Monday, April 15

HUDSON PREFUNCTION
7:30am – 5:00pm
REGISTRATION

HUDSON BALLROOM
9:00 – 9:15am
Opening Remarks
Scott McDonald, Ph.D. – President & CEO, ARF

HUDSON BALLROOM
9:15 – 9:45am
KEYNOTE & INTERVIEW
Advertising in a Modern Media Company
People are consuming more content than ever before. And though the combination of data and technology have made advertising more precise, but we are still facing challenges. As the landscape changes for the better, how does the industry help make advertising matter with more relevant messages through the responsible use of consumer insights and technology?
Rick Welday – President, Xandr Media – AT&T’s Advertising Company
Interviewer: Jane Clarke – CEO, Managing Director, CIMM; Board of Trustees Member, ARF

HUDSON BALLROOM
9:45 – 10:15am
PRESENTATION & INTERVIEW
Transforming Measurement
A call to action for the media industry to join together to unlock a new era of growth. Learn about recent media trends and understand emerging measurement scenarios.
Megan Clarken – Chief Commercial Officer, Nielsen Global Media
Interviewer: Scott McDonald, Ph.D. – President & CEO, ARF

HUDSON BALLROOM
10:15 – 10:45am
PRESENTATION & INTERVIEW
Planning in an AI World
The increased prevalence of auction-based advertising systems is shifting media planning from manual decision making and buying towards automation. To drive advertiser value through increased automation, the signals used in optimization must be high quality and aligned with the advertiser’s bottom line business goals. How is AI is being used today in planning and measuring, and what it means for the role of agencies, advertisers and platforms?
Brad Smallwood – VP, Marketing Science, Facebook
Interviewer: Mainak Mazumdar – Chief Research Officer, Nielsen
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Speaker/Panelist</th>
<th>Venue</th>
<th>Moderator</th>
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</thead>
<tbody>
<tr>
<td>11:20am – 11:50am</td>
<td>The Programmatic Underbelly That No One is Talking About</td>
<td>Charles Buchwalter, President, Buchwalter Media Consulting</td>
<td>HARBORdSIDE</td>
<td>Jay Mattlin, ARF</td>
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<td>Sherman Langford, Sr. Director Data Science, Oracle Data Cloud</td>
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<td>Ted McConnell, SVP, Business Development, Lucid, LLC</td>
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<td>Travis Barnes, SVP, Global Media &amp; Entertainment, MediaMath</td>
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<td>– Partner, Sequent Partners</td>
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<td>Jim Spaeth, – Partner, Sequent Partners</td>
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<td>12:00 – 12:30pm</td>
<td>Which Online Audience – Targeting Data Drives Greatest Impact?</td>
<td>Dena Feiger, Director Marketing Effectiveness, Nielsen</td>
<td>LIBERTY</td>
<td>David Marans, ARF</td>
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<td>Baine Bush, Junior Research Engineer, MAGNA Global</td>
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<td>Dan Robbins, Director, Head of Ad &amp; Programming Research, Roku</td>
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<td>12:40 – 1:10pm</td>
<td>To Have and Have Not</td>
<td>Jennifer Pelino, SVP, Omni Channel Media, IRI</td>
<td>PALISADES</td>
<td>Horst Stipp, Ph.D., ARF</td>
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**Who's Really Watching: OTT & Advanced TV**

- **OTT Measurement**
  - OTT audience measurement requires a census-based methodology.
  - **Oana Dan** - Director, Data Science, Nielsen
  - **Dan Robbins** - Director, Head of Ad & Programming Research, Roku

- **More Than Impressions: OTT in the TV Daypart Model**
  - How OTT viewing mirrors, and breaks through, the traditional linear daypart model.
  - **Tristan Webster** - VP, Client Solutions, TVision

**Creative In Context**

- **The New Primetime is Personal**
  - Consumers place the highest value on content that speaks to their personal passions and interests.
  - **Kevin King** – Agency Measurement Lead, Google

- **Which Online Audience – Targeting Data Drives Greatest Impact?**
  - How the type of targeting data used to reach online consumers drives results, or not.
  - **Dena Feiger** - Director Marketing Effectiveness, Nielsen

