

# Reading the signs of our Time

**JOAQUIM BRETCHA**

*Presidente Esomar*



**ESOMAR**



# **The Data Revolution**







The image shows the cover of the 'Global Market Research 2019' report. The background is a vibrant purple with a pattern of thin, curved, golden-yellow lines that resemble a stylized globe or a network. A thick, black, curved line, possibly representing a stylized 'S' or a path, cuts across the middle of the cover. The text is white and positioned in the upper left corner.

# Global Market Research 2019

An ESOMAR Industry Report

in cooperation with BDO Accountants & Advisors

ESOMAR

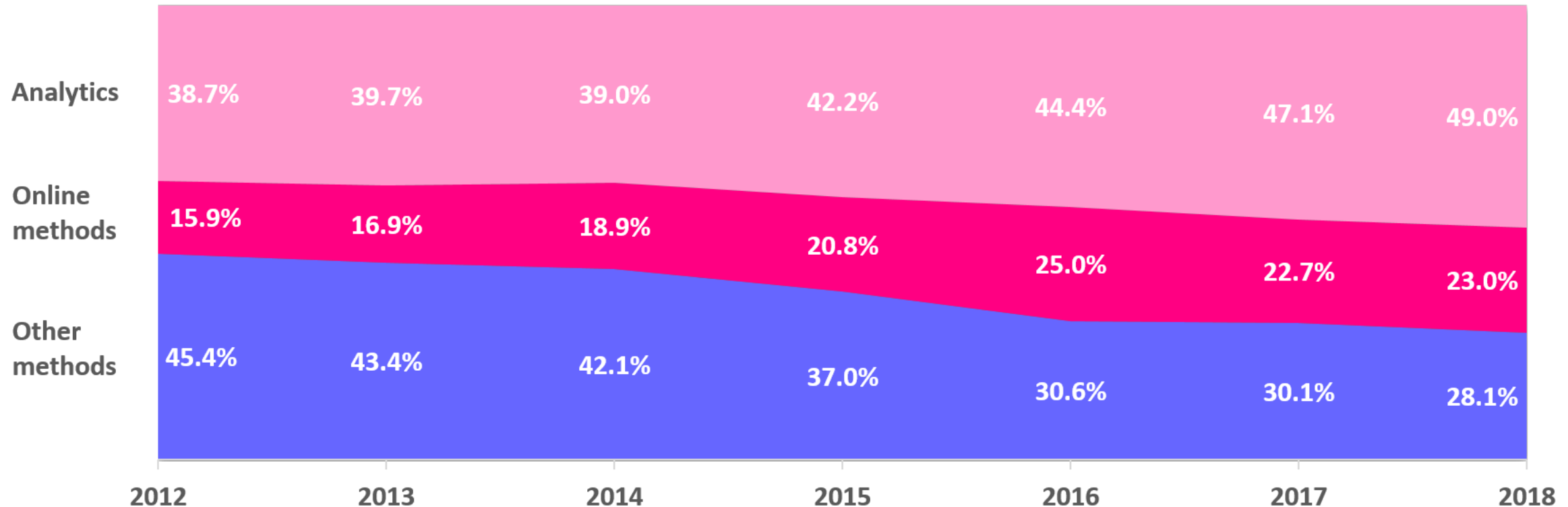
The global Market,  
Opinion and Social  
Research and Data  
Analytics industry is  
valued at

\$80Bn

Source: ESOMAR GMR 2019

# ESOMAR The “Digital effect” on the insights industry

Share of Market Research Spend by Method



Source: ESOMAR GMR 2013-2019 editions







André Comte-Sponville  
Paris, 1952



**The willingness to  
understand people**



**The Ethical Behaviour**



**TECHNOLOGY  
IS NOT NEUTRAL**



# Update report into adtech and real time bidding

20 June 2019

**ico.**  
Information Commissioner's Office

“...concerns *that the creation and sharing of personal data profiles about people to the scale we've seen, feels disproportionate, intrusive and unfair, particularly when people are often unaware it is happening*”.



