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Jon Watts Named Managing Director of The Coalition For Innovative Media Measurement

Jane Clarke, CEO and MD of CIMM since its founding, to retire

New York, NY November 10, 2021 – The Advertising Research Foundation (ARF), the industry leader in advertising research among brand advertisers, agencies, media and research firms, today announced that Jon Watts has been named Managing Director of the Coalition for Innovative Media Measurement (CIMM).

Watts succeeds Jane Clarke, CEO and MD of CIMM since its inception, who is retiring, and will take on the role in mid-Q1, 2022.

CIMM was founded in 2009 by major TV network groups, television content providers, media agencies and advertisers as an industry R&D consortium to promote innovation in audience measurement for television and cross-platform media. It was acquired by the ARF in 2018 and established as a subsidiary.

Watts is co-founder and Executive Director of The Project X Institute, a think tank and strategic advisory collective for the media and advertising industries. He also serves as Project Director for The TV Data Initiative, a consortium of data and technology companies, including DISH Media, Blockgraph, TVSquared, MadHive, VideoAmp, TransUnion, Eyeota and Magnite, focused on supporting the growth and development of the U.S. TV data ecosystem.

“There is perhaps no one individual in the industry today more responsible for advancing cross-platform video measurement than Jane,” says Scott McDonald, President and CEO of the ARF. “Her ability to help buyers, sellers and vendors join together to identify a vision and act upon it, backed by her unique understanding of the technical and business challenges involved, has made it possible for the industry to be near attainment of its ultimate goal. She now leaves that mission in the very experienced and capable hands of Jon.”

“I am so grateful to all in the industry who have been deeply committed to CIMM and its mission,” says Clarke. “It is because of their vision, drive, innovation and willingness to

work together that so many significant challenges to cross-platform measurement have been overcome. CIMM is a special organization where all segments of the industry can come together to jointly evaluate and spur the development of new technologies and methodologies to ensure they work for the needs of all. I am honored to have helped guide CIMM and immensely proud of what we have achieved.”

During Clarke’s tenure, CIMM launched pilot tests of innovative measurement solutions and conducted research to develop best practices and bring transparency and industry confidence to new measurement solutions. Additionally, CIMM established a framework of building blocks for cross-platform video measurement that includes scaled and nationally-representative, second-by-second TV exposure data; digital census data for content and ads; panel data to fill in the gaps; and methods to connect TV and digital data via ID-graphs. CIMM’s research focused on improvements in these areas, including tools for planning, deduplicating reach across platforms and TV attribution. Additionally, CIMM has long been an advocate for standardizing metadata across TV and digital platforms, including ad and content identifiers such as Ad-ID, to improve cross-platform measurement and bring workflow efficiencies.

“It is an honor and a privilege to assume leadership of CIMM from Jane who has been synonymous with the organization and has achieved so much, in supporting the industry,” says Watts. “We are at a critical point in that journey, with much change anticipated in the years ahead. I’m looking forward to working with the many different CIMM stakeholders to ensure that we support them and help the industry to make real progress. There’s a huge amount of work to be done and I’m excited to get started.”

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About The ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. www.thearf.org.