- **Under the Hood of OTT Measurement**
  - Ad effectiveness using automatic content recognition instead of opportunity-to-see.
  - **Baine Bush** - Junior Research Engineer, MAGNA Global
  - **Dan Robbins** - Director, Head of Ad & Programming Research, Roku

- **To Have and Have Not**
  - Identity map meta-analyses helps marketers build different targeting strategies for audience inclusivity.
  - **David Kingsbury** – Consultant, IRI
  - **Travis Barnes** – Product Marketing Lead, Identity, LiveRamp

- **Deterministically Mapping Path to Purchase**
  - Using scaled deterministic purchase data allows for pinpoint accuracy in mapping a consumer’s digital journey.
  - **Jennifer Pelino** – SVP, Omni Channel Media, IRI

- **In or Out?**
  - An exploration of target performance in advanced television.
  - **Sunil Soman** – Sr. Director, Measurement Innovation, WarnerMedia

- **Audio and Video at the Intersections of Digital Video and Linear TV**
  - A deep dive into the previously unmeasured OOH linear TV audience.
  - **Laura Gambino** – Data Scientist, Omnicom Analytics
  - **Paul Lindstrom** – Head of Research & Analytics, Tunity Analytics

**Using Creative to Drive ROI on Twitter**

- Analysis of 55 Twitter creatives to identify which elements were most correlated with ROI.
  - **Nathaniel Greywoode** – Advanced Analytics Lead, Marketing Insights & Analytics, Twitter

**Business Impact of Women’s Presence in Advertising**

- Improving the presence and portrayal of women in advertising.
  - **Michelle Grushko** – Data Scientist, Marketing Insights & Analytics, Twitter

- **AudiencexSCIENCE**
2:20 – 3:30pm

**CONCURRENT SESSIONS – WINNING PAPERS & SOLUTIONS**

Dotted lines between sessions indicate two sessions in the time period.

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>What’s in a Name: Identity, Targeting &amp; Validation</th>
<th>Analyze This: Combining Panels &amp; Servers</th>
<th>Creative In Context</th>
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<td><strong>HARBORSIDE</strong>&lt;br&gt;Moderator: Jay Mattlin, ARF</td>
<td>How a Truth Set Can Power Data Accuracy Verification&lt;br&gt;Benchmarks and best practices. Maria Domoslawksa – VP of Insights, Ericsson Emodo&lt;br&gt;Jake Moskowitz – Head, Emodo Institute</td>
<td>Presentations + Panel&lt;br&gt;Combining Random Forest Technique and Algorithmic Simulations&lt;br&gt;Build an effective viewer attribution model.&lt;br&gt;Praveen Tripathi – Founder &amp; CEO, Magic9 Media &amp; Analytics Pvt Ltd India</td>
<td>AI and Machine Learning for Creative Development&lt;br&gt;Predicting ad development across markets.&lt;br&gt;Dinesh Gopinath – Global Head of Products, Kantar Analytics&lt;br&gt;Attention Amplifiers: Eye Tracking&lt;br&gt;How brand ads in premium formats boost attention to subsequent performance ads. Michael Follett – Managing Director, Lumen Research</td>
</tr>
<tr>
<td>3:00 – 3:30pm</td>
<td><strong>LIBERTY</strong>&lt;br&gt;Moderator: Jane Clarke, CIMM</td>
<td>Calibrating Bias in Online Samples for High Quality Surveys at Scale&lt;br&gt;Debiasing online survey panel data. Steven Millman – Chief Scientist, MRI-Simmons</td>
<td>How to Use Hybrid Measurement Methods&lt;br&gt;Resolve advertisers' key concerns in connected TVs.&lt;br&gt;Andrew Cheng – Business Development, CSM Media Research&lt;br&gt;Zod Fang – Head of Data Center &amp; Knowledge, GroupM China</td>
<td>Motivational Targeting + Context = Branding/Sales Lift&lt;br&gt;Context effects on sales and branding equal targeting effects.&lt;br&gt;Bill Harvey – Founder &amp; Chairman, RMT&lt;br&gt;Gaurav Shirole – Group VP, Product &amp; Client Solutions, 605&lt;br&gt;Premium Pods&lt;br&gt;When they're worth it, when not, and how to know. Eldaa Daily – Research Director, Ameritest</td>
</tr>
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Standards, Research and Rationale
The MRC just released its proposed standards for cross-platform metrics. Scheduled to go into effect in 2020, these standards could impact where advertisers place billions of dollars. Some agencies would like to see more conservative standards but some media and research companies say the standards cannot be met. Hear a summary of the proposed standards and the supporting research.

