



ONLINE MEETING



02 June 2022



10:00-12:00 EDT
16:00-18:00 CET



EGTA & CIMM International Knowledge Exchange on **Audience Measurement**

Organised by

egta.

www.egta.com



at the
ARF

www.cimm-us.org

10:00 – 11:00 EDT
16:00 – 17:00 CET

Perspectives on the transition to a multi-currency TV market in the US

Agency perspectives on the US transition to a multi-currency TV market.



Bharad Ramesh, Executive Director, Research & Investment Analytics, GroupM



Cara Lewis, Chief Investment Officer, dentsu international



David Campanelli, EVP, Chief Investment Officer, Horizon Media



How the sell-side is partnering to provide advertisers with an alternative currency to plan, transact and measure national media campaigns.



Travis Scoles, SVP Advanced Advertising, Paramount



Jonathan Steuer, EVP of TV Strategy and Currency, VideoAmp



11:00 – 12:00 EDT
17:00 – 18:00 CET

New European collaborative audience measurement projects: CFlight in the UK & NMO in the Netherlands

CFlight in the UK: What it measures, how it sits among other market currencies, and how the main commercial broadcasters have collaborated around its adoption.



Andrew McIntosh, Media Consultant and Project Manager for the pan-broadcaster CFlight collaboration in the UK

NMO - The new Dutch cross-media measurement: How this measurement project came about as a collaboration between existing media JICs, how it is rolling out, and what it will measure and how.



Johan Smit, Director, PMA



Sjoerd Pennekamp, Director, SKO



About the project

The new International Knowledge Exchange, launching as a twice-yearly event, will create opportunities for members of CIMM and egta to share insights and to discuss the most exciting measurement innovations, initiatives and solutions in the US and European TV and premium video markets. Curated by the teams at CIMM and egta, the Exchange will help to stimulate collaboration and better understanding in an increasingly international, interconnected marketplace.

About egta

egta is the global trade body for marketers of advertising solutions across multiple screens and audio platforms. The association aims to help its members transform, grow and diversify their business, i.e. the monetisation of TV and radio content across their linear and online portfolios. egta's members are sales houses that commercialise the advertising space of both private and public TV and radio channels throughout Europe and beyond. egta's network currently counts 160+ companies in 40+ markets. To learn more, visit www.egta.com.

About CIMM

The Coalition for Innovative Media Measurement (CIMM) is comprised of leading TV and video content providers, media buying agencies, large advertisers, pay TV distributors, research and media technology vendors and consultants that aim to promote innovation and foster efficiencies in audience measurement for television and cross-platform video. In 2018, CIMM was acquired by the ARF (Advertising Research Foundation), with the goal of expanding the categories of members as well as its initiatives. CIMM initiatives to date have included exploration and identification of new methodologies in cross-platform audience measurement, with verification of these approaches through pilot tests and studies conducted with independent measurement companies. CIMM's focus has been on two key areas: the current and future potential of television measurement through the use of return-path data, and new methods for cross-platform media measurement. For more information, visit www.cimm-us.org.



www.egta.com



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