



7th Annual Cross-Platform Media Measurement & Data Summit

Thursday, February 1, 2018
 10 On the Park at Time Warner Center
 60 Columbus Circle, NY, NY 10019

12:00 – 12:30pm	Lunch
	WHERE WE STAND NOW
12:30 – 12:40pm	WELCOME: Progress in Achieving CIMM’s Measurement Manifesto Jane Clarke, CEO, Managing Director, CIMM
12:40 – 1:10pm	INDUSTRY LEADER FIRESIDE CHAT: Current State and Future of Media and Measurement Rishad Tobaccowala, Chief Growth Officer, Publicis Groupe <i>Interviewed by</i> Suzanne Vranica, Advertising Editor, The Wall Street Journal
1:10 – 1:45pm	BUYERS AND SELLERS SPEAK OUT: What Initiatives Top their Lists? Lou Paskalis, SVP, Customer Engagement and Investment, Bank of America Scott Hagedorn, CEO, Hearts & Science, Omnicom Media Group Joe Marchese, President, Advertising Revenue, Fox Networks Group Moderator: Jason Lynch, Senior Editor, Television, Adweek
	ACCELERATING INNOVATION
1:45 – 2:15pm	CIMM STUDY RELEASE: Attribution Provider Comparison & Discussion Panel Newcombe Clark, Global Director, Rapid Learning Lab, AIG David Ernst, VP, Advanced Targeting Solutions, A+E Networks Claire Browne, VP, Director of Media Research, RPA Moderators: Jim Spaeth and Alice Sylvester, Partners, Sequent Partners
2:15 – 2:30pm	MULTIPLATFORM TV ATTRIBUTION: Phase 2 Findings from ABC/Accenture ROI Research Cindy Davis, EVP, Consumer Experience, Disney ABC Television Group Craig Macdonald, Managing Director, Communications & Media Vertical, Accenture
2:30 – 2:45pm	CREATING A DATA RELATIONSHIP WITH TV VIEWERS: Lessons from Channel 4 in the U.K. Sarah Rose, Director of Consumer Insight, Channel 4
2:45 – 3:10pm	Break
	WHAT’S NEEDED NEXT?
3:10 – 3:40pm	INDUSTRY ASSOCIATIONS SPEAK OUT: Hear their measurement wish list! Bob Liodice, CEO, Association of National Advertisers (ANA) Marla Kaplowitz, President and CEO, 4A’s George Ivie, CEO, Executive Director, Media Rating Council (MRC) Moderator: Scott McDonald, CEO and President, The Advertising Research Foundation (The ARF)
3:40 – 4:10pm	WHO’S GETTING IT RIGHT? End Users Discuss Options for Cross-Media Measurement of Content/Ads Lisa Heimann, SVP, Multiplatform Research, NBC Entertainment Daniel Slotwiner, Director, Advertising Research, Facebook Howard Shimmel, Chief Research Officer, Turner Brian Hughes, SVP, Audience Intelligence and Strategy, MAGNA Elissa Lee, Director, Research, Advanced Measurement Technologies, Google Moderator: Kate Sirkin, EVP, Global Head of Data and Partnerships Publicis PeopleCloud, Publicis Media
	LOOKING AHEAD
4:10 – 4:45pm	PROGRAMMATIC TV – AUDIENCE BUYING & ADDRESSABLE TV: Where are we now & where are we going? Michael Bologna, President, One2One Media Claudio Marcus, GM, Data Platform, FreeWheel (A Comcast Company) Dan Aversano, SVP, Ad Innovation and Programmatic Solutions, Turner Ad Sales Greg Pharo, Global Director, Advertising Research and Media Analytics, The Coca-Cola Company Moderator: Brian Steinberg, Senior TV Editor, Variety
4:45 – 5:00pm	CLOSING KEYNOTE: Is the TV Industry Ready for Ad Ratings? Hear results of Exclusive CIMM Research Artie Bulgrin, EVP, Insights and Strategy, MediaScience / Media Research Consultant
5:00pm	Cocktails and Reception