**Elizabeth Denham**  
**Information Commissioner**



ESOMAR  
WORLD RESEARCH

ICC  
INTERNATIONAL  
CHAMBER  
OF COMMERCE  
The world business organization

# ICC/ESOMAR International Code

on Market, Opinion and Social Research and Data Analytics

ESOMAR

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Briefing questions  
when considering tools and  
services for unstructured data –  
text, images, audio, and video

ESOMAR

## Who Owns the Data?

{..?..}

ESOMAR

### The Trust Paradigm



*Trust is like the air  
we breathe –  
when it's present,  
nobody really notices;  
when it's absent,  
everybody notices.*

Warren Buffett





# Why ESOMAR ?

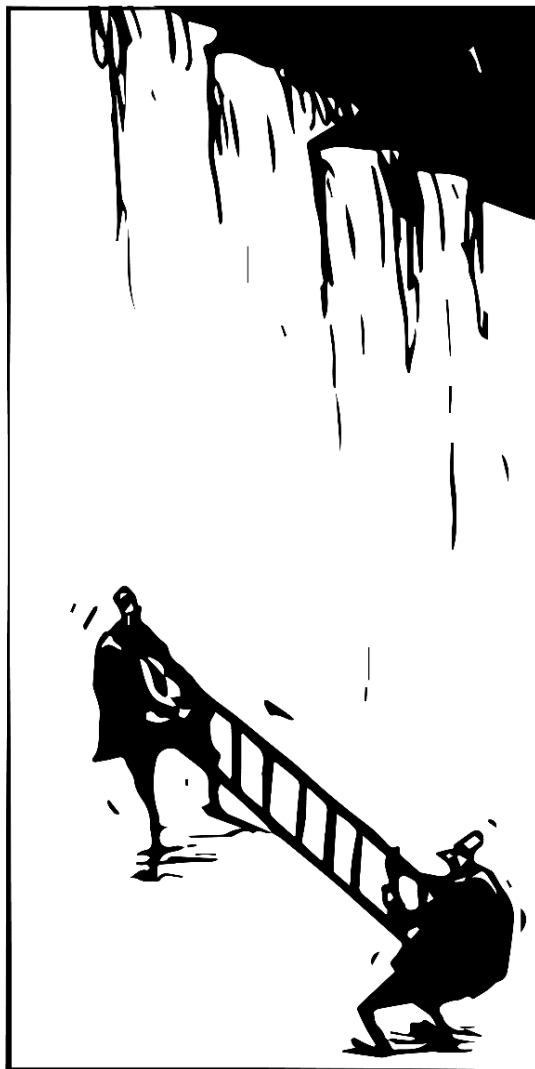
## 1. INDUSTRY ADVOCACY

- Global commitment to standards
- Legal guidance & understanding
- Industry advocacy & reports
- Unique source of accredited Co's
- Methodological best practices!



