

2nd Annual Cross-Platform Video Measurement Summit

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

The Cross-Platform Video Measurement Challenge WELCOME: Jane Clarke, Managing Director, CIMM THE KEY TO SUCCESS: Be part of the solution! Colleen Fahey Rush, EVP & Chief Research Officer, Viacom Media Networks THE ADVERTISER CHALLENGE: Charles McLeish, Senior Director, Marketing Planning & Services, LEGO Roadmap for Cross-Platform "Exposure" Measurement 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 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 DEEP DIVE INTO MUIT-ISCREEN MEDIA BEHAVIOR: Natasha Hritzuk, Global Senior Director, Consumer Insights, Microsoft Advertising Break Roadmap for Cross-Platform "Advertising Effectiveness" Measurement 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 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 Charles Buchwalter, President & CEO, Symphony Advanced Media Cerli Shagrin, EVP, Audience Measurement Innovation & Analytics, Univision Communications Michael Link, Chief Methodologist & Senior Vice President, Nielsen WHAT IS NIELSEN'S ROADMAP FOR CROSS-PLAT	12:30 - 1:10pm	Lunch
1:15 - 1:35pm 1:35 - 1:50pm 1:50 - 2:35pm 1:		The Cross-Platform Video Measurement Challenge
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		Steve Hasker, President, Global Media Products and Advertiser Solutions, Nielsen
Interviewed by Suzanne Vranica, Reporter, The Wall Street Journal		
5:30pm Cocktails and Reception	5:30pm	Cocktails and Reception

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













