



TV

PART I: ONLINE SESSION ON  
AUDIENCE MEASUREMENT  
27/01/2022 AT 2:30PM CET

**MINI**

EGTA MARKET INTELLIGENCE MEETING

Organised by

**egta.**

[www.egta.com](http://www.egta.com)

In this online session, we put the spotlight on some of the major industry developments taking place right now, all of which aim to evolve audience measurement to better account for changes in viewing behaviours and advertiser needs.

### How CFlight is rolling out in the UK

CFlight launched last year in the UK as a measurement tool that will report combined coverage figures for linear and BVOD advertising campaigns. Hear how the three main commercial broadcasters collaborated to get CFlight in the air, and what are the main lessons learnt so far.



Matt Hill, Research and Planning Director, Thinkbox



### How does CFlight work?

A question often asked by egta's members. Learn more about the inner workings of the CFlight engine from the methodological architects.



Noel O'Sullivan, Chief Statistician, RSMB



### NBCU Transforming and Evolving Measurement Through Industry Collaboration

NBCUniversal aims to pave the way for a better, more effective and accurate multi-currency measurement future for both advertisers and audiences. Learn about NBCU's journey towards #MeasurementIndependence within the TV and video industry in the US.



Kelly Abcarian, EVP, Measurement & Impact, NBCUniversal Media

**NBCUniversal**

### Advertisers advancing cross-media measurement

As part of the WFA's Cross-Media Measurement Initiative, solutions are being developed and tested in the UK and the US, overseen and coordinated by the national advertiser associations in both markets. Learn how much these projects have progressed and how they expect to evolve in the near future.

### Building a cross-media measurement solution in the US



Nathalie Bordes, EVP, Measurement for Marketers, Association of National Advertisers (ANA)

Bill Tucker, Group EVP Data Tech Measurement, Association of National Advertisers (ANA)



### Advancing Project Origin – the UK's cross-media measurement system



Joe Lewis, Director at Measured Media Consulting & Research Lead for ISBA's Project Origin

**ISBA**

### Evolving industry standards

Aside from its accreditation functions, the MRC is also one of the world's most influential organisations in terms of developing media measurement standards. Find out which new standards of relevance to the TV industry we can expect to see in the future.



George Ivie, CEO and Executive Director, Media Rating Council (MRC)



WITH THANKS TO OUR PARTNER

