

# CYNOPSIS MEASUREMENT & DATA CONFERENCE

JUNE 11 | CNVS, NYC

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## WELCOME!

Welcome to the Cynopsis **Measurement and Data Conference**. We are thrilled to be able to host such a great group of attendees and appreciate your taking the time to be with us today. We want to share a few details to help make your day run smoothly. The conference is designed to be interactive and we encourage you to introduce yourself to fellow attendees and to actively participate in the Q&A sessions. Please contact the Cynopsis staff if you have any questions or suggestions throughout the day.

## PANELS:

Please review the agenda included in this guidebook for panel details. It can also be found online in the eWorkbook [www.cynopsis.com/2019-cyn-md](http://www.cynopsis.com/2019-cyn-md). The sessions will run from 12:15pm to 5:00pm.

## MEALS:

Lunch will be available at 11:30am to 12:15pm. There will also be coffee, tea, water and snacks available during the networking breaks. If you have special dietary needs, please let the Cynopsis staff know.

## WIFI:

Wifi: **TunityAnalytics**  
Password: **OOH\_insights**

## MISCELLANY:

Complimentary wifi is provided by Tunity throughout the day and if you'd like to tweet during the conference, the hashtag for the event is #CynopsisData. There's an attendee survey in the back and we'd appreciate your giving us feedback.

AGENDA-AT-A-GLANCE

- 11:30 AM - 12:15 PM**      **Registration & Networking lunch**
- 12:15 PM - 12:40 PM**      **The Lightning Round: What's New, What's Next**
- 12:40 PM - 1:15 PM**      **Solving The Data Jigsaw Puzzle**
- 1:15 PM - 1:40 PM**      **The Agency, Network & Ad-Tech Tango: Who's leading and Who's Following?**
- 1:40 PM - 1:55 PM**      **Networking Break**
- 1:55 PM - 2:30 PM**      **Beyond Traditional Ratings: The Crisis of TV Measurement**
- 2:30 PM - 3:05 PM**      **Taking it In-House: How Brands Are Measuring and Interpreting Data Themselves**
- 3:05 PM - 3:35 PM**      **Consultancies and their Impact on the Business**
- 3:35 PM - 3:40 PM**      **Trivia Game**
- 3:40 PM - 3:55 PM**      **Networking Break**
- 3:55 PM - 4:35 PM**      **Advanced Advertising, OTT & Finding the Cross-Platform Solution**
- 4:35 PM - 4:50 PM**      **Keynote: Mattering More: Viewers, Content & the Future of Data**
- 4:50 PM - 5:00 PM**      **The Baker's Dozen: 13 Key Takeaways from the Day**



# WHAT IS THE WORLD WATCHING?



Tubular Labs is the leading global video measurement and analytics platform that powers broadcasters, publishers, and brands to understand what the world is watching. Tubular's software measures 5B videos, 400M video consumers, 13M creators, 170K brands and 1M sponsored videos generating insights for its customers to scale and monetize their audiences faster. Behind every digital video decision, is Tubular.

For more information, visit  
[www.tubularlabs.com](http://www.tubularlabs.com).

# CYNOPSIS MEASUREMENT & DATA CONFERENCE

## AGENDA

11:30 AM - 12:15 PM **Registration & Networking lunch**

12:15 PM - 12:40 PM **The Lightning Round: What's New, What's Next**

In this 25-minute speed session to launch the conference, industry leaders reveal the latest in measurement and data challenges, including ad labelling, a universal ID, new currency metrics controversies (are traditional ratings less relevant, compared with measuring engagement, attention or delivery?) and best practices in multi-touch, multi-platform, and multi-media attribution models.

### Speakers:



**JANE CLARKE**  
*CEO, Managing Director*  
Coalition for Innovative Media  
Measurement



**GEORGE IVIE**  
*Executive Director & CEO*  
Media Rating Council



**HADASSA GERBER**  
*Chief Research Officer*  
TVB

12:40 PM - 1:15 PM **Solving The Data Jigsaw Puzzle**

Missing and overlapping data is leading to lost revenue and content opportunities for programmers and cost redundancies for agencies. To capture and leverage the various available datasets from competing third party syndicated services, to walled garden and siloed first party owners, media pros are finding that there are solutions that offer both unique as well as common services and capabilities. Not understanding the entire picture can skew analysis and reporting, resulting in revenue reduction or overpayment. We'll put the pieces together for you so your dollars are well invested.