# ESOMAR

## Cooperation takes us further



# TENOCHTITLAN 1519





# TENOCHTITLAN 1519



**Gerónimo de  
Aguilar**

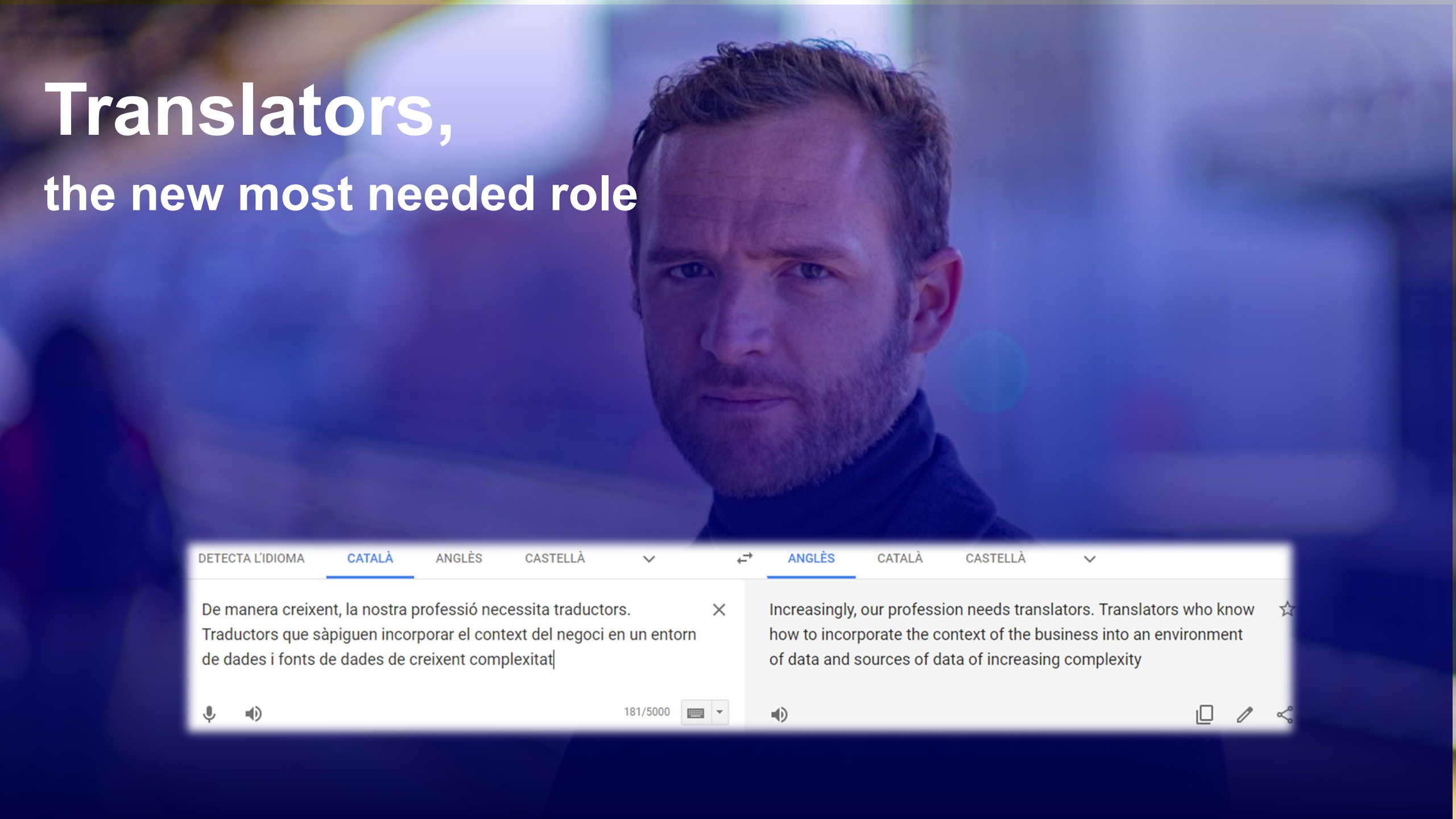


**Malintzin  
Malinche**





# Translators, the new most needed role



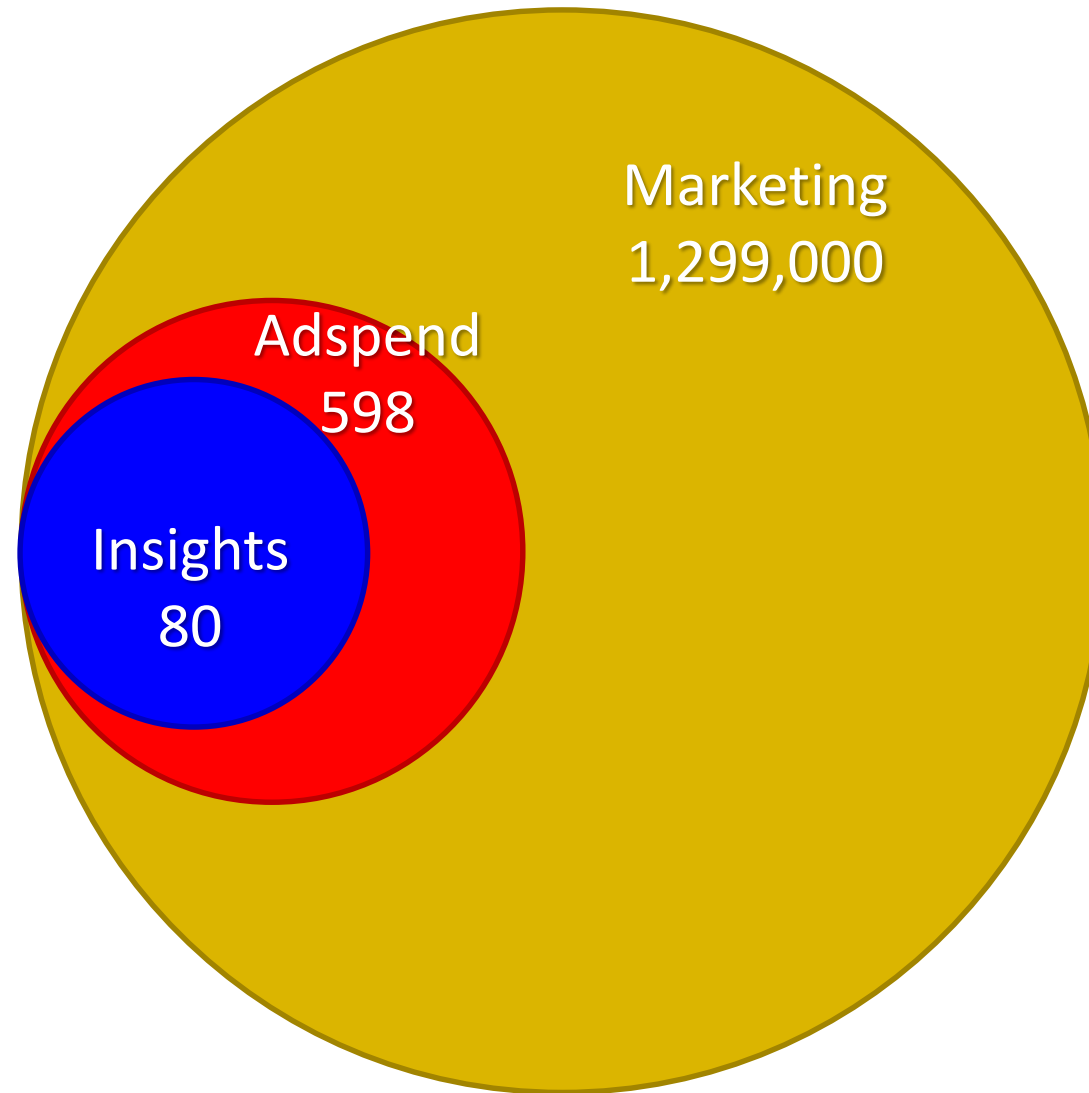
DETECTA L'IDIOMA CATALÀ ANGLÈS CASTELLÀ ▼ ↔ ANGLÈS CATALÀ CASTELLÀ ▼

De manera creixent, la nostra professió necessita traductors. Traductors que sàpiguen incorporar el context del negoci en un entorn de dades i fonts de dades de creixent complexitat

