**9th Annual Cross-Platform Media Measurement & Data Summit**

CIMM_Large_CMYK.eps

**Thursday, February 6, 2020**

**New York City**

|  |  |
| --- | --- |
| 11:30 – 12:30pm | ***Security Check-In and 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 – 1:15pm | **MEASURING OUTCOMES: Buyers and sellers on the changing goal of cross-platform video measurement**  Jennifer Gardner, Senior Director, Media, North America, Unilever  Tim Spengler, President, M1, Dentsu Aegis Network Americas  Lisa Valentino, EVP, Client and Brand Solutions, Disney Advertising Sales  ***Moderator:***  *Howard Shimmel, President, Janus Strategy and Insights* |
|  | **TOP CROSS-MEDIA MEASUREMENT PRIORITY: DEDUPLICATING REACH** |
| 1:15 – 1:35pm | **KEYNOTE: Global Principles for Cross-Media Measurement**  Belinda Smith, Head of Global Marketing Intelligence, Electronic Arts |
| 1:35 – 2:15pm | **PRIVACY AND PLUMBING: Designing privacy-compliant solutions to deduplicate reach across media**  Elissa Lee, Director, Research, Advanced Measurement Technologies, Google  Brad Smallwood, VP, Marketing Science, Facebook  Claudio Marcus, VP, Strategy, Comcast Advertising  Kanishka Das (“KD”), Global eBusiness Analytics and Insights Leader, P&G  ***Moderator:*** *Scott McDonald, CEO and President, Advertising Research Foundation* |
| 2:15 – 2:30pm | ***Break*** |
|  | **NEXT WAVE IN CROSS-PLATFORM VIDEO MEASUREMENT** |
| 2:30 – 2:50pm | **UPDATE ON CIMM TV ATTRIBUTION STUDY: Unpacking Data Inputs**  Howard Shimmel, President, Janus Strategy and Insights  Jim Spaeth, Partner, Sequent Partners  Alice Sylvester, Partner, Sequent Partners |
| 2:50 – 3:25pm | **FRONTLINE AT THE STREAMING WARS: How are consumers navigating and enjoying all the content options?**  Julie DeTraglia, VP and Head of Research and Insights, Hulu  Colleen Fahey Rush, EVP and Chief Research Officer, ViacomCBS (and Pluto TV)  Nathalie Bordes, SVP, Data and Insights, CBS Interactive  Natasha Hritzuk, VP, Consumer Insights, WarnerMedia Entertainment, HBO Max  ***Moderator***: *Lisa Heimann, EVP, Corporate Research and Strategy, NBCUniversal Media* |
|  | **NEW TV MEASUREMENT AND PLATFORMS** |
| 3:25 – 3:55pm | **ADDRESSABILITY BREAKS NATIONAL TV MEASUREMENT: The future of TV measurement**  Radha Subramanyam, Chief Research and Analytics Officer, CBS and President, CBS Vision  Brian Hughes, EVP, Managing Director, Audience Intelligence and Strategy, MAGNA  Thomas Ziangas, SVP, Research and Insights, AMC Networks  ***Moderator:*** *Helen Katz, SVP, Global Director, Insights and Analytics, Publicis Media* |
| 3:55 – 4:35pm | **ONE TV PLATFORM TO RULE THEM ALL: How many platforms can marketers manage?**  Dan Rosenfeld, SVP, Analytics and Insights, Xandr  Mike Dean, SVP, Advanced Advertising and Automation, ViacomCBS  Dave Antonelli, Director, Sling TV Ad Strategy and Revenue, DISH Media  Matt Sweeney, Chief Investment Officer, GroupM U.S.  Bob Ivins, Chief Data Officer, Ampersand  ***Moderator:*** Jamie Power, COO Addressable and Head of Analytics, Cadent |
| 4:35 – 5:00pm | **CLOSING FIRESIDE CHAT: Next steps to meet marketers’ demands for cross-media measurement**  Ben Jankowski, SVP, Global Media, Mastercard  ***Interviewer:*** *Bill Tucker, Group EVP, Association of National Advertisers* |
| 5:00 – 6:00pm | **COCKTAILS AND RECEPTION** |

Presentations will be available at [**www.cimm-us.org**](http://www.cimm-us.org)