



# 5th Annual Cross-Platform Media Measurement & Data Summit

Wednesday, April 13, 2016  
 10 on the Park at Time Warner Center  
 60 Columbus Circle, NY, NY 10019

12:00 - 12:30pm	<b>Lunch</b>
	<b>WHERE ARE WE NOW?</b>
12:30 - 12:40pm	<b>OPENING KEYNOTE: CIMM's Measurement Manifesto</b> Jane Clarke, CEO, Managing Director, CIMM
12:40 - 1:20pm	<b>INDUSTRY LEADER REPORT: Cross-Media and Data, Business and Measurement Challenges</b> <i>Introduction/Moderator: Artie Bulgrin, SVP, Global Research + Analytics, ESPN</i> <b>Marketers' Perspective:</b> Benjamin Jankowski, Group Head, Global Media, MasterCard <b>Video-Media Company Perspective:</b> Michael Strober, EVP, Client Strategy & Ad Innovation, Turner <b>Agency/Programmatic Perspective:</b> Michael Piner, SVP, Investment, MAGNA GLOBAL
	<b>INNOVATION UPDATES: New Ideas with Big Impacts</b>
1:20 - 1:35pm	<b>CIMM'S KIDS &amp; TEENS MEASUREMENT CHALLENGE: Update from RealityMine and TiVo Research</b> Rolf Swinton, Co-Founder & Chief Research Officer, RealityMine
1:35 - 1:50pm	<b>SAMBA TV: Real Time TV Ratings from SmartTVs + Cross-Platform Ad Ratings</b> Ashwin Navin, CEO and Ryan King, Director, Research
1:50 - 2:05pm	<b>SYMPHONY ADVANCED MEDIA: New Ways to Measure SVOD &amp; TV Ratings</b> Charles Buchwalter, President & CEO
2:05 - 2:20pm	<b>TIVO RESEARCH: Cross-Platform Attribution Analyses at Scale</b> Betsy Rella, Vice President, Research, TiVo Research
2:20 - 2:45pm	<b>Break</b>
	<b>BEHIND THE HEADLINES: Progress on Syndicated Cross-Media Audience Solutions</b>
2:45 - 3:30pm	<b>PART 1: VENDORS' PERSPECTIVE: What's the roadmap for scalable solutions?</b> <b>COMSCORE'S X-MEDIA: Measuring Precisely Everywhere</b> Manish Bhatia, Chief Product Officer <b>NIELSEN'S TOTAL AUDIENCE RATINGS: Innovation to Support Linear &amp; Digital Ad Models</b> Kelly Abcarian, SVP, Product Leadership, Nielsen <b>Moderator: Colleen Fahey Rush, EVP &amp; Chief Research Officer, Viacom Media Networks</b>
3:30 - 4:05pm	<b>PART 2: END USERS PERSPECTIVE: How do buyers and sellers cobble together solutions that work today?</b> <b>The Sellers:</b> Lisa Heimann, VP, Multiplatform Research, ABC/ABC Studios Don Robert, EVP, Research & Analytics, A+E Networks <b>The Buyers:</b> Ed Gaffney, Managing Partner, Director of Tactical Planning, GroupM Brian Hughes, SVP, Audience Analysis Practice Lead, MAGNA GLOBAL <b>Moderator: Alan Wurtzel, President, Research &amp; Media Development, NBCUniversal</b>
	<b>FAST FORWARD: What's Next?</b>
4:05 - 4:45pm	<b>"BIG DATA" SOLUTIONS: How close are we to scalable, granular, measurement linked across platforms?</b> Bhanu Bhardwaj, SVP & Principal, IRI Eric Schmitt, VP, Advanced Advertising, Acxiom Mark Zagorski, CEO, eXelate, A Nielsen Company Michael Schoen, VP, Marketing Services, Neustar David Humpherys, Alliances and Platform, Adobe Marketing Cloud <b>Moderator: Howard Shimmel, Chief Research Officer, Turner</b>
4:45 - 5:00pm	<b>DESIRED FUTURE STATE: Heading towards a cross-platform audience-based currency</b> George Ivie, Executive Director & CEO, Media Rating Council
5:00 - 5:30pm	<b>Cocktails and Reception</b>