CYNOPSIS

7TH ANNUAL

MEASUREMENT & DATA CONFERENCE

June 7, 2022 | Edison Ballroom, NYC

VAB

Insights.
Inspiration.
Impact.

We Answer Marketers' Questions
What's yours?

Our guides, webinars, reports, podcasts, and more provide actionable insights on topics such as measurement, brand building, audience-based buying, attribution, streaming + more.

We inspire marketers to reimagine their media strategies resulting in smarter, more educated decisions that **drive business growth.**

Brand marketers, agencies and VAB members receive complimentary access to VAB's Insights content. To learn more, scan below or visit us at thevab.com.

@VABintel   VAB

WELCOME!

Welcome to the **Cynopsis Measurement & Data Conference**. We are thrilled to be able to see you in person and look forward to presenting you with a day of great insights and networking. 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.

WIFI: CynopsisMD22 | Password: cynopsis

COVID SAFETY: As you're aware, COVID is once again on the rise, and your health and well-being are top of mind. We look forward to hosting a worry-free, productive day and hope you are able to enjoy the broad range of sessions and speakers we are presenting. Please respect your fellow attendees by engaging at a comfort level that is in-line with the color badge they are wearing.

GET INVOLVED: Post pictures and quotes from the day to your social networks – include us in the conversation by tagging @CynopsisMedia.

WATCH ON-DEMAND: All sessions will be available on-demand approximately one week after the program date. Visit the Measurement & Data Conference website to access the VOD page.

FEEDBACK: Scan the QR code to provide feedback for this year's Measurement & Data Conference. Your insights are greatly appreciated.

CONTACT US:
For questions about the program:
Robbie Caploe, rcaploe@accessintel.com

For questions about sponsorship:
Albert Nassour, anassour@accessintel.com

THANK YOU TO OUR SPONSORS

WHAT ARE YOUR OBJECTIVES FOR ATTENDING THIS YEAR'S MEASUREMENT & DATA CONFERENCE?

1. _____
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2. _____
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3. _____
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WHAT I LEARNED AT TODAY'S CONFERENCE:

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7.6+ million households[1]

22+ million consumers[2]

72+ million screens[3]

Making great impressions across the #1 market.[4]

NYI NEW YORK INTERCONNECT

8:50AM

WELCOME FROM CYNOPSIS MEDIA

9:00-9:40AM

THE BEST ALTERNATIVE CURRENCIES – AND WHO ARE THEY BEST FOR?

2022 has proved there are new and very effective combinations of measurement solutions to quantify and unify cross-screen media consumption. We'll examine which are leading the pack in supplying next-day reporting and insights – as well as whether these sales-friendly cocktails are equally helpful in making programming decisions.

MODERATOR:

SEAN CUNNINGHAM
President & CEO,
VAB

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PANELISTS:

ERIC CAVANAUGH
SVP, Global Research, Data Sciences,
Publicis Media

MATT DENERSTEIN
Managing Partner, Portfolio Investment Lead,
Mindshare

MARK GEORGIEV
VP, Measurement Innovation,
Paramount

STEVE SILVESTRI
SVP, Advanced Advertising,
Discovery

9:40-9:55AM

CROSS SCREEN MEASUREMENT GOES LOCAL

The local video ad market is the next battleground for convergent TV, with $55B projected to be spent on local TV and video advertising this year. Winning this space requires measurement tools and data sets tailored specifically for market-by-market analysis against custom audiences.

Join Michael Beach, CEO of Cross Screen Media, for a practical discussion and real-world examples on how local advertisers are cracking the code on cross screen measurement to drive incremental reach to their true audience.

SPEAKER:

MICHAEL BEACH
CEO,
Cross Screen Media

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CROSS SCREEN
MEDIA

How Premion Drives Measurable Outcomes for CTV Advertisers

Consumers have embraced the streaming habits of convenience, choice and control and they are favoring ad-supported CTV (Connected TV) services. These consumer trends, combined with the emergence of advanced targeting and measurement capabilities, have been driving the steady shift of marketing dollars to CTV advertising.

