



# 6th Annual Cross-Platform Media Measurement & Data Summit

Thursday, February 16, 2017  
 10 On the Park at Time Warner Center  
 60 Columbus Circle, NY, NY 10019

12:00 - 12:30pm	<b>Lunch</b>
	<b>ARE WE THERE YET?</b>
12:30 - 12:40pm	<b>WELCOME: Progress in Achieving CIMM's Measurement Manifesto</b> Jane Clarke, CEO, Managing Director, CIMM
12:40 - 1:10pm	<b>INDUSTRY LEADER "FIRESIDE CHAT" KEYNOTE: Cross-Media Data, Business and Measurement Challenges</b> Rino Scanzoni, Executive Chairman and CEO, Midas Exchange and Modi Media, GroupM <i>Interviewed by Suzanne Vranica, Advertising Editor, The Wall Street Journal</i>
	<b>INNOVATION IS ALIVE AND WELL!</b>
1:10 - 1:40pm	<b>CIMM WHITEPAPER RELEASE: Best Practices in Multi-touch Attribution and ROI Analyses</b> Jim Spaeth, Partner, Sequent Partners Alice Sylvester, Partner, Sequent Partners
1:40 - 1:55pm	<b>VIDEO STREAMING UPDATE: What can we learn from Hulu?</b> Julie DeTraglia, Head of Ad Sales Research, Hulu
1:55 - 2:10pm	<b>INNOVATION IN CANADA: Complete Video Audience Measurement and Exploring combining Return Path Data with TAM Panel Data</b> Lisa Eaton, SVP, Member Engagement, Numeris, Canada Ricardo Gomez-Insausti, Ph.D., VP, Research & Respondent Contact Centres, Numeris, Canada
2:10 - 2:30pm	<b>CROSS-CHANNEL ADVERTISING ATTRIBUTION: New Insights into Multiplatform TV</b> Cindy Davis, EVP, Consumer Experience, Disney ABC Television Group Craig Macdonald, Managing Director, Communications & Media Vertical, Accenture
2:30 - 3:00pm	<b>Break</b>
	<b>BEHIND THE HEADLINES: Progress on Syndicated Cross-Media Audience Solutions</b>
3:00 - 3:30pm	<b>UPDATE ON GLOBAL CROSS-PLATFORM MEASUREMENT: Fusion vs. Single Source around the World</b> Andy Brown, CEO and Chairman, Kantar Media
3:30 - 4:15pm	<b>U.S. PROGRESS: End Users Discuss Options for Complete Cross-Media Measurement for Content/Ads</b> Artie Bulgrin, SVP, Global Research + Analytics, ESPN Colleen Fahey Rush, EVP & Chief Research Officer, Viacom Howard Shimmel, Chief Research Officer, Turner Kate Sirkin, Practice Lead, Analytics and Insight Americas and Audience Insight Global, Publicis Media Randi Schneider, SVP, Broadcast Entertainment & Landscape Research, NBCU <b>Moderator:</b> Lyle Schwartz, President, Investment NA, GroupM
	<b>FAST FORWARD: What's Next?</b>
4:15 - 5:00pm	<b>DESIRED FUTURE STATE: Data, Audience Buying, ROI Guarantees? Cross-Media Total Audience Video Ratings? Hear from industry leaders!</b> Julian Zilberbrand, EVP, Audience Science, Viacom Adam Gerber, SVP, Client Development & Communications, ABC Greg Pharo, Global Director, Advertising Research & Media Analytics, The Coca-Cola Company Tara Walpert Levy, VP, Agency and Media Solutions, Google Jonathan Steuer, Chief Research Officer, Omnicom Media Group <b>Moderator:</b> Joe Mandese, Editor-in-Chief, MediaPost
	<b>Cocktails and Reception</b>

Presentations and Recording will be available at [www.cimm-us.org](http://www.cimm-us.org)