

**4.7.21**



# **Identity Resolution**

## **Virtual Workshop**

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# 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

Aimee Irwin: VP, Strategy, Experian Marketing Services

Matt Emans: VP, Measurement, LiveRamp

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

David Wiesenfeld: Chief Strategist, TruOptik / TransUnion

Bob Ivins: Chief Strategy Officer, TVSquared

Kemal Bokhari: GM, Data and Analytics, DISH Media

***Moderator:*** Jon Watts – Executive Director, The Project X Institute



# CIMM VISION/ROADMAP



- Understand & address cross media behavior by audience segment

- Measure unduplicated reach & frequency
- Comparable metrics

- 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

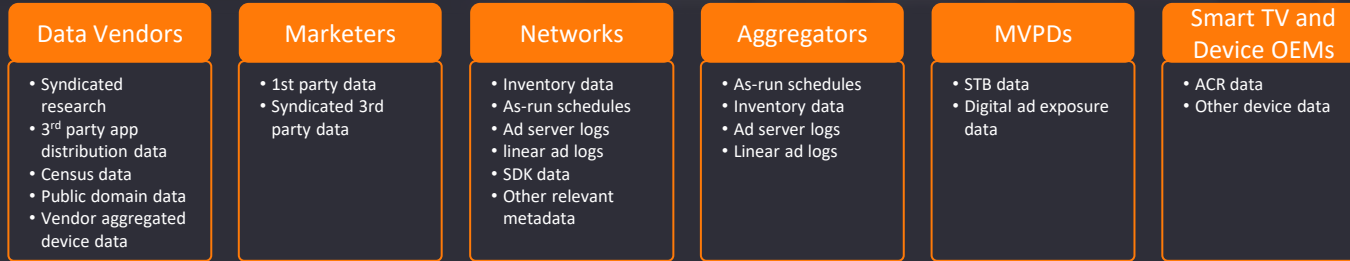
**PROGRESS IS BEING MADE IN ALL AREAS; BUT MUCH MORE NEEDS TO BE DONE**



# Decentralized Design for TV Data Interoperability & ID Resolution

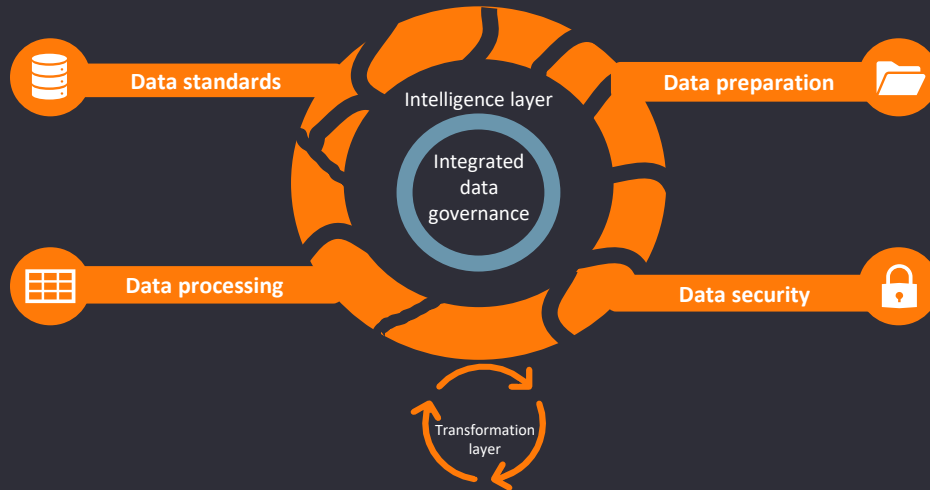
WORKSHOP OUTPUT

## ORIGINATING DATA SOURCES

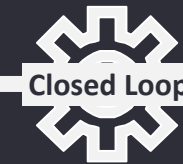
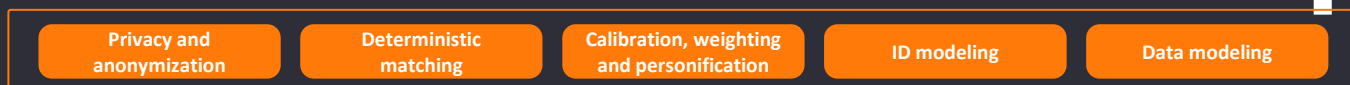


Opt in/out functionality for any 1P data

## BUSINESS RULES MODULE



## HH ID RESOLUTION MODULE



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Out of scope for the initial solution

## ACTIVATION MODULE



Continuous Improvement Loop

## ASSESSMENT MODULE



# 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



**Kemal Bokhari, DISH Network**



**Bob Ivins, TVSquared**



**Kristina Prokop, Eyeota**



**David Wiesenfeld, TruOptik / TransUnion**



**Jon Watts, The Project X Institute**





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