With marketers demanding data-driven advertising now more than ever, the ability to understand how your customers heard about your brand and how they're interacting within a purchase funnel is essential to prove the ROI and value of your ad spend. Thus, attribution plays a crucial role in media planning and buying to truly measure the spend impact.

Here are some ways that advertisers can measure the effectiveness of their CTV campaigns:

Advertisers can now look beyond video completion rates as a key metric of success, as they can connect CTV viewership to direct business results. This could be as granular as running an automotive ad on CTV and tracking how many viewers that were served an ad subsequently visited a dealer website.

New attribution capabilities allow advertisers to match exposure to CTV ads with sales data to determine how many new sales were generated by a streaming TV campaign. For example, we're helping auto dealers find high-value audiences and connect viewership with sales through closed-loop attribution through our partnership with Polk Automotive Solutions by S&P Global Mobility. For an automotive dealer in a midsize market, our campaign performance drove 33% sales lift — with 88% of sales influenced from within the first 30 days of campaign exposure. While this dealership ranked fourth in their DMA for total sales, they ranked number one in sales for households exposed to this campaign.

Another example is in the travel and tourism category. As we enter the busy summer travel season, travel marketers can leverage advanced destination attribution to drive measurable outcomes. Through our Arrivalist partnership, travel marketers can understand where their visitors are coming from, how far they've traveled, how long they stay, how often they repeat their visit and more. A recent Premion CTV campaign for Travel Wisconsin, measured by Arrivalist, generated a 122.8% arrival lift in Wisconsin destinations post-ad exposure, meaning that those viewers exposed to the

Premion campaign were 2.2 times more likely to visit Wisconsin than those unexposed. 80% of the attributed arrivals occurred within the first six months of the campaign.

Furthermore, advertisers are measuring CTV effectiveness with brand lift studies, and many are seeing positive results with ad recall, favorability and brand awareness. For a leading home furnishings retailer, we conducted a brand lift study that measured the impact of our CTV campaign on consumers' attitudes toward the brand. The study revealed that adults aged 25-54 reached by the campaign were 3x more likely to be aware of the brand and almost half would consider purchasing furniture from the retailer after exposure to the campaign.

Proving the value of CTV advertising begins with setting clear campaign and measurement objectives and it can span driving specific outcomes to measuring incremental reach or brand and sales lift. Connecting the dots between investment and quantifiable results is essential to make informed ad spending decisions to maximize campaign outcomes. At Premion, we've invested in advanced measurement capabilities as a core competency.

9:55-10:30AM

THE NEW DEFINITION OF AUDIENCE

We hear the best specific methodologies to combine audience measurement across linear TV, connected TV, and digital and social media, with the goal of giving advertisers better ability to gauge reach and frequency and to reach narrower segments of consumers

MODERATOR:

BILL HARVEY
Chairman,
RMT

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NYI NEW YORK INTERCONNECT

PANELISTS:

JON MARKS
Chief Research Officer,
Scripps

ROSEANN MONTENES
VP, Precision & Performance
Advertiser Partnerships,
A + E Networks

YEE PANG
Research Group Director,
GroupM

BETSY RELLA
VP, Research & Data,
New York Interconnect

10:30-10:50AM

NETWORKING BREAK

10:50-11:10AM

MODERN METHODOLOGIES IN CROSS-SCREEN MEASUREMENT

Today's brands and publishers strive to understand how their TV/CTV media dollars drive business outcomes and incremental lift across all connected devices and touchpoints. Learn how new, innovative measurement methodologies are helping publishers and platforms from linear to advanced TV, confidently prove their incremental value to brand marketers.

MODERATOR:

JON WATTS
Managing Director,
Coalition for Innovative Media,
Measurement (CIMM)

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SPEAKER:

TREVOR HAMILTON
Managing Director, Americas,
Kochava

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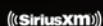TRUSTED BY TOP BRANDS

skillz   Microsoft   Kabbage   Shell   BBC Worldwide   FOURSQUARE   McDonald's

(((SiriusXM)))   cuebiq   Coca-Cola   Hard Rock CASINO   GAVEL LISTER   360   CBS

11:10-11:45AM

IMPRESSIONS - THE GREAT EQUALIZER?

