CYNOPSIS

RATINGS MASTER CLASS

WEDNESDAY, JANUARY 25 | 9:00AM-3:30PM | YALE CLUB, NYC

WORKBOOK

Sponsored by:

comScore

nielsen

@cynopsismedia
#cynopsis

Connect with Us:

29365

NIELSEN KNOWS PEOPLE.

The future of measurement is here and the more we learn about consumers' habits, the more fascinating they get.

By starting with an uncommon sense of the consumer, Nielsen has the ability to show you what they watch, what they buy, and how those behaviors intersect.

nielsen

AN UNCOMMON SENSE OF THE CONSUMER™

CYNOPSIS

RATINGS MASTER CLASS

WELCOME!

... to the Cynopsis Ratings Master Class. We are excited to have such a prestigious group of attendees and appreciate you taking the time out of your schedules to be with us today.

We want to share with you a few details to help make your day run more smoothly. The master class 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 Media staff if you have any questions or suggestions throughout the day.

Panels:

Please review your agenda included in this program for panel details. The sessions will run from 9:00 a.m. to 3:15p.m, with closing remarks and the Apple watch raffle at 3:15 p.m.

Meals:

A lunch will be available from 12:30 p.m. to 1:00 p.m. There will also be coffee, soda and snacks available during the 11:00-11:15 a.m. Networking Break. If you have special dietary needs, please let the Cynopsis staff know.

Miscellany:

Complimentary WiFi is available throughout the day and if you'd like to tweet during the master class, the hash tag for the event is #cynopsis. There is an attendee survey in the back and we'd appreciate you giving us feedback on the content of this event. We'll randomly choose a survey respondent to win the raffle prize–an Apple watch (valued at $289).

There is an electronic version of this Workbook available for download at the following url: www.cynopsis.com/RMC-materials

We want this day to be a success for you. Please let us know if there is anything we can do to help or if you have any questions.

--The Cynopsis Team

About Cynopsis Media

Cynopsis Media is what the TV industry reads first every day. The Cynopsis Media family of products includes the media industry's most-read daily, Cynopsis, plus sister dailies Cynopsis Digital and Cynopsis Sports, the weekly eSports and Cynopsis Jobs board and special reports. Serving TV, agency and brand professionals, Cynopsis Media produces conferences, webinars, and awards programs that are second to none. Find out more at cynopsis.com.

Agenda-at-a-Glance

8:30 a.m. - 9:00 a.m.	Networking Breakfast
9:00 a.m. - 9:15 a.m.	Keynote: Turner's CRO, Howard Shimmel
9:15 a.m. - 10:00 a.m.	Cross-platform Ratings: Bridging the Digital Divide (Session 1)
10:00 a.m. - 10:40 a.m.	Cross-platform Ratings: Bridging the Digital Divide (Session 2)
10:40 a.m. - 11:00 a.m.	Recap and Q&A
11:00 a.m. - 11:15 a.m.	Networking Break
11:15 a.m. - 11:45 a.m.	Making Noise on Social: Getting - and Amplifying - Programming Buzz (Session 1)
11:45 a.m. - 12:15 p.m.	Making Noise on Social: Getting - and Amplifying - Programming Buzz (Session 2)
12:15 p.m. - 12:30 p.m.	Recap and Q&A
12:30 p.m. - 1:00 p.m.	Networking Lunch
1:00 p.m. - 1:45 p.m.	The Data Dig: Going Deep with Advanced Consumer Metrics (Session 1)
1:45 p.m. - 2:30 p.m.	The Data Dig: Going Deep with Advanced Consumer Metrics (Session 2)
2:30 p.m. - 2:50 p.m.	Recap and Q&A
2:50 p.m. - 3:15 p.m.	The Future of Measurement Fireside Chat: Can't we all just get along?

CYNOPSIS BOOT CAMP | Agenda

8:30-9:00 a.m. | **Networking Breakfast**

9:00-9:15 a.m. | **Keynote: Turner's CRO, Howard Shimmel**

Turner CRO Howard Shimmel will address the state of audience measurement, where we need to be for 2017 and beyond, and who will help us get there.

SPEAKER:

Howard Shimmel
CRO
Turner

9:15-10:00 a.m. | **Cross-platform Ratings: Bridging the Digital Divide (Session 1)**

Total audience measurement tools are here, including measurement of viewing across linear, VOD, DVR, mobile, connected TV devices and tablets.

SPEAKER:

Kelly Abcarian
SVP, Global Watch Product Architecture
Nielsen

10:00-10:40 a.m. | **Cross-platform Ratings: Bridging the Digital Divide (Session 2)**

Marketers aren't just looking for age and gender – they're aiming for more specific targets. And they want you to find and measure them.

SPEAKERS:

Brent McGoldrick
CEO
Deep Root

Zachary Sawyer
President
Sawyer Studios

10:40-11:00 a.m. | **Recap and Q&A**

11:00-11:15 a.m. | **Networking Break**

11:15-11:45 a.m. | **Making Noise on Social: Getting - and Amplifying - Programming Buzz (Session 1)**

Social media helps viewers engage more deeply with television (Americans posted nearly 1 billion tweets about TV last year) - and social TV data offers networks and advertisers insights into the power of that programming, and its effect on consumer behavior. That's info too valuable to miss. Refresh yourself with the latest insights, language and methodology you'll need to understand and explain the audience's connection with your brand.

SPEAKER:

Alec McNayr
Co-Founder & CCO
McBeard

11:45 a.m.-12:15 p.m. | **Making Noise on Social: Getting - and Amplifying - Programming Buzz (Session 2)**

SPEAKER:

Carly Andersen
Sr. Manager, Integrated Marketing
Freeform

12:15-12:30 p.m. | **Recap and Q&A**

12:30-1:00 p.m. | **Networking Lunch**

1:00-1:45 p.m. | **The Data Dig: Going Deep with Advanced Consumer Metrics (Session 1)**

Advanced targeting allows programmers to make smarter decisions about scheduling, and gives advertisers greater value.

