Identity Resolution
Virtual Workshop
Converged TV Data and Identity Resolution Challenge:

Jane Clarke
CIMM
AGENDA

3:00 - 3:10pm  Welcome and Overview of Converged TV Data and Identity Resolution Challenge:
    Jane Clarke, CEO, Managing Director, CIMM

3:10 - 3:30pm  Framework and Outlook for Identity Resolution and Collaborative Data Sharing:
    Bruce Biegel, Senior Managing Partner, Winterberry Group

3:30 - 4:15pm  Part 2, CIMM Summit Panel on DATA QUALITY IN ID RESOLUTION:
    How do ID Matching Methods Impact Measurement
    Jason Manningham: CEO, Blockgraph
    Matt Emans: VP, Measurement, LiveRamp
    Aimee Irwin: VP, Strategy, Experian Marketing Services
    Nicholas Halstead: Founder & CTO, InfoSum
    Moderator: Alice Sylvester – Partner, Sequent Partners

4:15 – 5:00pm  Update and panel on BUILDING THE TV DATA ECOSYSTEM: Challenges and Opportunities
    Kristina Prokop: CEO, Eyeota
    Bob Ivins: Chief Strategy Officer, TVSquared
    David Wiesenfeld: Chief Strategist, TruOptik / TransUnion
    Kemal Bokhari: GM, Data and Analytics, DISH Media
    Moderator: Jon Watts – Executive Director, The Project X Institute
Plan

• Understand & address cross media behavior by audience segment

Activate

• Measure unduplicated reach & frequency
• Comparable metrics

Evaluate

• Assess impact and outcomes

Converged TV/Video Data Platforms
For Planning, Activation, Optimization & Attribution
Connected via Identity Resolution
Converged TV/Video Measurement Building Blocks

1. **TV “census-like” data:** Standardized Smart TV & STB content/ad data; with national representativity & scale

2. **Digital census data:** Standardized app/digital video content/ad exposure data

3. **Cross-Media or “Linked” Panel:** demos, VPVH (co-viewing), OTA viewing and calibration of “census” data

4. **ID Resolution:** solutions for households and individuals

**PROGRESS IS BEING MADE IN ALL AREAS; BUT MUCH MORE NEEDS TO BE DONE**
Decentralized Design for TV Data Interoperability & ID Resolution

**ORIGINATING DATA SOURCES**

- **Data Vendors**
  - Syndicated research
  - 3rd party data
  - Syndicated 3rd party data
- **Marketers**
  - 1st party data
  - Syndicated 3rd party data
- **Networks**
  - Inventory data
  - As-run schedules
  - Ad server logs
  - Linear ad logs
  - SDK data
  - Other relevant metadata
- **Aggregators**
  - As-run schedules
  - Inventory data
  - Ad server logs
  - Linear ad logs
- **MVPDs**
  - STB data
  - Digital ad exposure data
- **Smart TV and Device OEMs**
  - ACR data
  - Other device data

**BUSINESS RULES MODULE**

- **Permissions-based controls**
- **Use case based payment mechanisms**
- **Payment and usage auditing**

**HH ID RESOLUTION MODULE**

- **Privacy and anonymization**
- **Deterministic matching**
- **Calibration, weighting and personification**
- **ID modeling**
- **Data modeling**

**ACTIVATION MODULE**

- Addressable linear
- Non-addressable linear
- CTV
- OTT/Digital video

**ASSESSMENT MODULE**

- Forecast
- Plan
- Buy
- Measure
- Optimize
- Target/activate
- Attribute

**WORKSHOP OUTPUT**

Out of scope for the initial solution
DATA QUALITY IN ID RESOLUTION:

How do ID Matching Methods Impact Measurement? What’s Next?

Matt Emans, LiveRamp
Aimee Irwin, Experian
Jason Manningham, Blockgraph
Nick Halstead, InfoSum
Alice Sylvester, Sequent Partners
BUILDING THE TV DATA ECOSYSTEM:
Challenges and Opportunities

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