While the premise of an impression is simple, there is a layer of complexity that factors into what constitutes an impression. To level set, let's agree that the word impression simply refers to the act of seeing content and advertising.

MODERATOR:

PAUL DONATO
Chief Research Officer,
ARF

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SPEAKERS:

ASAF DAVIDOV
Director, Ad Measurement
& Research,
Roku

ADAM GERBER
Executive Director,
US Investment Strategy,
GroupM

MAINAK MAZUMDAR
Chief Data and Research Officer,
Nielsen

11:45AM-12:15PM

ATTENTION, STREAMING MARKETERS: CAN YOU READ THE CONTEXTUAL SIGNALS?

One of the new ways of effective ad targeting and measurement is through "contextual targeting," a way to reach specific streaming audience segments. From page content to viewership trends, keywords, and more, this is the latest method for many marketers to target niche audiences without cookies – and anyone in the AVOD space needs to know about it.

MODERATOR:

JIM MEYER
Managing Partner,
Golden Square LLC

SPEAKERS:

JEN FARACI
Chief Digital Officer,
Digitas

MEGAN FEDIUK
Group Director of Marketing &
Intelligence,
Wavemaker

PRACHI PRIYA
Chief Data Officer,
Team One

DARREN OLIVE
EVP, National Ad Sales and
Strategy,
Crackle Plus

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From insight to action in seconds using real-time, server-side sessionization at scale

500
Million
unique
viewers

200
Billion
streams
per year

4
Billion
sensors
in apps

3
Trillion
data events
per day

2
Trillion
social plays
per year

www.conviva.com

12:15-12:35PM

CHANGING THE TV GAME: MODERNIZING CURRENCY AND MEASUREMENT

MODERATOR:

ROBBIE CAPLOE
Publisher,
Cynopsis

SPONSORED BY:

iSpot.tv

SPEAKER:

STU SCHWARTZAPFEL
Senior Vice President of
Media Partnerships,
iSpot.tv

12:35-12:50PM

EXCLUSIVE RESEARCH RELEASE: CIMM

Jon Watts will discuss key takeaways from CIMM's soon to be published Guide to Converged TV Measurement Providers. The Guide will provide a deep dive into the methodologies and approaches for the industry's most pressing cross-platform measurement challenges today, including an overview of the current landscape and wider TV data ecosystem, as well as in-depth profiles of the major providers of cross-platform TV and video audience measurement services -- and the key differentiations between them.

SPEAKER:

JON WATTS
Managing Director
Coalition for Innovative Media,
Measurement (CIMM)

CYNOPSIS

TOP WOMEN
IN MEDIA

Entertainment • Tech • Sports
OCTOBER 11, 2022 | TRIBECA 360, NYC

ENTRIES CLOSE JUNE 15TH – DON'T MISS OUT!

This year's Top Women in Media Awards celebrate just what makes women shine our brightest – capability, creativity and collaboration. Honorees are innovators and risk-takers, instrumental in creating and executing strategy in categories that cover entertainment, tech, and sports media.

You're invited to nominate yourself and/or a colleague that inspires you to be awarded with this industry distinction. With more categories than last year, **it's your turn to be in the spotlight!**

Past honorees come from top networks, leagues, and agencies including:

abc • aMC NETWORKS • B/R • Bloomberg Media • Discovery
ESPN • FOX SPORTS • horizon media • iHeart MEDIA • MINDSHARE • NFL
SiriusXM SATELLITE RADIO • STARZ • TELEMUNDO • UM • VICE

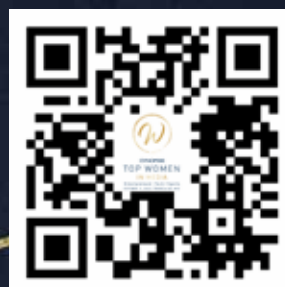## Enter now using your exclusive onsite rate: TOPWOMENMD22

Interested in discussing sponsorship opportunities? Contact Albert Nassour, Executive Director of Sales, Cynopsis for more information: anassour@accessintel.com

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12:50-1:20PM

LUNCH SESSION: HOW METRICS ARE CHANGING THE WORKPLACE

As measurement evolves, interpretive ambiguity is sure to follow. Which data matters and which is less important? What assumptions underlie those choices, and who gets to decide? In a lively lunchtime presentation, Rutgers Assistant Professor of Journalism and Media Studies Caitlin Petre, author of ALL THE NEWS THAT'S FIT TO CLICK, will draw on her years-long fieldwork in news organizations to spotlight the unexpected social and organizational dynamics that emerge around media metrics, and share lessons about how best to navigate them.