SPEAKER:

Jeff Boehme
SVP, Television Research
comScore

CYNOPSIS BOOT CAMP | Agenda

1:45 – 2:30 p.m. | **The Data Dig: Going Deep with Advanced Consumer Metrics (Session 2)**

You dove into the data. Now, how do you interpret audience behavior, feedback and ratings, and best share it with the media and advertising communities? Our experts show how to make the most of all that information now at hand.

SPEAKERS:

Ashwin Navin
CEO & Co-Founder
Samba TV

Tania Yuki
CEO
Shareablee

2:30 – 2:50p.m. | **Recap and Q&A**

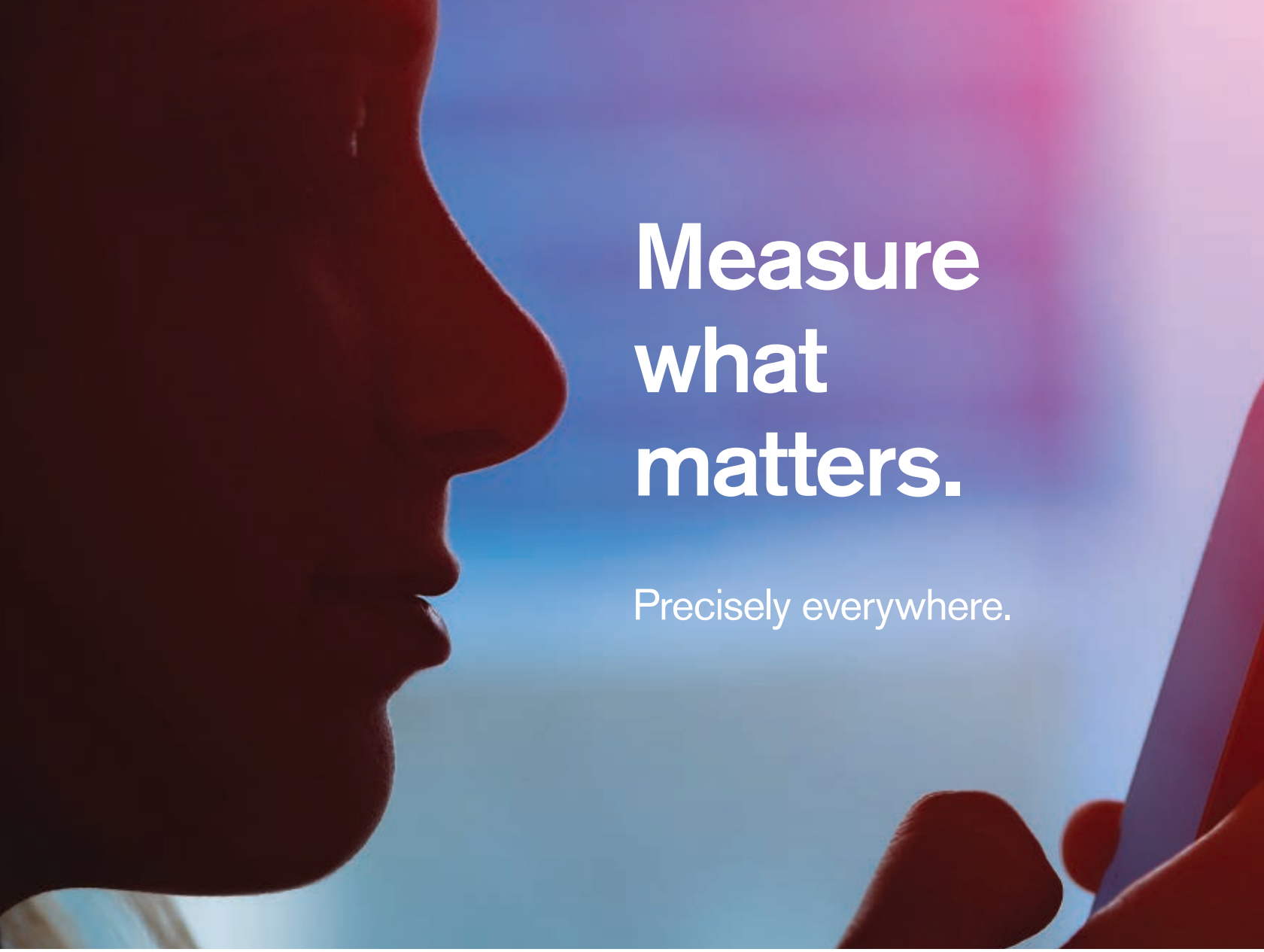
2:50 – 3:15p.m. | **The Future of Measurement Fireside Chat: Can't we all just get along?**

George Ivie, CEO and Executive Director of the Media Rating Council, and Jane Clarke, CEO and Managing Director of the Coalition for Innovative Media Measurement have a candid conversation about how to move measurement forward to something we can all agree on.

SPEAKERS:

George Ivie
CEO & Executive Director
Media Rating Council

Jane Clarke
CEO & Managing Director
Coalition for Innovative Media Measurement (CIMM)



comScore advanced consumer metrics leverage massive data scale to provide the most granular viewership information in the industry, making it possible to precisely understand your audience – from what they watch to what they buy – everywhere.

As an industry leader in TV, digital and movie measurement, comScore measures what matters to make audiences, consumer behavior and advertising more valuable for our clients – across all platforms. We can help you be more valuable, too.

comScore

Visit **comscore.com** to learn more.

© 2017 comScore, Inc.