



SUNDAY, JUNE 9

MONDAY, JUNE 10 – Day 1

TIMES/LOCATIONS	TYPE OF PRESENTATION	TITLES/DESCRIPTIONS/SPEAKERS
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PRE-CONFERENCE		
Power Breakfast Sessions: Digital Campaign Management, Multi-Screen Strategy, TV Measurement Techniques		
8:15 – 8:45am Majestic	comScore Sponsored Presentation	Digital Campaign Management: Evolution and Future Aaron Fetters – Director, Insights and Analytics Solutions Center, Kellogg Company Gian Fulgoni – Chairman and Founder, comScore, Inc. Anne Hunter – SVP Advertising Effectiveness, comScore, Inc. Kate Sirkin – EVP Research, Starcom MediaVest Group
Shubert	Award Winning Submission	Impact of Multi-Screen Strategy Across the Purchase Funnel Cross-platform impact has been the topic of many research studies but to date it has been focused in one of two distinct areas: media usage across screens and how multi-screen advertising affects brand metrics like brand awareness. This paper brings a new metric to the market – find out about “Total ROI” an even richer measurement tool. Eric Cavanaugh – VP, Bravo Program Research, NBCUniversal Dave Kaplan – VP, Bravo Advertiser Research, NBCUniversal
Empire	Kantar Media Sponsored Presentation	Beyond Demographics: Accelerating Automotive Advertising Success While auto companies spend significant amounts on advertising, they face increasing pressures to get the most from their investment. Learn how advanced television measurement techniques can help advertisers target actual car buyers and assess viewer engagement so they can drive for success. Jeff Boehme – Chief Research Officer, Kantar Media Audiences

MORNING BALLROOM SESSIONS		
Goals, Greetings, and Deliverables from the New ARF		
9:00 – 9:15am Broadway Ballroom, 6 th Floor	Welcome & Opening Remarks	Colleen Fahey Rush – Chief Research Officer, Viacom Media Networks; Chair, ARF Gayle Fuguitt – CEO & President, ARF
Measuring Convergence: How to Scale and Measure Across Screens		

9:15 – 9:45am Broadway Ballroom, 6 th Floor	Keynote Presentation	What Measurement of The Future Looks Like Winning in the future requires mastering convergence and putting in place measurement that follows consumer behavior and impact across all screens. From new currency to new APIs and more, learn about measurement innovations and partnerships that are driving better understanding of how people consume experiences across screens and how brands can most meaningfully create experiences in this new world. Laura Desmond – CEO, Starcom MediaVest Group
New Measurement Solutions: Mobile, Cross Platform, and Big Data		
9:45 – 10:15am Broadway Ballroom, 6 th Floor	Panel	Mobile: How Do We Know It's Working? Consumers worldwide are rapidly shifting their media consumption to mobile devices. The lessons of the past 20 years of measuring PC based digital audiences are helpful in understanding this behavior. But the unique characteristics of mobile media also introduce a new range of measurement needs and complexities. Mobile industry leaders discuss early progress and challenges ahead. Mary Ellen Gordon – Head of Industry Insights, Marketing, Flurry Gunnard Johnson – Director of Advertising Research, Google, Inc. Christian Kugel – VP, Consumer Analytics & Research Doron Wesly – Head of Market Strategy, Tremor Video Moderator: Jonathan Carson – Digital Executive & Entrepreneur
10:15 – 10:45am Foyer, 6 th Floor	Meet & Greet <i>Brought to you by Triton Digital</i>	
10:45 – 11:15am Broadway Ballroom, 6 th Floor	Presentation	A Path to a Multiplatform Solution In September 2012, ESPN, Arbitron, and comScore announced an ambitious initiative to measure display, video and audio content across five platforms on a continuous basis. The goal was to build the first iteration of this national cross-platform measurement system by summer of 2013 - and they are currently on track to meet that goal. Hear an update on ESPN's vision for a cross-platform solution, the status of the project and some early findings! Artie Bulgrin – SVP, Research + Analytics, ESPN, Inc. Carol Edwards - SVP, Sales & Marketing, Cross-Platform Services, Arbitron Inc. Glenn Enoch - VP, Integrated Media Research, ESPN, Inc. Joan FitzGerald – VP, Television and Cross-Media Solutions, comScore, Inc.
11:15 – 11:45am Broadway Ballroom, 6 th Floor	Panel	How Can Big Data Move Research Forward? How do we define big data? How has it led to a major insight or solution at your company? What effect will big data have on the research industry? A team of experts in media, marketing and data science answer these (and other) compelling questions.