George Ivie – CEO and Executive Director, Media Rating Council

Going Beyond :30s, :15s or :06s:
Why neuroscience says we need a :01 strategy in mobile. Most existing research about mobile advertising is based on eye tracking, surveys and log file analysis. How is the cognitive process triggered and what does it mean for brands and advertising creative?

Vas Bakopoulos – Head of Research & Insights, Mobile Marketing Association

Advance Toward Digital Audience Quality
With billions of dollars spent annually on digital audiences, there is surprisingly little transparency or accountability. Given noteworthy contradictions in performance assessment across validation methods, how should the industry navigate these conflicting results? Gain guidance towards a shared understanding of standards that drive accountability and empower stakeholders.

Robin Opie – Group VP, Data Science, Oracle
Interviewer: Paul Donato – Chief Research Officer, ARF

Grow Your Brand With Better Audience Targeting
In today’s digital heavy world, there are many ways to find audiences. However, connecting with your audience in a meaningful way, at the right time and in the right place requires finding and leveraging the best data quality audiences. Learn how improving audience targeting can reduce ad spend and build brand loyalty.

Nishat Mehta – President, Media, IRI
Interviewer: Barb Murrer – Senior Director, Global Marketplace Insights, Levi Strauss & Co.; Chair, Board of Directors, ARF
KEYNOTE

Paving the Way for News Organizations

The New York Times has continued to grow and find new audiences during a disruptive time in the publishing industry. What are their growth strategies? And, how are these strategies paving the way forward for other independent news organizations?

Lisa Ryan Howard - SVP, Advertising & General Manager, Media, The New York Times

Closing Remarks

Announcing Journal of Advertising Research awards.

Scott McDonald, Ph.D. – President & CEO, ARF

NETWORKING COCKTAIL RECEPTION

Rendezvous and reunite with your peers – the smartest analytics, insights and marketing practitioners.
Tuesday, April 16

Hudson Prefunction
7:30am – 4:00pm

Registration

Holland
8:15 – 8:45am

Women in Analytics Breakfast: The FQ Lounge @ ARF AUDIENCExSCIENCE

The ROI of Equality

Equality isn’t just the right thing to do; it’s also a competitive advantage. Consider this: Fortune 500 companies that aggressively promote women realize 34% higher profits than those that do not. Women working at their full potential could add $28T to global GDP by 2025. Companies with more women in leadership enjoy 1.7X stronger leadership, 1.4X sustained profitable growth, and 1.5X stronger growth culture. In the ROI of Equality, Shelley Zalis explores why advancing women is a business imperative and how to make equality a reality.

Shelley Zalis - CEO, The Female Quotient & Founder, The Girls' Lounge

Hudson Ballroom
9:00 – 9:10am

Opening Remarks
Scott McDonald, Ph.D. – President & CEO, ARF

Hudson Ballroom
9:10 – 9:45am

Keynote
Marketing Effectiveness in the Digital Era

Over the last 10 years, Les Binet and Peter Field have become known as “The Godfathers of Effectiveness,” thanks to their ground-breaking work with the IPA. In this talk, Les will present some brand new research, which looks at how the rules of marketing effectiveness need to be adapted to the digital age. Are consumers choosing brands in a different way? Do online brands need a different approach to offline ones? Do subscription models change everything? He’ll show how the rules of effectiveness need to flex in a digital world, and what that means for strategy, budgets and media.

Les Binet – Head of Effectiveness, adam&eveDDB

Introduction by Suzanne Grimes – EVP, Marketing for CUMULUS MEDIA and President, Westwood One

Hudson Ballroom
9:45 – 10:15am

Panel
The Race to Own the Future of TV

Billions of dollars are at stake for whichever company can win the attention of younger generations, who are replacing traditional TV with other mediums such as mobile video and SVOD services. While technology companies are looking to upend the traditional TV landscape, networks are starting to hit back through consolidation, more innovative distribution and bigger investments. Hear POVs and plans.

