



Cross-Platform Video Measurement Summit

Wednesday, February 15, 2012: 12:30-5:00 pm

Time Life Auditorium, 8th Floor, 1271 Avenue of Americas, New York City

12:30 - 1:30pm	Lunch
	Welcome & Introduction
1:30 - 1:45	Welcome from Industry Leaders: Bob Liodice, President & CEO, ANA; Nancy Hill, President & CEO, 4A's; Robert Barocci, President & CEO, The ARF; Jane Clarke, Managing Director, CIMM
1:45 – 2:00	INDUSTRY CALL TO ACTION: Collaboration is the key to moving forward Patti Wakeling, Global Media Insights Director, Unilever
	Framing the Cross-Platform Business Challenge
2:00 – 2:45	Marketing Leaders Share Business Challenges Driving Cross-Platform Measurement Mark Kaline, Global Director, Media , Licensing & Consumer Services, Kimberly-Clark John Muszynski, Chief Investment Officer, SMGX Ed Erhardt, President, Global Customer Marketing & Sales, ESPN Colleen Fahey Rush, EVP & Chief Research Officer, Viacom Media Networks <i>Moderated by David Marans, EVP, Media, The ARF</i>
2:45 - 3:00	TAXI: Does the Media Industry need a UPC Code to Track Content and Ads Across Platforms? David Kohl, Advertising Lead, Media & Entertainment Advisory Practice, Ernst & Young
3:00 – 3:15	Break
	Changing the Game: Progress to Date
3:15 – 4:30	INNOVATIVE TOOLS TO PLAN, VERIFY AND EVALUATE CROSS-PLATFORM CAMPAIGNS USA TouchPoints: New Multi-Media Planning Tool: David Shiffman, SVP, Research Director, MediaVest First Ever "Single Source" Usage Data on Multi-Screen Users: Two Approaches: Joan FitzGerald, VP, Cross-Platform Research, comScore Carol Edwards, SVP, Sales & Marketing, Cross Platform Services, Arbitron What are the Best Cross-Platform Metrics? Artie Bulgrin, SVP, Research & Analytics, ESPN Connecting Media with ROI: Michele Madansky, Media and Market Research Consulting
	Going Forward: Cross-Platform Video Measurement 2015
4:30 – 4:45	TV "SET-TOP BOX" DATA: Interesting insights, new currency or new paradigm? Lyle Schwartz, Managing Partner, Implementation Research & Marketplace Analysis, GroupM Mark Loughney, VP, Sales & Strategy Research, ABC
4:45 - 5:00	CALLING ALL ROCKET SCIENTISTS: The best way to predict the future is to invent it! Alan Wurtzel, President, Research, NBC Universal
5:00pm	Cocktails and Reception