		<p>Aaron Feters – Director, Insights and Analytics Solutions Center, Kellogg Company</p> <p>Gian Fulgoni – Chairman and Co-Founder, comScore, Inc.</p> <p>Nishat Mehta – EVP of Global Partnerships, dunnhumby</p> <p>Bill Pink – Senior Partner of Client Solutions, Millward Brown</p> <p>Robert Tas – Managing Director – Head of Digital Marketing, JP Morgan Chase & Co.</p> <p>Moderator:</p> <p>Dave Morgan – CEO, Simulmedia, Inc.</p>
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EXPERIENTIAL LEARNING	
Experiential Learning: From the Frontline, Hear Stories Told and Lessons Learned From Industry Leaders	
<p>11:50am – 12:20pm Shubert, 6th Floor</p>	<p>Marketing ROI – The \$200bn Opportunity McKinsey’s Marketing ROI practice shares new research on the five keys to embracing Marketing ROI. Jonathan Gordon – Principal, McKinsey & Company</p>
<p>Majestic, 6th Floor</p>	<p>Maximizing the Online Video Viewer and Advertiser Experience Learn how AOL is optimizing the consumer experience with online video to provide maximum value. Joe Blechman – Sr. Manager, Consumer Research & Analytics, AOL Cortney Henseler – Director, Consumer Research & Analytics, AOL</p>
<p>Empire, 7th Floor</p>	<p>Our Love Affair with Mobile Devices: It’s Complicated Consumers’ strong emotional attachment to their smartphones and tablets have reshaped the way they think about their devices. Michael Green – SVP Strategy, Sterling Brands Scott Kerr – Senior Director, Time Inc.</p>
<p>Manhattan, 8th Floor</p>	<p>Addressable Advertising Find out how Allstate used large scale household level addressable advertising to generate noteworthy business results. Kara Clifton – Strategy Director, Starcom Worldwide Lauren Hadley – Associate Research Director, Starcom Worldwide</p>
<p>12:25 – 12:55pm Shubert, 6th Floor</p>	<p>Current Practice in Advertising ROI Gain an in-depth review into the current state of advertising ROI practices with recommendations on areas for improvement. Dave Poltrack – Chief Research Officer, CBS; President, CBS VISION</p>
<p>Majestic, 6th Floor</p>	<p>Assembling Modular Mobile Surveys to Create Full Datasets How can researchers conduct their own respondent matching or data imputation for missing data as opposed to simple mean imputation? Edward (Paul) Johnson – Director of Analytics, Survey Sampling International</p>

Empire, 7 th Floor	<p>The Connected Shopper: Engaging Through Devices Learn how now, more than ever, consumers are using smartphones, tablets, and PCs simultaneously to shop at home, in stores, and more. Mark Donovan – SVP Mobile, comScore, Inc. Stephen Strauss – Senior Manager, Mobile solutions, PayPal</p>
Manhattan, 8 th Floor	<p>In the Eye of the Beholder: The Equality of Ad Effectiveness Ads generate similar results across platforms yet ad recall may differ. Learn why and how. Justin Fromm – Executive Director, ABC Television Network Amy Innerfield – VP, Custom Research Director, Zenith</p>

LUNCH & DISCUSSION	
1:00 – 2:00pm Broadway Ballroom, 6 th Floor	<p>Nosh and Network Join your colleagues for moderated discussions by leading thinkers to follow-up the key issues raised in the morning panels.</p>