### Speakers:



**KATHY GREY**  
*Managing Director, Strategic  
Research Solutions*  
Omnicom Media Group



**VIK SHARMA**  
*SVP Client Leadership,  
Media & Tech Clients*  
Kantar Media



**LIA SILKWORTH**  
*Senior Vice President of Insights and  
Consumer Development*  
Telemundo

### Moderator:



**DAVID ERNST**  
*Vice President, Advanced Television & Digital Analytics*  
A+E Networks





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# CYNOPSIS MEASUREMENT & DATA CONFERENCE

1:15 PM - 1:40 PM

## The Agency, Network & Ad-Tech Tango: Who's leading and Who's Following?

The Agency, Network & Ad-Tech Tango: Who's leading and Who's Following?  
Media companies and ad agencies are in a mutually painful dance to retain and strengthen their business models. Experts from national and local sales, automated technology and programming talk about the current landscape, best practices, productive models and actionable solutions.

We'll address:

- » Buying on targeted audiences but delivering (and guaranteeing) on age and gender: Is this an outdated mode of media model?
- » Experimenting with different attribution models to prove ROI: Which ones are truly accurate?
- » The digitization of television and the proliferation of programming competitors: Will linear TV survive?

### Speakers:



**HELEN KATZ**  
*SVP, Global Director*  
Publicis Spine



**SHERETA WILLIAMS**  
*President*  
Videa



**BETH ROCKWOOD**  
*SVP, Portfolio Research*  
Turner



**THERESA PEPE**  
*VP, Ad Sales & Innovations*  
Warner Bros. Entertainment

### Moderator:



**STEVE LANZANO**  
*President & CEO*  
TVB

1:40 PM - 1:55 PM

## Networking Break

1:55 PM - 2:30 PM

## Beyond Traditional Ratings: The Crisis of TV Measurement

A revolution is brewing in measurement. SVOD monthly subscriptions have exceeded pay TV subscriptions among US consumers. This shift makes duplication of audience measurement a critical issue for measurement companies, and a challenge for networks to deliver clear results to their clients. With the plethora of datasets available to dissect audience, as well as more metrics available to track campaign and content performance, the question must be raised: Are we abandoning the ratings system for the new world of digital-first video landscape? Experts reveal where they see measurement best practices headed in the next two years.

### Speakers:



**SUSAN HOGAN**  
*SVP, Research & Measurement*  
IAB



**JO KINSELLA**  
*EVP and Chief Revenue Officer*  
TVSquared



**BOB IVINS**  
*Chief Data Officer*  
NCC Media



**VIKRAM SOMAYA**  
*Chief Data Officer*  
Nielsen



**KRISTYN CLEMENT**  
*VP, Insights & Measurement*  
NBCUniversal



### Moderator:

**ARTIE BULGRIN**  
*Media Consultant, Former SVP, Global Research + Analytics, ESPN*  
Bulgrin Media Consulting





Out of Home and In The Know

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**Contact Us**

[info@tunityanalytics.com](mailto:info@tunityanalytics.com)



\* Source: Tunity Analytics 01/01/2019 to 05/27/2019 18+ OOH viewing by program. Data derived from Tunity mobile app. Estimates based upon Tunity Analytics proprietary model. Lift based upon publicly reported in-home viewing estimates for select programs. Qualifications available upon request.

# CYNOPSIS MEASUREMENT & DATA CONFERENCE

2:30 PM - 3:05 PM

## Taking it In-House: How Brands Are Measuring and Interpreting Data Themselves

Now more than ever, networks need to understand what brands want and need. You'll hear from agencies working with category leaders and brands themselves, presenting case studies of their major initiatives from the past year and how their results have used content to increase revenue, lift brand awareness, discover new target audiences and improve ROI. Hear what matters to them, where they're headed in 2020, and how networks can work with them so that both sides succeed.

