



3rd Annual Cross-Platform Media Measurement Summit

Thursday, April 24, 2014
Time-Life Auditorium, 8th Floor
1271 Avenue of Americas, NYC

12:30 - 1:00pm	<i>Lunch</i>
	Introductions
1:00 - 1:05pm	WELCOME: Jane Clarke, Managing Director, CIMM
1:05 – 1:20pm	OPENING KEYNOTE: The Marketer’s Omni-Media Measurement Challenge Aaron Fetters, Director, Insights & Analytics Solutions Center, Kellogg Company
1:20 – 1:35pm	FINDING PATTERNS IN CROSS-MEDIA USAGE: An Early Look at CRE Cross-Platform Ethnographies Richard Zackon, Facilitator, Council for Research Excellence
	WITHOUT FURTHER ADO...CROSS-MEDIA AUDIENCE MEASUREMENT SOLUTIONS!
1:35 – 2:50pm	MAKING SENSE OF CROSS-MEDIA MEASUREMENT: <i>Introduction by Charlene Weisler, Weisler Media</i> SOLUTIONS AT LAST: Testing Continuous Unified 5-Platform Audience Measurement of Content and Ads CIMM’s Phase 2 Pilot Test: Cameron Meierhoefer, Chief Operating Officer, comScore ESPN & Blueprint: From Special Project to Standard Practice: Artie Bulgrin, SVP, Global Research and Analytics, ESPN MEASURING THE OLYMPICS: A Single Source Approach Alan Wurtzel, President, Research, NBC Universal CNN All Screens: Experience in Data Integration and Cross-Platform Planning Howard Shimmel, SVP, Ad Sales and Sports Research, Turner Broadcasting Pete Doe, SVP, Data Integration, Nielsen NIELSEN’S ROADMAP FOR CROSS-PLATFORM RATINGS: Innovation to Support Linear & Digital Ad Models Megan Clarcken, EVP, Global Product Leadership, Nielsen Kelly Abcarian, SVP, Watch Product Architecture, Nielsen
2:50 – 3:20pm	Q&A/PANEL DISCUSSION: <i>Moderated by Charlene Weisler, Weisler Media</i>
3:20 – 3:50pm	Break
	CROSS-MEDIA CAMPAIGNS: UNLOCKING TARGETING AND ROI
3:50 – 4:00pm	USA TOUCHPOINTS REBORN: Holistic Consumer-based Media Planning Rolfe Swinton, Chief Market Research Officer, RealityMine Jim Spaeth, Partner, Sequent Partners
4:00 – 4:45pm	EVOLUTION OF THE DATA DRIVEN MEDIA BUYING AGENCY: How New Data Sources are Shaping Cross-Media Planning and Buying Kate Sirkin, EVP, Global Research, Starcom MediaVest Group Jed Meyer, U.S. Research Director, Annalect, Omnicom Media Group Robert Ivins, Chief Data Officer, Mindshare Keith Camoosa, EVP, Managing Director, Research & Analytics, MAGNA GLOBAL
4:45 – 5:15pm	Q&A/PANEL DISCUSSION: <i>Moderated by Joe Mandese, Editor in Chief, MediaPost</i>
	Wrap Up
5:15 – 5:30pm	AN OPEN MEDIA ID STANDARD IS WITHIN REACH: Embedding EIDR and Ad-ID to Track Cross-Platform Video Chris Lennon, President & CEO, MediAnswers
5:30 – 5:45pm	CLOSING KEYNOTE: CROSS-MEDIA MEASUREMENT – Where do we go from here? Dave Poltrack, Chief Research Officer, CBS Corporation; President, CBS Vision
5:45pm	Cocktails and Reception

Presentations and Recording will be available at www.cimm-us.org