EXPERIENTIAL LEARNING	
Experiential Learning: From the Frontline, Hear Stories Told and Lessons Learned From Industry Leaders	
2:05 – 2:35pm Shubert, 6 th Floor	<p>Long Term Effects Reveal High ROIs of TV Advertising If long term effects of TV advertising are taken into account, ROIs considerably higher than 1 are not an exception, but become the rule. Guido Modenbach – Managing Director, Seven One Media GmbH Raimund Wildner – Managing Director, GfK Verein</p>
Majestic, 6 th Floor	<p>Learnings From One of the World’s Largest Peplemeter Panels Learn how India runs an evolutive TAM Peplemeter panel in a vastly diverse, fast-changing, and rapidly growing environment. Giovanni Fabris – Managing Partner, Fabris Media Marketing Services LV Krishnan – CEO, TAM India Sharan Sharma – SVP, TAM India</p>
Empire, 7 th Floor	<p>TV Untethered Gain a deeper understanding of how where, when, and why consumers are viewing TV programming on mobile devices. Laura Cowan – Research Director, LIN Media Aluquerque Christopher Neal – VP, Tech and Telecom Practice, Chadwick, Martin Bailey</p>
Manhattan, 8 th Floor	<p>Going Beyond Currency – A New Approach to Advertising Testing A program of research is outlined that represents a “new currency” for testing advertising and other marketing stimuli. David Forbes – President, Forbes Consulting Group</p>
2:40 – 3:10pm Shubert, 6 th Floor	<p>Identifying the Best Media Placements to Win at Shelf Conviction™ is a proven game-changer that enables planners and buyers to identify and optimize the best media placements for brand. Brandy Everhart – Associate Media Director, The Martin Agency</p>

Majestic, 6 th Floor	<p>Leslie Wood – Chief Research Officer, Nielsen Catalina Solutions</p> <p>Real-Time On-Premise Audience Measurement A company successfully profiles its out-of-home audience, and reevaluates research and business strategy. Nathan Evans – Senior Experience Director, Mesh Planning NYC</p>
Empire, 7 th Floor	<p>How Mobile Natives Discover Products Game-changing mobile research remaps the landscape of discovery for mobile natives. Aryeh Jacobsohn – Mission Advisor, dScout Michael Winnick – CEO, dScout</p>
Manhattan, 8 th Floor	<p>Kellogg’s Targets Weight Conscious Women HH With Addressable TV Campaign Kellogg and Starcom team deploy brand messaging to specific targets using addressable television. Helen Katz – SVP Research Director, Starcom MediaVest Group Aaron Fetters – Director, Insights and Analytics Solutions Center, Kellogg Company</p>
3:15 – 3:45pm Shubert, 6 th Floor	<p>Measuring the ROI of Cross-Platform Advertising Strategies Why data about in-store purchase behavior is essential to understanding the touch points that motivate consumption. Joy Joseph – Principal and Practice Leader, IRI Joe Sakach – Director, Consumer & Customer Insights, Campbell Soup Company</p>
Majestic, 6 th Floor	<p>Why, When and How Much to Entertain Consumers in Ads? Little is known about the downside of using too much entertainment in ads. Learn why, when and how much to entertain viewers to persuade. Thales Teixeira – Assistant Professor, Harvard Business School</p>
Empire, 7 th Floor	<p>Mobile: Measure the Previously Unmeasurable. Drive ROMI Mobile Measurement allows the previously unmeasurable to become precision marketing tools that can help drive advertising and marketing ROIs forward. Stephanie Bauer Marshall – Director of Precision Market Insights, Verizon Wireless</p>
Manhattan, 8 th Floor	<p>Creating the Connected Experience Learn new insights and best practices for advertisers and programmers to develop more rewarding connections with their audience using ACR on smart TVs. Dan Aversano – VP, TEN Ad Sales Research, Turner Broadcasting System, Inc. Brian Levine – President & Chief Innovation Officer, Innerscope Research, Inc.</p>

NETWORKING BREAK	
3:45 – 4:05pm Foyer, 6 th Floor	<p>Seventh Inning Stretch <i>Brought to you by Triton Digital</i></p>