Increasingly, our profession needs translators. Translators who know how to incorporate the context of the business into an environment of data and sources of data of increasing complexity

181/5000

# ESOMAR Global Advertising & Marketing Potential

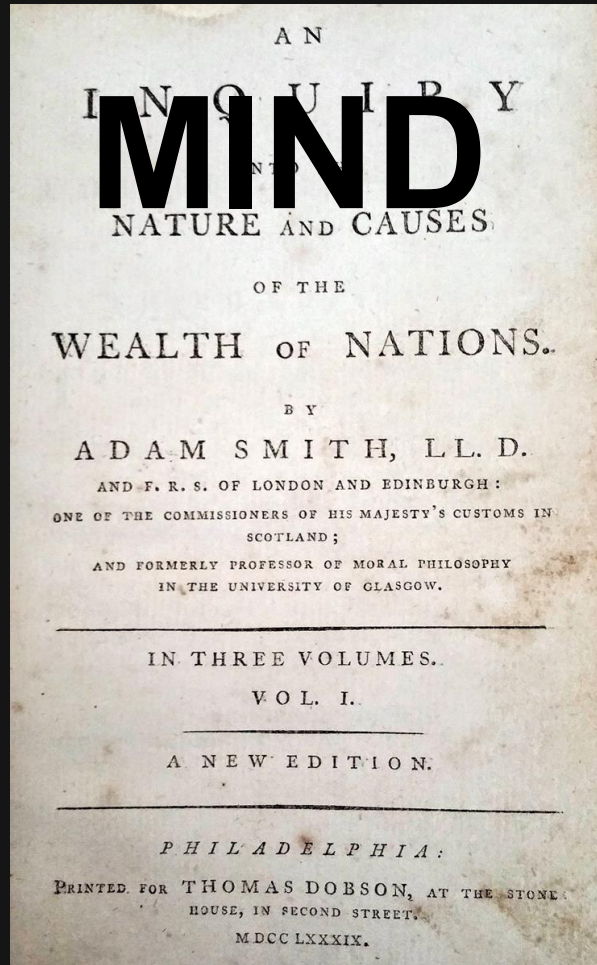


\* Areas have been scaled logarithmically for representation purposes

\*\* This representation compares amounts; it is not a Venn diagram, i.e. Insights is not a subgroup of Adspend

PQ Media's Global Advertising & Marketing Revenue Forecast 2018-22.

# FIRST INDUSTRIAL REVOLUTION





**FOURTH  
INDUSTRIAL  
REVOLUTION**

**HUMAN  
CENTRICITY  
+  
DATA**