SPEAKER:

CAITLIN PETRE
Assistant Professor of Journalism
and Media Studies,
Rutgers University

1:20-1:35PM

QUANTIFYING CTV AD IMPACT THROUGH OUTCOMES MEASUREMENT

What is outcomes measurement and why is it important for CTV platforms and advertisers? How do you prove the success of a campaign beyond reach and awareness? Join us to learn how a top streaming platform can help quantify the downstream impact of ads - including measuring lifts in outcomes such as search, store visit, and website engagement..
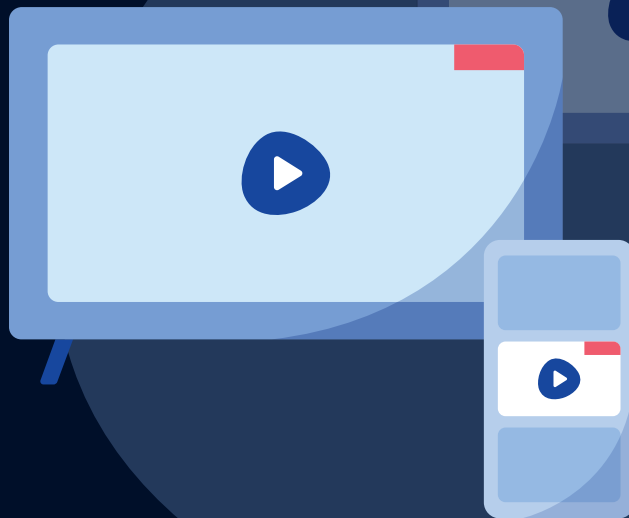
SPEAKER:

ANNE HUNTER
VP, Product Marketing,
DISQO

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CTV AdVision
by ADJUST

Ready to make CTV a performance channel?

SCAN ME

Prove ROI with the **first-ever** comprehensive CTV measurement solution.

1 :35-2:10PM

ADVERTISING ON CTV/OTT PLATFORMS: WHO'S WINNING THE RACE FOR AD DOLLARS?

One of the fastest-growing segments of advertising, connected TV (CTV) is expected to double its numbers by 2024. To capitalize on the momentum, publishers and platforms need to build advertisers' confidence in streaming – from unique ad opportunities like binge selectors, interactive overlays and enhanced customization, to the availability of addressable inventory, and the use of robust, independent measurement to prove they are finding, reaching and engaging with the right audiences. The panel will look at who's making moves to capture streaming customers (and ad dollars), and what lessons others can take away when it comes to measurement, creative and audience targeting.

MODERATOR:

ANDREW ROSEN
Founder,
PARQOR LLC

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INNOVID

VIZIO

PANELISTS:

WIL DANIELSON
Senior Vice President,
Digital Sales,
Nexstar Digital

JO KINSELLA
President,
TVSquared by Innovid

KEN NORCROSS
Senior Director, Inscape Data
Strategy,
Vizio

2:10-2:30PM

DRIVING PROOF OF PERFORMANCE: WHAT'S NEW WITH OUTCOMES-BASED MEASUREMENT IN CTV

Marketers are demanding data-driven advertising now more than ever and the ability to measure performance outcomes is table stakes to prove the value of your ad spend. New innovations in audience-first targeting and attribution in CTV advertising is enticing even more advertisers to the channel. This session will share insights on the latest targeting and measurement capabilities as well as client case studies on how CTV is invaluable when it comes to driving measurable outcomes for brands.

MODERATOR: SPEAKER:

ROBBIE CAPLOE
Publisher,
Cynopsis

ED ZISKIND
Regional Sales Director,
Premion

CROSS SCREEN
MEDIA

Bring your cross-screen TV campaigns into focus. Every impression, every screen, every time.