AFTERNOON BALLROOM SESSIONS

Digital Success Stories: Social Media ROI Examined & New Research

<p>4:05 – 4:35pm Broadway Ballroom, 6th Floor</p>	<p>Panel</p>	<p>Social Media Deep Dive: Allocating Resources Across the Corporation Social media has moved from “nice to have” to “must have” status in the marketer’s toolbox. While the early euphoria (and panic) has morphed into a more nuanced view, allocating budget towards social media is still a process, and even a battle, at some companies. This panel of esteemed marketers share their point of views about how they are reallocating dollars from more established disciplines to social media and how measurement justifies the cause. Scott Campbell – General Manager, Colgate-Palmolive Sarah Hofstetter – President, 360i Andy Markowitz – Director, Global Digital Strategy, GE Moderator: Peter Orban – EVP, Online, Social and Mobile Media Marketing, ARF</p>
<p>4:35 – 4:50pm Broadway Ballroom, 6th Floor</p>	<p>Award Winning Submission</p>	<p>A Look at How Bank of America Optimized Their Social Media Strategy Every relationship between Bank of America and their customers is unique. In an effort to improve the customer relationships, Bank of America realized that their overall social dialogue needed to become more contextually relevant to provide value. This isn’t easy to implement in social media. Learn how Bank of America was able to redefine their social media goals at an audience-level. Daniel Goldstein – Analytics Manager, Hill Holiday Charles Price – SVP, Social Enterprise Social Media, Bank of America</p>
<p>4:50 – 5:05pm Broadway Ballroom, 6th Floor</p>	<p>Award Winning Submission</p>	<p>What Drives Successful Telco Digital Marketing ROI on Facebook? Digital ad campaigns, while measurable in terms of impressions and clicks, have suffered from the perceived disconnect to offline sales lift. Learn how Facebook’s “big data” (census-level outcome measurement via their view of 600M mobile users and their devices) plus traditional marketing science techniques, link marketing exposure to the outcome metrics of interest to telco device manufacturers and service providers. Sean Bruich – Head of Measurement R&D and Partnerships, Facebook, Inc. Ruth Kricheli – Head of Telco Measurement, Facebook, Inc.</p>
<p>5:05 – 5:25pm Broadway Ballroom, 6th Floor</p>	<p>ARF Exclusive</p>	<p>The ARF “Neuro 2” Project on Predicting Advertising Success The ARF’s Neuro 1 project explored the value of the new Neuromarketing methods. This new project, “Neuro 2,” explores the added impact of these methods over traditional measures in predicting the effectiveness of TV commercials. Hear an overview of the findings in this session.</p>

		<p>Horst Stipp, Ph.D. – EVP, Global Business Strategy, ARF</p> <p>Vinod Venkatraman, Ph.D. – Associate Director, Center for Neural Decision Making, Temple University</p> <p>Russell Winer, Ph.D. – Chair, Marketing Department, Stern School of Business, New York University</p>
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CONCURRENT SESSIONS

Game Changing Industry Solutions With Real World Examples

5:30 – 6:00pm Majestic, 6 th Floor	GfK Sponsored Presentation	<p>Mobile and Location Insights – A Game Changer to Understand Your Audience</p> <p>As people move around while carrying their mobile devices, they leave a digital footprint on the sites they visit, their location, and their patterns of behavior. By integrating two powerful sources – behavioral data from mobile providers with demographics and consumer metrics – learn how a unique, dynamic view of the mobile marketplace is generated.</p> <p>Fredrik Hallberg – Global Head of Innovation and New Business, Consumer Choices, GfK</p> <p>Niko Waesche – Director, Digital Strategy and Development, Audience Measurement, GfK</p>
Empire, 7 th Floor	Nielsen Sponsored Presentation	<p>Going Beyond Reach for Online and Cross-Platform Campaigns</p> <p>This session delves into unique and overlapping opportunities. Can digital advertising can really complement or enhance the conventional TV buy? To understand the incremental business opportunities that may exist, presenters tap into assets like Nielsen Online Campaign Ratings™, to examine the premise at work.</p> <p>Sean Bruich - Head of Measurement R&D and Partnerships, Facebook, Inc.</p> <p>Andrew Feigenson - SVP, Digital Client Service, Nielsen</p>
Shubert, 6 th Floor	MotiveQuest Sponsored Presentation	<p>How to Measure Social Media for Business Impact: The One Number You Need to Know</p> <p>Measuring social media can be bloody hard. In 2006 MotiveQuest got fed up with being overwhelmed and embarked on a two year process with the brainiacs at Northwestern University to look at what metrics actually matter when it comes to sale and share. Hear about the journey, the metric and real cases showing how the metric can be used to predict sales and share.</p>
6:00 – 6:30pm Majestic, 6 th Floor	NCC Media Sponsored Presentation	<p>Achieving Reach, Value and Security in a Fragmented Viewing Environment</p> <p>Reach, value and security are becoming more important for media planners. With TV viewing fragmenting, achieving these goals requires greater analysis than ever before. This session speaks to how data stewardship is as important as the data itself.</p>

