



2nd Annual Cross-Platform Video Measurement Summit

Thursday, April 18, 2013
Time-Life Auditorium, 8th Floor
1271 Avenue of Americas, NYC

12:30 - 1:10pm

Lunch

The Cross-Platform Video Measurement Challenge

1:10 - 1:15pm

WELCOME: Jane Clarke, Managing Director, CIMM

1:15 - 1:35pm

THE KEY TO SUCCESS: Be part of the solution!

Colleen Fahey Rush, EVP & Chief Research Officer, Viacom Media Networks

1:35 - 1:50pm

THE ADVERTISER CHALLENGE: Charles McLeish, Senior Director, Marketing Planning & Services, LEGO

Roadmap for Cross-Platform “Exposure” Measurement

1:50 - 2:35pm

YOUR T.A.X.I. IS WAITING: Implementing a “UPC Code” to Track Content & Ads Across Platforms

Harold Geller, Chief Growth Officer, Ad-ID

Janice Finkel-Greene, EVP, Director of Buying Analytics, MAGNAGLOBAL

Bradley Epperson, VP, Commercial Operations, NBC Universal

Mike Overly, Marketing Effectiveness Manager, LEGO

Moderated by David Kohl, Advertising Sector Leader, Media & Entertainment Advisory Services, Ernst & Young

2:35 - 2:50pm

BIG DATA + TRADITIONAL MEDIA PANELS (HYBRID MEASUREMENT) IS KEY: ESPN’s 5-Platform Measurement Initiative with Arbitron and comScore

Artie Bulgrin, SVP, Research+Analytics, ESPN

2:50 - 3:05pm

DEEP DIVE INTO MULTI-SCREEN MEDIA BEHAVIOR:

Natasha Hritzuk, Global Senior Director, Consumer Insights, Microsoft Advertising

3:05 - 3:30pm

Break

Roadmap for Cross-Platform “Advertising Effectiveness” Measurement

3:30 - 4:10pm

WHAT WORKS? Addressing Gaps in Techniques and Knowledge for Understanding the Impact of Advertising

Catharine Hays, Executive Director, Wharton Future of Advertising Program

Aaron Fetters, Director, Insights & Analytics Solutions Center, Kellogg’s North America

Rob Jayson, Chief Data Officer, ZenithOptimedia Worldwide

Moderated by Don Gloeckler, EVP, Chief Research Officer, The ARF

4:10 - 4:35pm

BRINGING “PASSIVE MEASUREMENT” TO CROSS-PLATFORM ADVERTISING EFFECTIVENESS RESEARCH:

Final Report on CIMM’s Smartphone Pilot Test with Symphony Advanced Media

Charles Buchwalter, President & CEO, Symphony Advanced Media

Rob Jayson, Chief Data Officer, ZenithOptimedia Worldwide

Next Steps

4:35 - 4:50pm

REINVENTING TV DIARY MEASUREMENT: Update on CIMM-Nielsen Innovation Committee

Ceril Shagrin, EVP, Audience Measurement Innovation & Analytics, Univision Communications

Michael Link, Chief Methodologist & Senior Vice President, Nielsen

4:50 - 5:30pm

WHAT IS NIELSEN’S ROADMAP FOR CROSS-PLATFORM MEASUREMENT?

Introduction and wrap-up by Alan Wurtzel, President, Research & Media Development, NBC Universal

Steve Hasker, President, Global Media Products and Advertiser Solutions, Nielsen

Interviewed by Suzanne Vranica, Reporter, The Wall Street Journal

5:30pm

Cocktails and Reception

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