Your audience watches cable TV on smartphones, YouTube videos on the big screen, and Hulu on tablets. Your campaign measurement needs to keep up. ScreenImpact solves for this exact challenge to give you a single view of de-duplicated reach and frequency across all screens.

ScreenImpact Key Benefits
Powered by Cross Screen Media

Reach Across All Screens
Our cross-screen solution delivers a full picture of the total and by-channel reach of each campaign across Linear TV, Connected TV, and digital video for any custom audience, down to the hyper-local level.

Frequency Optimization
ScreenImpact delivers granular frequency results at the household level. Ensure that your audience sees each ad enough times to drive an impact without oversaturating some households or missing others entirely.

Rapid Reporting
You get rapid, flexible reporting on the performance of every video ad you run against an audience across screens. And you get it at the speed you need to make decisions to optimize in-flight campaigns.

One Stop Shop
ScreenImpact integrates seamlessly with the rest of our Convergent TV ad platform, empowering you to plan, activate, and measure every campaign and maximize the impact of every buy.
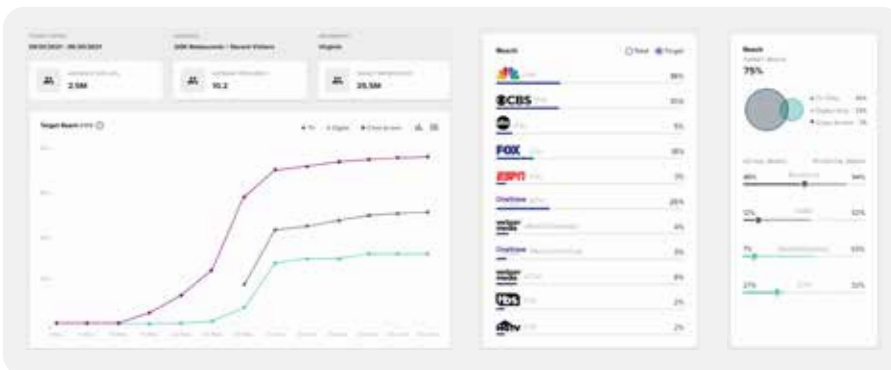
Customizable outputs generate the insights you need to understand how each campaign is performing against your target audience, including actual vs potential reach by channel and granular breakdowns by individual daypart, network, and program.

We help you plan, activate, and measure your CTV and linear TV campaigns at the local level.

Visit CrossScreenMedia.com to learn more.

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Struggling to justify and optimize cross-platform TV ROAS?

Brands, agencies and networks trust fast, accurate and actionable TV ad measurement from iSpot. Say hello to the new currency for TV.

Fast
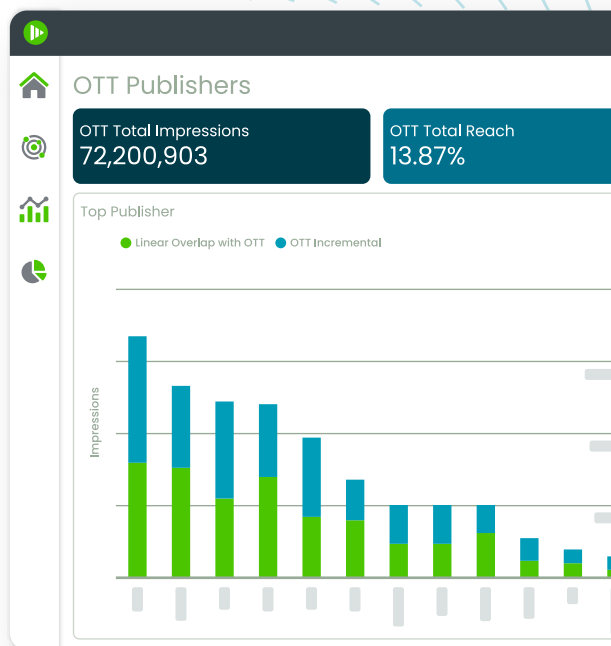Don't settle for waiting weeks or months for performance reports

Accurate
Avoid costly decisions resulting from erroneous measurement

Actionable
Turn insights into action and continuously drive ROAS

OTT Publishers

OTT Total Impressions
72,200,903

OTT Total Reach
13.87%

Top Publisher

● Linear Overlap with OTT ● OTT Incremental

Impressions

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Nielsen

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Cynopsis Measurement & Data Conference

This year, we're focusing on Impressions: The great equalizer

"With the convergence of linear and digital worlds, impressions provide measurement. To make the most of impressions, it will be critical that they're of a quality that provides representative measurement. While there is only one definition for the word 'impression,' an impression is only as good as its supporting data."