Shubert, 6 th Floor		Randy Cooke - VP of Research, NCC Media Nicole Gleason - Director of Analytical Services, NCC Media
	Rentrak Sponsored Presentation	Understanding the Total TV Audience How advertisers, agencies and networks can benefit from insight that combines DVR and video on demand (VOD) viewership information with that of the live TV audience for all ad-supported primetime network and cable programs over seven, 14 and 28 days. Bruce Goerlich - Chief Research Officer, Rentrak

EVENING NETWORKING	
6:30 – 7:45pm Marquis Ballroom & Upper Terrace, 9 th Floor	Cocktails and Conversations <i>Brought to you by NCC Media and Rentrak</i>

TUESDAY, JUNE 11 – DAY 2

TIME/LOCATION	TYPE OF PRESENTATION	TITLES/DESCRIPTIONS/SPEAKERS
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PRE-CONFERENCE		
Power Breakfast Sessions: MMM, Understanding Hispanics, Online Research Quality		
8:15 – 8:45am Empire	Arbitron Sponsored Presentation	How Six Flags Achieved Record Success by Improving its Marketing Mix Models Marketing mix models are becoming an increasingly important tool to help marketers evaluate marketing performance and ROI. Hear how Six Flags® pumped new life into its model by using more granular data from Arbitron PPM radio ratings. These learnings contributed to the record success of its Fright Fest campaign. Bill Rose - SVP, Marketing, Arbitron Inc. Art Thomas - Director of Advanced Analytics at Universal McCann, Media Brands
Majestic	Kantar Media Sponsored Presentation	Understanding the Hispanic Audience Discover important trends in Hispanic advertising as well as advanced analytic approaches for identifying Hispanic consumers and assessing effectiveness of TV advertising aimed at this critical audience. Actual methods, metrics and case studies for driving

Shubert		more efficient and effective media decisions are reviewed. Jon Swallen – Chief Research Officer, Kantar Media Intelligence Jeff Boehme – Chief Research Officer, Kantar Media Audiences
	ARF Exclusive	New Research Will Elevate Survey Quality New findings from ARF'S Foundations of Quality point to concrete recommendations on translating respondent motives and attitudes toward research into improved survey taking. Similarly, insights into the difference between panels offer ways to reduce sample variance without adding bias. John Bremer - CRO, Toluna Don Gloeckler – EVP & Chief Research Officer, ARF Robert Walker - CEO, Surveys & Forecasts LLC

