



4th Annual Cross-Platform Media Measurement & Data Summit

Wednesday, April 22, 2015
 Time-Life Auditorium, 8th Floor
 1271 Avenue of the Americas, NYC

12:15 - 1:00pm	Lunch
	WHERE ARE WE NOW?
1:00 - 1:15pm	THROWING DOWN THE GAUNTLET: CIMM's 7 Criteria for Cross-Platform Measurement Jane Clarke, CEO, Managing Director, CIMM
1:15 - 2:00pm	CURRENT STATE: How are Buyers and Sellers Coping? <i>Introduction/Moderator: Alan Wurtzel, President, Research and Media Development, NBCUniversal</i> The Marketer's Perspective: Fernando Arriola, VP, Media & Integration, ConAgra Foods The Media Perspective: Linda Yaccarino, Chairman, Advertising Sales & Client Partnerships, NBCUniversal The Agency/Programmatic Perspective: Erin Matts, Chief Marketing Officer, Annalect
	INNOVATION UPDATES: New Ideas with Big Impacts
2:00 - 2:20pm	A PERSPECTIVE ON CROSS-PLATFORM VIDEO DATA: Counting Consumer Impressions Joan Gillman, EVP & COO, Media Services, Time Warner Cable
2:20 - 2:40pm	HOW GOOD IS THAT "BIG DATA?" Update on Data Enrichment Quality Assessments and Standards Gerard Broussard, Consultant, Pre-Meditated Media
2:40 - 3:00pm	WHAT IS THAT SHOW OR AD? Progress on an Open Standard for Media Asset Identification Chris Lennon, President & CEO, MediAnswers
3:00 - 3:30pm	Break
	BEHIND THE HEADLINES: Progress Report on Cross-Media Audience Solutions
3:30 - 4:30pm	FROM TV TO TOTAL VIDEO: comScore's "Project Blueprint" and Beyond Joan FitzGerald, SVP, Television and Cross-Media Service, comScore Manish Bhatia, Chief Revenue Officer, comScore 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 Q&A/PANEL DISCUSSION: Moderated by Charlene Weisler, Weisler Media
4:30 - 5:15pm	HARMONIZING CROSS-MEDIA METRICS: What's Important? Viewable In-Target Impressions vs. GRPs? Net Reach Across all Platforms? Media Value vs. ROI/KPI Guarantees? The Seller: Artie Bulgrin, SVP, Global Research & Analytics, ESPN The Agency: Kate Sirkin, EVP, Global Research Director, SMG The Buyer: Greg Pharo, Director Market Research & Analysis, AT&T Mobility The MRC: George W. Ivie, Executive Director & CEO, Media Rating Council Panel Discussion: Moderated by Colleen Fahey Rush, EVP & CRO, Viacom Media Networks
	FAST FORWARD: Intersection of Technology and Measurement
5:15 - 5:30pm	CLOSING KEYNOTE: You Can Measure It – And That's the Problem! Shelly Palmer, Managing Director, Digital Media Group at Landmark Ventures/ShellyPalmer
5:30pm	Cocktails and Reception

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