Julie DeTraglia – VP and Head of Research, Hulu
Natasha Hritzuk – VP of Consumer Insights, WarnerMedia
Ali Rana – Global Head of Measurement and Business Partnerships, Snapchat

Moderator: Sara Fischer – Media Reporter, Axios
Seeking a Framework for Measurement

There are a lot of companies putting out myriad measurement products but are they what CBS, and indeed the larger marketing ecosystem, want or need? Industry leader Radha Subramanyam lays out the latest thinking about measurement and research, as well as the relationship between traditional and big data approaches.

Radha Subramanyam, Ph.D. – EVP, Chief Research and Analytics Officer, CBS Television Network

Interviewer: Scott McDonald, Ph.D. – President & CEO, ARF

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<th>Future of Marketing Allocation &amp; Media Planning</th>
<th>Attention, Please!</th>
<th>Audience Measurement Unbound</th>
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<td><strong>11:20am – 11:50am</strong></td>
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<td>Building Brands</td>
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<td>The Keys to Success in Influencer Marketing</td>
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<td>Using consumer buying behavior to inform a winning advertising strategy.</td>
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<td>The role of AI and the ways in which brands are successfully using influencer marketing to increase sales lift.</td>
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<td>Joanie Kwok – Director, Anheuser-Busch</td>
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<td>Ryan Detert – CEO, Influential</td>
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<td>Leslie Wood – CRO, Nielsen Catalina Solutions</td>
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<td>Mariana Torres-Lastra – Consultant,</td>
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<td>Old + New</td>
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<td>Media Center of Excellence, IRI</td>
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<td>The importance of foundational effective media planning principles in new digital ad formats.</td>
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<td>Deven Patel – Head of Ad Research, Snap Inc</td>
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<td><strong>12:00am – 12:30pm</strong></td>
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<td>The Future of Audience-Based Buying</td>
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<td>Podcast Advertising Impact</td>
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<td>Learnings from recent TV campaigns leveraging highly-targeted audience segments.</td>
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<td>Attribution measurement provides definitive proof.</td>
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<td>Carol Hinnant – EVP, National Television Sales, comScore</td>
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<td>Chris Peck – VP, Client Consulting, Nielsen</td>
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<td>Dominick Vangel – VP, Advanced</td>
<td>Why Video Advertising Works and How it Works</td>
<td>David Shiffman – SVP National Research, iHeartMedia</td>
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<td>Advertising Products &amp; Client Solutions, NBCU</td>
<td>How the lean-back medium TV is more successful than lean-forward platforms in ad effectiveness studies.</td>
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<td>From Proxy-Based Optimization to</td>
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<td>People-Based Optimization</td>
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<td>Target the “Persuadables” within your target audience.</td>
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<td>Ken Archer – VP of Product, Survata</td>
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<td><strong>12:40am – 1:10pm</strong></td>
<td>Multi-Screening Around the World</td>
<td>Feed In-Flight Optimization</td>
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<td>Cross-Platform Insights Every Influencer Will Cite This Year</td>
<td>Study reveals attention distribution across different media devices while watching TV.</td>
<td>Use weekly offline sales information to quickly increase lift.</td>
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<td>How advertisers and agencies use insights from cross-platform ad measurement to optimize how they connect with consumers.</td>
<td>Stephen Gray – Consumer Researcher, Facebook</td>
<td>Jennifer Pelino - SVP, Omni Channel Media, IRI</td>
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### Impact of Ad Length on Advertisement Viewership

Higher length of an advertisement risks a lower audience size for an ad.

**Srikanth Ayithy** – Manager, Data Insights, Team BARC, Magic9 Media & Analytics Pvt Ltd India

**Praveen Tripathi** – Founder & CEO, Magic9 Media & Analytics Pvt Ltd India

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### AUDIENCExSCIENCE

**Marissa McArdle** - VP, Digital Product Leadership, Nielsen

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### HUDSON BALLROOM

1:10–2:20pm

**LUNCH & AWARD**

**Erwin Ephron Demystification Award**

The Erwin Ephron Demystification Award honors, inspires, and promotes the analytical minds that challenge conventional thinking and easily translate ideas into action. Celebrate this year’s recipient, Leslie Wood, Chief Research Officer at Nielsen Catalina Solutions.

