

Event

## Schedule

Dive into our event agenda packed with cutting-edge insights and engaging discussions on the latest trends in media analytics.

### Welcome Day

22TH April

### Day 1

23TH April

### Day 2

24TH April

07:00 PM

#### Welcome Cocktail

Join us for a taste of celebration and connection as we kick off the event in style. Cheers to new beginnings!

**Meeting Point:** Hotel OLISSIPPO Oriente, restaurant lobby.



Hotel OLISSIPPO Oriente  
Lisbon, Portugal



22TH – 24TH  
April

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<b>Welcome Day</b> 22TH April	<b>Day 1</b> 23TH April	<b>Day 2</b> 24TH April
<b>09:30 AM</b> 10'	<b>Welcome to the 13th Markdata International Meeting</b> Unveiling the essence of MIM and Markdata's purpose.	
<b>09:40 AM</b> 40'	<b>Discover the Future of Media Intelligence with YumiAnalyticsWeb 360°</b> Embark on a journey of technological evolution with Markdata's YUMIAalyticsWeb 360°.	
<b>10:20 AM</b> 40'	<b>Unleash the Potential with YUMIAalyticsWeb Advanced</b> Markdata's commitment to constant innovation has led to the development of powerful features within YUMIAalyticsWeb Advanced.	
<b>11:00 AM</b> 20'	<b>Coffee Break</b>	
<b>11:20 AM</b> 40'	<b>Revolutionize Market Research with Marktab</b> At the core of Markdata's offerings lie Market Research studies. Explore our robust data-entry and questionnaire capturing systems...	
<b>12:10 AM</b> 40'	<b>YUMIAalyticsWeb Market Research: Setting a New Standard</b> Experience the impact of YUMIAalyticsWeb in revolutionizing the analysis of renowned surveys.	
<b>Lunch Break</b>		
<b>02:30 PM</b> 40'	<b>Introducing YUMIAalyticsWeb Lambda</b> Lambda is the new product that brings the power of the Artificial Intelligence to the YUMIAalytics Web.	
<b>03:10 PM</b> 30'	<b>TeleentryWeb: Automated TV Broadcast Data Capture</b> TeleentryWeb, our platform for TV broadcast data capture, challenges the status quo with automated AI-driven techniques.	
<b>03:45 PM</b> 15'	<b>Coffee Break</b>	
<b>04:00 PM</b> 40'	<b>SAM: Comprehensive Television Consumption Measurement</b> SAM is our comprehensive solution to measure television consumption, track audio sources and internet usage.	
<b>05:00 PM</b>	<b>End of Sessions</b>	
<b>08:00 PM</b>	<b>Networking Dinner</b> Meeting Point: Hotel Olisippo Oriente, lobby (7:30 PM). Restaurant: <a href="#">Tacho do Pescador</a> Address: Rua da Pimenta, 17A 1990-254 Parque das Nações – Lisboa (1km, walking distance)	

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<b>Welcome Day</b> 22TH April	<b>Day 1</b> 23TH April	<b>Day 2</b> 24TH April
<b>09:30 AM</b> 30'	<b>AI in Action: Shaping Faster Productivity</b> Explore the integration of artificial intelligence in Markdata's software, enhancing computational processes for faster user insights.	
<b>10:00 AM</b> 40'	<b>YUMIAalyticsWeb Media Planning: Shaping Advertising Campaigns</b> The foundation for a planning application is now live on YUMIAalyticsWeb.	
<b>10:40 AM</b> 30'	<b>YUMIAalyticsWeb Media Booking</b> A system for an integrated view of the advertising space available on a set of TV stations, with the ability for media planners to configure their campaigns. It centralizes all the data, allowing a very efficient handling of campaigns vs available space on the same application.	
<b>11:10 AM</b> 20'	<b>Coffee Break</b>	
<b>11:30 AM</b> 40'	<b>Our solution from the client's perspective</b> Join us for an insightful client presentation where we dig into real-life scenarios showcasing the transformative power of our platform. Discover firsthand how our desktop and web solutions have revolutionized daily tasks for clients across various domains.	
<b>Lunch Break</b>		
<b>02:30 PM</b> 90'	<b>Engage in Hands-On Workshops</b> Delve deeper into Markdata's/TWA's areas through interactive workshops tailored to address client projects and knowledge queries.	
<b>04:00 PM</b>	<b>End of the Meeting</b>	