



8th Annual Cross-Platform Video Measurement & Data Summit

Thursday, February 7, 2019
10 On the Park at Time Warner Center
60 Columbus Circle, NY, NY 10019

12:00 – 12:30pm	Lunch
	BUSINESS ISSUES OF CROSS MEDIA MEASUREMENT: PLANNING, BUYING & ATTRIBUTION
12:30 – 12:40pm	WELCOME: Redefining Objectives and Progress Jane Clarke, CEO, Managing Director, CIMM
12:40 – 1:05pm	INDUSTRY LEADER FIRESIDE CHAT: Future of TV Measurement, Advanced Advertising and TV Buying Platforms Krishan Bhatia, EVP, Business Operations & Strategy, NBCUniversal <i>Interviewer: Lucia Moses, Deputy Editor, Media, Advertising and Telecom, Business Insider</i>
1:05 – 1:40pm	BUYERS AND SELLERS DESIGN THE FUTURE: Business needs for cross-media measurement and metrics Rob Master, VP, Media & Consumer Engagement, Unilever David Cohen, President, North America, MAGNA Laura Nathanson, EVP, Revenue & Operations, Disney ABC Sales <i>Moderator: Janet Balis, Global Advisory Leader, Media & Entertainment, EY</i>
	TV ATTRIBUTION TAKES CENTER STAGE
1:40 – 2:15pm	CIMM STUDY RELEASE: TV Attribution Whitepaper/Provider Guide & Discussion Panel Claudio Marcus, GM, Data Platform, Comcast Advanced Advertising Lisa Giacosa, EVP Global Managing Director; Head of Data, Technology, Analytics and Insights, Spark Foundry <i>Presenters and Moderators: Jim Spaeth and Alice Sylvester, Partners, Sequent Partners</i>
2:15 – 2:45pm	Break
	INNOVATIVE TOOLS FOR CROSS-MEDIA MEASUREMENT & DATA TRANSPARENCY
2:45 – 3:00pm	TAXI COMPLETE: Multiple use cases for a new industry “UPC code” <i>Presenters: Harold Geller, Ad-ID; Will Kreth, EIDR; Stephen Davis, Kantar Media</i>
3:00 – 3:10pm	DATA LABEL INITIATIVE UPDATE: Data Providers and DSPs have a new tool for transparency <i>Presenters: David Kohl, President & CEO, TrustX</i>
	CAN WE GET TO A NEW TV/VIDEO CROSS-PLATFORM CURRENCY?
3:10 – 3:40pm	DEDUPLICATING REACH FOR CONTENT & ADS: End users discuss solutions from comScore & Nielsen Radha Subramanyam, EVP, Chief Research & Analytics Officer, CBS Eric Cavanaugh, SVP, Analytics & Insight, Publicis Media Beth Rockwood, SVP, Portfolio Research, Turner Ed Gaffney, Director of Implementation Research, GroupM <i>Moderator: Scott McDonald, CEO & President, Advertising Research Foundation</i>
3:40 – 4:10pm	ONE METRIC TO RULE THEM ALL? Or different metrics for different uses? Kavita Vazirani, EVP, Insights & Measurement, NBCUniversal Brian Hughes, EVP, Audience Intelligence & Strategy, MAGNA George Ivie, CEO & Executive Director, Media Rating Council Jim Dravillas, Head of Advertising Research, Google <i>Moderator: Louis Jones, EVP, Media & Data, 4A's</i>
	WHAT IS THE POTENTIAL FOR NEW TV TRADING PLATFORMS?
4:10 – 4:40pm	AUDIENCE-BASED BUYING PLATFORMS FOR TV/VIDEO: Where are we now & where are we going? Bryson Gordon, EVP, Advanced Advertising, Viacom Mike Law, EVP, Managing Director, US Media Investment, Dentsu Aegis Network Bob Ivins, Chief Data Officer, NCC Media Mike Welch, SVP, Corporate Strategy & Business Development, Xandr <i>Moderator: Jeanine Poggi, Senior Editor, Media & Technology, Ad Age</i>
4:40 – 5:00pm	CLOSING FIRESIDE CHAT: CES TOUR HIGHLIGHTS: A Glimpse into the Future of Advertising & Media Jack Smith, Chief Product Officer, Global Investment, GroupM <i>Interviewer: Allison Schiff, Senior Editor, AdExchanger</i>
5:00 – 6:00pm	COCKTAILS AND RECEPTION