![Erwin Ephron Demystification Award](image)

2:20 – 3:30pm

**CONCURRENT SESSIONS – WINNING PAPERS & SOLUTIONS**

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| 2:20 – 2:50pm | **Are You on Track: Fine-Tuning Attribution**                             | **HARBORISE**  
Moderator: **Paul Donato**, ARF  
A Practitioner’s Introduction to Attribution  
Measuring what matters the right way – and at scale.  
**Mericcan Usta** – Sr. Data Scientist, GroupM  
Online To Offline  
Measuring the impact of social content on sales.  
**Sara Grimaldi** – Sr. Director, Measurement & Insights, Fullscreen Media |
| 3:00 – 3:30pm | **Raise Your Standards: Metrics that Matter**                             | **PALISADES**  
Moderator: **Jay Mattlin**, ARF  
Cross-Platform Council Presents:  
**Mind the Gap: Metrics for a Multi-Platform Age**  
The industry’s focus on obtaining valid cross-platform metrics raises fundamental questions: What metrics should be considered in measuring cross-platform exposure and effectiveness? What gaps need to be filled in order to plan or buy on these metrics? Hear the perspectives of leaders from five different media.  
**Rachel Clayton** – Sr. Director, Data Innovations, Cox Media Group  
**Britta Cleveland** – SVP, Research Solutions, Meredith Corporation  
**Kym Frank** – President, Geopath  
**Beth Rockwood** – SVP, Portfolio Research, Turner  
**David Shiffman** – SVP National Research, iHeartMedia  
**Daniel Slotwiner** – Director, Advertising Research, Facebook  
Moderator: **Charles Buchwalter** – President, Buchwalter Media Consulting |
| 2:20 – 2:50pm | **Hear Me, See Me, Feel Me**                                              | **LIBERTY**  
Moderator: **Henry Wolf VII**, ARF  
Brand Purpose and Cinema  
A new way to assess the role of a medium in the context of all channels.  
**Catherine Moger Rickwood** – VP, North America, MESH  
**Jennifer Friedlander** – Director, Custom & Marketing Research, ScreenVision  
**Doug Pulick** – SVP, Strategic Insights & Analytics, NCM |
| 3:00 – 3:30pm | **Utilizing Artificial Neural Networks**                                  | **PALISADES**  
Moderator: **Jay Mattlin**, ARF  
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| 3:00 – 3:30pm | **Does Highly-Awarded Audio Creative Sell?**                              | **PALISADES**  
Moderator: **Jay Mattlin**, ARF  
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Moderator: **Charles Buchwalter** – President, Buchwalter Media Consulting |
Can Data Privacy Be Good for Brands?

Data breaches and privacy scandals are bringing data protection into the awareness of consumers, and their anxiety is on the rise. Yet at the same time, surveys indicate that transparent and responsible use of data – use that actually benefits the customer - can and does build consumer loyalty. How can brands take advantage of data privacy and protection to help drive their business, rather than having their ability to innovate restricted?

Dan Linton – Managing Director, Analytics, W2O Group

Presenting the ARF Code of Conduct

The complexity of issues surrounding data ethics and advertising has given rise to questions such as “Who owns your data?” “How will GDPR and CCPA affect U.S. practices?” and “What are the merits of new laws vs. self-regulation?” In response, the ARF has created a Code of Conduct that is intended to serve as a unique supply chain of trust for the research community.

Paul Donato – Chief Research Officer, ARF

Too Much Math, Too Little Meaning

How to gain insight in a world of data explosion. Observations on how the mistakes we are making in leveraging big data are affecting advertising and marketing.

Rishad Tobaccowala – Chief Growth Officer and Member of the Management Committee, Publicis Groupe

Interviewer: Scott McDonald, Ph.D. – President & CEO, ARF

Closing Remarks

Scott McDonald, Ph.D. – President & CEO, ARF

Corporate Underwriters:

[Logos of various companies]