### Speakers:



**ROB JAYSON**  
*EVP, Insights & Analytics*  
USIM



**GEORGE MUSI**  
*EVP of Marketing Sciences*  
Publicis OneTeam - Citi



**MARCUS ELLINGTON**  
*Head of Industry, Media & Entertainment*  
Google/YouTube



**GABRIELLA MIRABELLI**  
*EVP Consumer Insights and Brand Strategy*  
Valence Media

### Moderator:



**JONATHAN STEUER**  
*Chief Research Officer*  
Omnicom Media Group

3:05 PM - 3:35 PM

## Consultancies and their Impact on the Business

Established consultancies are increasingly expanding their range of influence in the media industry, offering new ways of utilizing data and creating efficiencies. But their efforts are infringing on agencies. Hear from representatives from the major consultancy groups describe what they're doing, why they're doing it, and how we can (hopefully) all succeed together.

### Speakers:



**ANDREA BOONE**  
*Executive Director*  
EY: Ernst & Young



**DAN CALPIN**  
*Partner, GM*  
Bain Media Lab, Bain & Co.

### Moderator:



**BILL DADDI**  
*Founder*  
Daddi Brand Communications

3:35 PM - 3:40 PM

**Trivia Game**

3:40 PM - 3:55 PM

**Networking Break**



## Data and automation power accurate forecasts

Forecasting ratings is one of the most important but tedious processes day-after-day to produce.

When inaccurate, increased makegoods and more under-delivered spots can result.

Stop living like it's Groundhog Day and welcome to more efficient, proven, data-driven forecasts.

### Tech-enabled precision forecasting is the future.

Machine learning and computer algorithms have a near unlimited power to pick up viewership patterns and infer the future from these patterns, while remaining cost effective. Videia conducted a ratings comparison study with a leading media buying agency for buys placed in a major market and compared a set of 2018 buys that each had forecasted earlier in the year.

**THE RESULT:** Videia's algorithmic rating estimates were statistically as accurate as the agency's own forecast when compared to the actual ratings delivered.



**VIDEA**™

Read the study and learn more at  
[videa.tv/DrivingTVForward](https://videa.tv/DrivingTVForward)



# CYNOPSIS MEASUREMENT & DATA CONFERENCE

3:55 PM - 4:35 PM

## Advanced Advertising, OTT & Finding the Cross-Platform Solution

This year has been the moment for advertisers to pour money into digital video, thanks to the growing dominance of OTT platforms and advanced advertising capabilities. But cross-platform measurement across all methods of inventory remains elusive. We'll hear from those who are winning the race in developing cross platform measurement that allows for frequency across the major OTT platforms, with Nielsen guarantees, plus specific data overlays.

### Speakers:



**LINDSAY LAMONT**  
*Group Product Manager*  
Tubular Labs



**WAEL SABRA**  
*Senior Vice President of Product Development*  
a4-media



**TOM XENOS**  
*Director, Advanced TV*  
Omnicom Media Group



**ASAF DAVIDOV**  
*Head of Ad Sales Research*  
hulu

### Moderator:



**DR. MAGGIE ZHANG**  
*SVP, Video Research & Insights*  
Dentsu Aegis Network

4:35 PM - 4:50 PM

## Keynote: Mattering More: Viewers, Content & the Future of Data

Now that data is providing true person identity, better personalization and proven marketing results, are you ready to do what's necessary — and what consumers now expect for brands to do? Tim Spengler will unpack the key ways that marketers can and should be leveraging data to create successful people-based marketing that makes brands matter more.

### Keynote Speaker:



**TIM SPENGLER**  
*President, M1*  
Dentsu Aegis Network

4:50 PM - 5:00 PM

## The Baker's Dozen: 13 Key Takeaways from the Day

# WHAT'S NEXT ISN'T A GUESSING GAME, IT'S A SCIENCE.







# CYNOPSIS JOBS

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- Barbara B., SVP, Ad Sales  
**The Weather Group**

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