



10th Annual Cross-Platform Video Measurement & Data Summit

February 3 12:00 – 2:00 PM EST | Virtual | February 4 12:00 – 2:30 PM EST

Wednesday February 3, 2021 12:00 – 2:00 PM EST	
12:00 – 12:10pm	WELCOME: Industry Progress Report: Jane Clarke, CEO, Managing Director, CIMM
12:10 – 12:35pm	BUYER & SELLER UPDATE: Collaborating to Design Cross-Platform TV/Premium Video Measurement Grace Dolan, VP, Integrated Marketing, Home Entertainment, Samsung Electronics America Denise Colella, SVP, Advanced Advertising Products and Strategy, NBCUniversal Adam Gerber, Global Chief Media Officer, Essence Moderator: Janet Balis, Americas Customer and Growth Market Leader & CMO Practice Leader, EY
12:35 – 1:00pm	TV/PREMIUM VIDEO DATA INTEROPERABILITY: Where are we now? Claudio Marcus, VP, Strategy, Comcast Advertising Zeev Neumeier, Chief Innovation Officer, VIZIO Mike Dean, SVP, Advanced Advertising, ViacomCBS David Levy, CEO, OpenAP Moderator: Jonathan Steuer, EVP, TV Strategy & Currency, VideoAmp
1:00 – 1:15pm	BEYOND ORIGINALS: Drivers of Audience Growth and Retention in Streaming Video Natasha Hritzuk, VP, Consumer Insights, HBOMax Interviewer: Mike Bloxham, SVP, Global Media & Entertainment, Magid
1:15 – 1:40pm	PROGRESS IN ADDRESSABLE TV: Changing TV Ad Sales and Measurement Rob Klippel, SVP, Advanced Advertising Products & Strategy, Charter Communications Kevin Arrix, SVP, DISH Media, DISH Network Adam Gaynor, VP, Network Partnerships & Head of Addressable, VIZIO Kelly Abcarian, General Manager, Advanced Video Advertising Group, Nielsen Moderator: Jon Watts, Senior Advisor, MTM Consulting
1:40 – 2:00pm	FIRESIDE CHAT: John Halley, COO, Ad Revenue & EVP, Advanced Marketing Solutions, ViacomCBS Interviewer: Brian Steinberg, Senior TV Editor, Variety
Thursday, February 4, 2021 12:00 – 2:30 PM EST	
12:00 – 12:10pm	CIMM STUDY RELEASE: Best Practices in Combining Smart TV and STB Data Howard Shimmel, President, Janus Strategy & Insights
12:10 – 12:35pm	CIMM STUDY DISCUSSION PANEL: Lessons in Creating Scaled and Representative Granular TV Datasets Caroline Horner, SVP, Product Management, 605 Josh Chasin, Chief Measurability Officer, VideoAmp David Algranati, Chief Product Officer, Comscore Tom Weiss, Chief Data Scientist, MarketCast (Deductive) Moderator: Gerard Broussard, Principal, Pre-Meditated Media
12:35 – 12:45pm	FIRESIDE CHAT: Update on Amazon's OTT Advertising: Maggie Zhang, Head of OTT Measurement & Research, Amazon Interviewer: Scott McDonald, CEO and President, Advertising Research Foundation
12:45 – 1:10pm	TV PLATFORM'S AD BUSINESS: How is it evolving? Justin Evans, Global Head of Analytics & Insights, Samsung Ads Dan Robbins, VP, Ad Marketing and Partner Solutions, Roku Matt Durgin, Senior Director, Smart TV Business Team Leader, LGE North America, LG Electronics Adam Bergman, VP, Brand & Agency Partnerships, VIZIO Moderator: Howard Shimmel, President, Janus Strategy & Insights
1:10 – 1:20pm	TUTORIAL: Virtual IDs and Private Sketches for Data-Protected ID Resolution Ron Pinelli, SVP, Digital Research and Standards & Associate Director, Media Rating Council
1:20 – 1:45pm	MAKING PROGRESS DEDUPLICATING REACH: Update on ANA's Cross-Media Measurement Initiative Tony Fagan, VP, Research, Google Kavita Vazirani, EVP, Insights & Measurement, NBCUniversal Kanishka Das (KD), Senior Director, Global Media Accelerator, P&G Ron Pinelli, SVP, Digital Research and Standards & Associate Director, Media Rating Council Moderator: Artie Bulgrin, Measurement Consultant & Project Lead, Association of National Advertisers (ANA)
1:45 – 2:10pm	DATA QUALITY IN ID RESOLUTION: How do ID Matching Methods Impact Measurement? What's next? Jason Manningham, CEO, Blockgraph Matt Emans, Co-Founder and Chief Technology Officer, Data+Math, LiveRamp Aimee Irwin, VP, Strategy, Experian Marketing Services Richard Lloyd, Global Head of Product & Solutions, InfoSum Moderator: Alice Sylvester, Partner, Sequent Partners
2:10 – 2:30pm	FIRESIDE CHAT: 2021 and Beyond? Rishad Tobaccowala, Author & Senior Advisor, Publicis Groupe Interviewer: Suzanne Vranica, Advertising Editor, The Wall Street Journal

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