- Kim Gilberti
SVP, Product Management

▶ Learn more at **Nielsen.com**

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2:30-3:00PM

PROGRAMMATIC ADVERTISING IN 2022

The latest in where's the industry landing around issues of transparency, accountability, ad fraud, viewability and brand safety concerns.

MODERATOR:

JEFFREY BUSTOS
VP, Programmatic & Data Center,
IAB

PANELISTS:

MATT BARNES
Vice President, Programmatic
Sales, Disney Advertising,
Walt Disney Company

KEN SHAPIRO
Chief Revenue Officer,
Fandom

3:00-3:35PM

WHY YOU NEED A STREAMING AUDIENCE MEASUREMENT SOLUTION TO SUPPORT YOUR VIDEO ADVERTISING BUSINESS

It's time for a measurement solution that's built for streaming. In this session we will discuss the five pillars of a streaming measurement solution, why they matters and what we can achieve once we identify one. These pillars include:

- Comprehensive
- Census level
- Continuous
- Standardized
- Interoperable

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MODERATOR:

JIM SPAETH
Co-Founder,
Sequent Partners

PANELIST:

EMILY LIU
Sales Director,
Conviva

VIZIO

ANALYTICS

INSIGHTS THAT DRIVE INNOVATION & ROI...

USING CURRENCY GRADE DATA THAT'S TRANSFORMING TV MEASUREMENT

Inscape

3:35-3:55PM

BRINGING ADVANCED ATTRIBUTION INTO LINEAR TV

Despite continued growth in CTV, Linear TV remains a crucial part of any media plan. Now more than ever, closer attention should be paid to how planning and buying is done on Linear, and how performance on Linear can be measured to optimize a campaign to achieve desired outcomes.

In this session we will explore how a closed-loop, data-rich environment and advanced attribution methods can be leveraged to gain meaningful and actionable insights into an advertiser's combined video strategy to maximize their media dollars.

SPEAKERS:

DANIEL LIN
Vice President, Data & Analytics,
a4 Advertising

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CAITLIN MONAGHAN
VP, Account Strategy,
a4 Advertising

KEVIN RILEY
Vice President, Sales,
a4 Advertising

3:55-4:25PM

MEASURING DIVERSITY

As we shift away from age and gender as major measurement metrics, we look at who's innovating in finding and reaching consumers, using methods that are fully inclusive of diverse communities and taking into account culture and lifestyle as well.

MODERATOR:

LATHA SARATHY
Chief Research Officer
Association of National,
Advertisers (ANA)

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PANELISTS:

AUDREY COCHRAN
Vice President of Research,
TV One

FEDERICO GARZA
Senior Vice President, Research
Strategy and Insights,
NBCUniversal Telemundo
Enterprises

STEPHANIE YATES
Senior Vice President, Research
and Insights, WE tv-ALLBLK,
AMC Networks

4:25-4:45PM

THE NEW POSSIBILITIES OF CTV AND THE EVOLUTION FROM BRAND TO PERFORMANCE CHANNEL

The 'C' in CTV is allowing TV advertising to shift from branding into a key performance marketing channel. The analytics that marketers are now being offered through both network and measurement partners are going to uncover a much different level of insight and bend their campaigns from brand awareness to brand experience and increasingly also direct response. Learn how marketers can take advantage of one of the fastest growing performance marketing channels of 2022 and how advances in technology have made it possible to deliver measurable, actionable results.

SPEAKER:

GIJSBERT POLS
PhD - Director of Connected
TV & New Channels,
Adjust

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4:45-5:15PM

ALL ABOUT THE AD TECH

In this user-friendly session, we will dive into the innovative tech that's powering some of the more exciting measurement solutions in the space.

