October 16, 2018

Dear Member:

As was announced this morning, the Advertising Research Foundation has acquired the Coalition for Innovative Media Measurement.

With this acquisition, CIMM will become a subsidiary of the non-profit ARF, focusing broadly on advancement of cross-platform media measurement. The new division, which will retain the CIMM name and logo, will be headed by current CIMM CEO and Managing Director, Jane Clarke.

This acquisition comes at a time when significant progress has been made by CIMM to foster and create tools to bring about full cross-platform video measurement, with accomplishments in areas ranging from planning through to activation and attribution.

With the resources of our combined organizations, we hope to reinforce and accelerate CIMM’s work, bring a more unified focus to meeting the industry’s R&D challenges, and include a broader set of companies in the development and testing of high-impact measurement innovations. The combination will also provide ARF and CIMM members with greater efficiencies through a pooling of resources.

In fact, this acquisition was conceived of and implemented specifically with the needs of both ARF and CIMM members in mind. And it was guided by a desire to evolve both organizations to better serve and address the changes that are driving our industry.

To that end, we want to share with you some preliminary thoughts about how we see the ARF and CIMM working together to harmonize our efforts and shape the councils and committees that are so important to setting the research agenda for our industry.

Broadly, this combined organization will allow us to:

- Consolidate industry efforts to bring more focus to measurement
- Distribute costs of innovation more broadly & equitably
- Improve the financial stability of both organizations through
  - Shared administrative cost
  - Independent membership options
  - Ability to broaden membership for CIMM and ease process to join
- Marry scholarly authority of ARF with pragmatic R&D focus of CIMM
- Create dedicated center for measurement innovation within the ARF

Though there is overlap in current membership of the two organizations, there are advantages to the combination for both CIMM and ARF members. Current CIMM members get the benefit of a significant
reduction in their membership fees (50% lower than in 2018) while still having access to CIMM’s research and innovation output, its working committees and conferences. ARF members who are not already involved with CIMM get the opportunity to join CIMM (which previously was not open to all ARF members). CIMM will be in touch with you directly to explain how CIMM works and the potential benefits of enhancing your ARF membership by also joining CIMM.

There are distinct advantages to being members of both organizations in this first year. The ARF will continue in its focus on insights for the industry. This will include direction on how to:

- Manage brands in a complex and polarized environment
- Harmonize different types of data to obtain a whole view of your consumers
- Understand the tradeoffs between different media and different audience targets
- Become a state-of-the-art 21st century researcher.

CIMM will continue to work to develop pragmatic tools to address the challenges of cross-media measurement. Beyond media-specific areas, CIMM will in effect serve as the innovation incubator for the ARF.

Though the ARF has traditionally been very “big picture” and CIMM has specialized in practical applications, there is inevitably some overlap between the topics pursued by the two organizations. We think that by combining forces, we can bring more coherence and focus to the work of both. Companies that join both the ARF and CIMM will be able to participate in both the pursuit of the broad research agenda and the testing of innovative solutions.

This acquisition, we believe, greatly enhances the value of your membership in both ARF and CIMM through not only enhanced efficiencies and resources but by providing you with a more comprehensive and unified view into the insights, methodologies and technologies critical to our industry’s success.

Thank you for your past support and for your future guidance and engagement. ARF and CIMM exist for our members and we are very grateful for your participation. We hope you will choose to be an active participant in both organizations as we work through this first year.

Please let us know if you have any questions on member benefits under this new structure. We would like to hear any new ideas, concerns or thoughts you might have.

We look forward to working with you – together as ARF and CIMM.

Best,

Scott and Jane