborated with various audiovisual and written media. He graduated in journalism from the University of the Basque Country in 1982 and received his doctorate from the same university in 1995. He teaches radio, television and Internet programming and has published several books and articles on the subject. He is a member of the NOR research team and works on research projects funded by MINECO and the UPV / EHU.



### **Itziar Orbegozo Zurutuza**

Tabakalera

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## Teachers



**Ibai Agirrebarrena Mendiboure**

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**Jaime Agulló Amorós**

Comscore, VP Managing Director South EMEA

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**Mikel Etxeberria Agirresarobe**

Eusko Jaurlaritza

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Albaitaritzan lizentziaduna da (UCM) eta Euskal Kulturgintzaren Transmisioa Aditu Titulua burutua (Mondragon Unibertsitatea). Euskal kultura barne-kezka, Eusko Jaurlaritzaren Kultura Sustatzeko Zuzendaritzan aritua, batez ere, Sormen Lantegiak eta Arte Eszenikoak landuz. 2018tik Kulturaren Euskal Behatokiko arduraduna da, eta bertan bere eginkizun nagusia Behatokiaren zuzendaritza orokorra kudeatzea: aurrekontuak, eragiketa estatistikoak, azterlan kualitatiboak eta koordinazio lanak (Eustat, Kulturklik, web...). Azken batean Behatokiaren helburua bermatzea, zera da, kulturaren egoera eta bilakaerari buruz sistematikoki informazio ordenatu eta kontrastatua eskaintzea sistema kultural guztiari.





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**Aintzane Larrabeiti San Román**

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Licenciada en Filosofía (Universidad de Deusto), Máster en gestión cultural y Doctorando en ocio y potencial humano (UD). Su carrera profesional está vinculada al ámbito cultural, tanto en la administración pública como en la universidad y la empresa privada. Ha sido coordinadora de la asistencia técnica del Observatorio Vasco de la Cultura (2006-2010), y participa en la elaboración de estudios cualitativos y del sistema de gestión de la información del Observatorio desde 2011. En la actualidad trabaja en ICC Consultors, empresa consultora especializada en la investigación, el análisis y el asesoramiento en el sector cultural.



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**Sandra Martínez Llopis**

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Licenciada en Comunicación Audiovisual con 15 años de experiencia en el sector Audiovisual. Actualmente, como Ejecutiva de Cuentas en el equipo Comercial de Kantar Media Division, es responsable de las cuentas Mediaset, La Liga, CRTVG o NBC Universal. También ha trabajado en la Consultora de Audiencias GECA y en varios medios locales como Teledonosti o en la delegación de Onda Cero San Sebastián.



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**Libe Mimenza Castillo**

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UPV/EHU

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Libe Mimenza Castillo (Elorrio, 1988) is a journalist, a communication researcher and a vasco-speaking press agent. He studied journalism at the University of the Basque Country and was later held by the Master in Multimedia Communication and Social Communication. He has worked and researched in the fields of digital and transmedia communication, including the NOR research group. Since 2016 he has been coordinator of the Basque Media Observatory.



### **Beatriz Narbaiza Amillategi**

UPV/EHU

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Beatriz Narbaiza Amillategi (Ermua, 1968) She has a degree in Journalism and a PhD in Audiovisual Communication. UPV-EHU researcher and lecturer in undergraduate and master's degrees. She has published several book chapters and articles.



### **Elena Neira Borrajo**

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### **Catalina Uzcanga Lacabe**

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Licenciada y Doctora en Sociología por la Univ. Deusto y tiene un curso de postgrado en Comercio Internacional. Ha trabajado en el comercio internacional y ha sido investigadora pre y postdoctoral en la Universidad de Deusto. En la actualidad, es Directora Asociada de CIES, Análisis de Mercado y Opinión, en Pamplona ([www.cies2.com](http://www.cies2.com)). Entre otros, CIES realiza el estudio de audiencia de medios de Euskadi y Navarra desde 1984. Se trata, por tanto, de una serie histórica que recoge el consumo de radio, prensa, televisión y, más recientemente, internet. El estudio, con una alta tasa de representatividad, recoge la información del consumo del día de ayer. Catalina Uzcanga es socia de Insights y Analytics, asociación que representa a todo el sector de la investigación de mercados y data science, y representante por España de The Research Alliance, asociación internacional de empresas de estudios de mercado y opinión. Además, es profesora asociada de Sociología en La Univ. de La Rioja.

## Registration fees

| FACE-TO-FACE                                                                                | UNTIL 29-06-2021        |
|---------------------------------------------------------------------------------------------|-------------------------|
| GENERAL                                                                                     | 77,00 EUR               |
| <a href="#">REDUCED FEE REGULAR</a>                                                         | 65,00 EUR               |
| <a href="#">REGISTRATION EXEMPTIONS</a>                                                     | 54,00 EUR               |
| <a href="#">ELKAR fellow members</a>                                                        | 65,00 EUR               |
| <a href="#">Professionals and students of euskaltegis or approved self-learning centers</a> | 65,00 EUR               |
| <a href="#">DONOSTIA KULTURA COURSES</a>                                                    | 65,00 EUR               |
| <b>LIVE ONLINE</b>                                                                          | <b>UNTIL 29-06-2021</b> |
| GENERAL                                                                                     | 77,00 EUR               |
| <a href="#">REDUCED FEE REGULAR</a>                                                         | 65,00 EUR               |
| <a href="#">REGISTRATION EXEMPTIONS</a>                                                     | 54,00 EUR               |
| <a href="#">ELKAR fellow members</a>                                                        | 65,00 EUR               |
| <a href="#">Professionals and students of euskaltegis or approved self-learning centers</a> | 65,00 EUR               |
| <a href="#">DONOSTIA KULTURA COURSES</a>                                                    | 65,00 EUR               |

## **Place**

### **Miramar Palace**

Pº de Miraconcha nº 48. Donostia / San Sebastián

Gipuzkoa