New Solutions, Addressing Longstanding Concerns Over Existing Measurement Leading Converged TV Advancements

11th Annual CIMM Converged TV Measurement and Data Summit leads discussions around the building blocks of converged TV measurement

New York, NY (February 17, 2022) — The Coalition for Innovative Media Measurement (CIMM) virtually held its 11th CIMM Converged TV Measurement and Data Summit — the industry’s annual event on the state of Converged TV measurement — which had more than 400 attendees over the course of two days on February 16 and 17, 2022.

The Summit focused on the state of the industry and addressed how new solutions for converged TV measurement are propelling industry conversations and collaboration among marketers, media buying agencies, media companies and vendors.

CIMM’s new Managing Director, Jon Watts, kicked off the first day of the Summit by providing an industry progress report, highlighting that 2022 is a year of change with no accredited converged TV measurement provider, Nielsen zero-basing its measurement starting next year, new solutions being tested by buyers and sellers, and multiple industry initiatives. He pointed out CIMM’s unique role as a non-partisan cross-industry alliance, and outlined ambitious new plans to support members with new forums, research projects, and initiatives.

Jon’s opening remarks were followed by a keynote fireside chat with Krishan Bhatia, President & Chief Business Officer, Global Advertising and Partnerships at NBCUniversal, who was interviewed by Ad Age Managing Editor, Jeanine Poggie, about NBCU’s road to converged TV measurement. Bhatia emphasized that viewing of ad-supported streaming and ad-supported linear is larger than viewing of streaming services with no ads, making the point that ads are still very important to networks. He also said that more than one third of viewing to NBCU’s properties is on streaming platforms, with 50% expected soon.

Throughout both days, the key building blocks of converged TV measurement were expanded upon with the following panels:

- Creating Scaled and Representative “Currency-Grade” TV Datasets with Josh Chasin, Chief Measureability Officer at VideoAmp; Caroline Horner, Chief Product Officer at 605; Mainak Mazumdar, Chief Data and Research Officer at Nielsen and Michael Vinson, Chief Research Officer at Comscore, moderated by Howard Shimmel at Janus Strategy & Insights.

- Standardizing Digital Census Data for Content and Ads with Tal Chalozin, Chief Technology Officer and Co-Founder at Innovid; James Lamberti, Chief Marketing Officer at Conviva; Prima Sampath, Group Product Manager, Measurement at Google and Jonathan Whitticom, Chief
Product Officer, Freewheel, A Comcast Company, moderated by Todd Bender, SVP, Ad Platforms at ViacomCBS.

- **Identity Resolution** with Allyson Dietz, Director, Product Marketing at Neustar, A TransUnion Company; Aimee Irwin, SVP, Strategy and Partnerships at Experian Marketing Services; Tim Jenkins, EVP, Head of Audience and Identity Solutions at Cadent and Max Parris, Head of Identity Resolution Product at LiveRamp, moderated by Alice Sylvester, Partner at Sequent Partners.

The second day included updates on current CIMA initiatives, including:

- CIMA’s Guide to Converged TV Measurement Providers, which was launched in 2021 to provide a comparative analysis of the companies who are conducting converged TV audience measurement. Given the launch of NBCU’s Look Book, the Guide has now been repositioned to provide a deeper dive into the methodology of each vendor to help understand why there are differences between them.

- An Identity Resolution Data Matching Study, launched at the Summit in conjunction with Janus Strategy & Insights, Pre-Meditated Media and Sequent Partners, which will look to quantify the magnitude and range of identity matching performance across third-party matching partners used in television and identify key drivers of data loss and resulting biases, in order to develop best practices for data hygiene.

In a keynote session David Levy, Chief Executive Officer of OpenAP was interviewed by Variety’s Brian Steinberg about the launch of their cross-platform solution, xPM, which enables ID-level deduplication of ad campaign reach and frequency not only across all TV networks, but across all distribution devices and platforms. Levy emphasized the importance of bringing ID-level measurement to converged TV to help marketers deduplicate reach and frequency across an entire campaign, but also to improve the consumer experience by providing more relevant ads without excessive frequency.

Additional sessions included an update on industry converged TV measurement initiatives from the ANA, MRC, NBCU and VAB, new capabilities from TV OEMs and OS with Vizio, LG Ads Solutions, Roku and Amazon Ads and perspectives on incorporating quality metrics into cross-media measurement from buyers and sellers such as Google, GroupM, and Paramount. The last discussion on Day two included Joe Mandese moderating a discussion on the transition to multiple currenties with Katrina Cukaj, Lead, A Sales & Client Partnerships, WarnerMedia and Kelly Metz, Managing Director, Advanced TV Activation, Omnicom Media Group.

Closing out the two-day Summit was Jane Clarke, retiring CEO and Managing Director at CIMA, who shared remarks from her 45-year career in the industry and her hopes for the future of converged TV measurement, including a call for collaboration on solutions amongst the industry in order for progress the industry is seeing today to continue.

“While it seemed as if the industry was stuck in the inertia of not wanting to change measurement until they absolutely had to, innovation has been occurring in the background to be ready for this moment,” said Jane Clarke. “I hope the industry will continue to collaborate on solutions that work for both buyers and sellers and across digital natives and TV natives and across all the walled gardens of data owners. When all sides can come together and collaborate, everyone wins and all boats rise.”

**About CIMA**
The Coalition for Innovative Media Measurement (CIMM) is comprised of leading video content providers, media agencies, advertisers and TV/video distribution companies, along with research and technology vendors and consultants. CIMM aims to promote innovation and foster efficiencies in audience measurement for television and cross-platform video. In 2018, CIMM was acquired by the ARF (Advertising Research Foundation), with the goal of expanding the categories of members as well as our initiatives. CIMM initiatives to date have included exploration and identification of new methodologies in cross-platform audience measurement, with verification of these approaches through pilot tests and studies conducted with independent measurement companies. CIMM’s focus has been on two key areas: the current and future potential of television measurement through the use of return-path data, and new methods for cross-platform media measurement.