MODERATOR:

MIKE SHIELDS
CEO,
Shields Strategic Consulting

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PANELISTS:

MATT FORETICH
VP, Data & Media Science,
Known

JUSTIN FROMM
Director of Insights,
Samsung Ads

JONI KINSLEY
VP, Product Strategy,
Gamut Total

5:15PM

POST-PROGRAM NETWORKING & REFRESHMENTS

INNOVID

RE·IMAGINE TV ADVERTISING

Innovid is an independent advertising platform for delivery, personalization and measurement of converged TV

In the 10th annual Global Benchmarks Report, Innovid analyzed more than 286 billion global video ad impressions from January to December of 2021. The report examines critical trends, advancements and benchmarks in the video advertising industry, and uncovers findings that support the current state and growth of CTV, creative personalization and opportunities for converged TV tactics.

CTV
TAKES CENTER STAGE
Global Benchmarks Report

INNOVID

46%
of video impressions in 2021 were on CTV, surpassing mobile as the channel with the greatest share of global video impressions.

9.2%
of 95 million+ CTV households, demonstrates opportunities for expanded audience reach.

4x
average exposure for U.S. CTV campaigns.
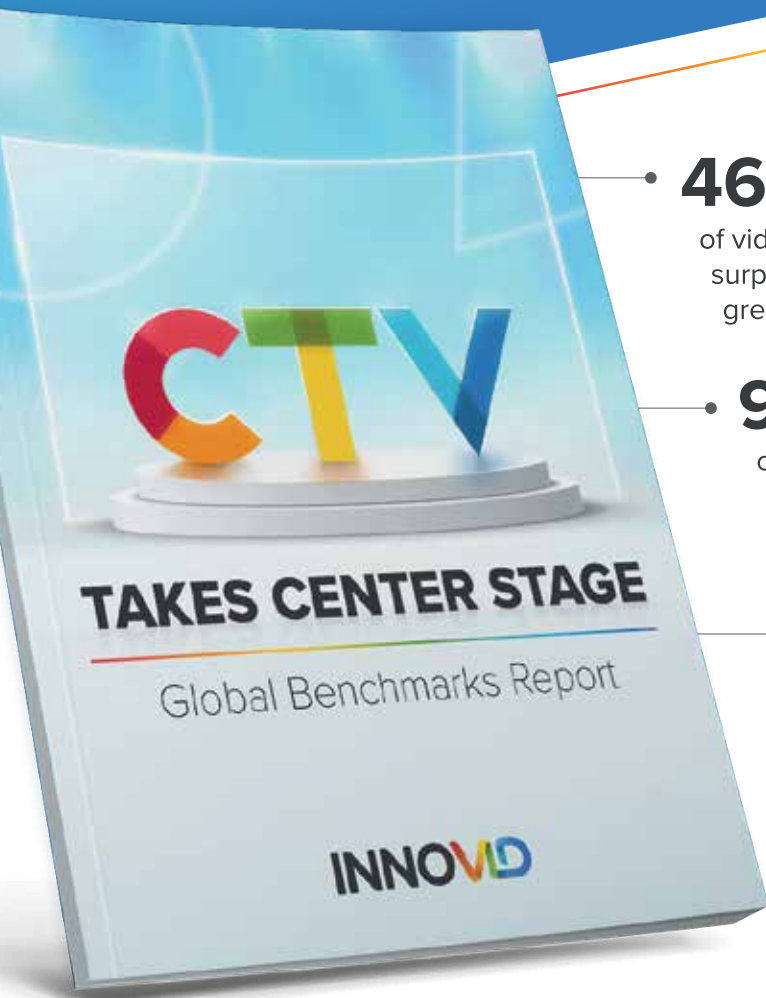
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CYNOPSIS 2022 CONFERENCES & AWARDS

PROGRAM	TYPE	LOCATION	DATE
	Conference	Edison Ballroom, New York City	September 29-30, 2022
	Awards Ceremony	Tribeca 360, New York City	October 11, 2022
	Conference	MGM Grand, Las Vegas	November 1-3, 2022
	Awards Ceremony	HyperX Arena, Las Vegas	November 2, 2022
	Awards Ceremony	New York City	Coming soon!

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