MORNING BALLROOM SESSIONS

Greetings and Salutations Day 2		
9:00 – 9:10am Broadway Ballroom, 6 th Floor	Opening Remarks	Gayle Fuguitt – CEO & President, ARF Sean Creamer – President & CEO, Arbitron Inc.
Industry Innovators: Game Changers Driving Growth		
9:10 – 9:40am Broadway Ballroom, 6 th Floor	Keynote Presentation	Measurement Issues From the CEO Perspective There are research issues and then there is business reality. Even though there are measurement challenges galore, billions of dollars are transacted monthly across all media nationally and locally. If Clear Channel could wave a magic wand and change something in measurement today, what would it be? Bob Pittman, a visionary leader in the media industry, shares his perspective on measurement issues and the impact they have on Clear Channel and other media companies. Bob Pittman – CEO, Clear Channel
9:40 – 10:10am Broadway Ballroom, 6 th Floor	Panel	How Do You Guide Strategic Insights in an Age of Chaos? The media landscape has now entered into an epoch of perpetual change. How can brands keep pace with the shifting media habits of their consumer and capitalize on new opportunities? How do they gain the necessary research insights to translate into strategic decisions? How do they win internal management buy-in? Leading brand and media managers share their journeys and highlight the utility of their approaches. Laurent Larguinat – Catalyst Director, Mars Growth Lab, Mars, Incorporated Moderator: Duane Varan – Chief Research Officer, Disney Media & Research Lab
10:10 – 10:40am Foyer, 6 th Floor	Meet & Greet <i>Brought to you by Triton Digital</i>	

Revolutionary Research: Social Media, Mobile, and MMM		
10:40 – 10:55am Broadway Ballroom, 6 th Floor	Conversation	<p>Social, Mobile + Hispanic Americans</p> <p>Two industry leaders from Univision address how social and mobile are impacting the influential Hispanic market. The discussion covers the risks of not providing an accurate representation of the Hispanic population.</p> <p>Elizabeth Ellers – EVP, Corporate Research, Univision Ceril Shagrin – EVP, Audience Measurement Innovation, Univision Moderator: David Marans – EVP, Media, ARF</p>
10:55 – 11:10am Broadway Ballroom, 6 th Floor	Presentation	<p>How Influential is Social Media on TV Viewership?</p> <p>Is social media a <i>real</i> opportunity to deepen engagement and drive buzz for television programming and participating advertisers? This new research provides the basis for understanding both the behavior and underlying motivation of social media’s relationship with television. It also benchmarks the size and scope of social media relative to marketing, publicity, and word of mouth.</p> <p>Beth Rockwood – EVP, Market Resources, Discovery Communications Richard Zackon – Facilitator, Council for Research Excellence</p>
11:10 – 11:25am Broadway Ballroom, 6 th Floor	Award Winning Submission	<p>How AT&T Optimizes TV Allocations Through Multi-Stage Market Mix Models</p> <p>Learn how AT&T is able to determine the ROI for each major component of its national TV buy: network, cable, and sponsorship and how a multi-stage mix modeling approach quantifies ROI for specific TV networks and specific sponsorship investments.</p> <p>Charlie Payne – Executive Director, Consumer Marketing ROI, AT&T Mobility Greg Pharo – Director Marketing Science and Insights, AT&T Damon Samuel – Lead Manager Marketing Science and Insights, AT&T</p>

EXPERIENTIAL LEARNING	
Experiential Learning: From the Frontline, Hear Stories Told and Lessons Learned From Industry Leaders	
11:25 – 11:55am Shubert, 6 th Floor	<p>Stop Flawed Marketing Mix Models From Stunting Brand Growth</p> <p>A more advanced model provides true measurement and casual explanation of advertising, uncovering the flaws and inaccuracy of marketing mix models.</p> <p>David Hoo – Principal, Effective Marketing Management Michael von Gonten – Principal, Effective Marketing Management</p>

Majestic, 6 th Floor	<p>Millennial Path To Purchase In A Cross-Platform World Reaching Millennials on the “Path To Purchase” may be our biggest challenge yet. Knowing their shopping attitudes and behaviors will be the key. Jim Spaeth – Founding Partner, Sequent Partners/Media Behavior Institute Alice Sylvester – COO, Sequent Partners/Media Behavior Institute Terrie Wendricks – VP, Consumer Insights, The Hillshire Brands Company</p>
Empire, 7 th Floor	<p>London2012 Down Under: Multi-Platform Olympic Viewing Nine Network Australia conducted several phases of research to investigate how Australians consume The Games across multiple screens and platforms. Steve Weaver – Network Research Director, Nine Network Australia</p>
Manhattan, 8 th Floor	<p>The ABCs of Cross-Platform ABC and GfK discuss their week-long exploration of the cross-platform use of ABC video content, including advertiser effects. Justin Fromm – Executive Directory, ABC Television Network Mark Loughney – VP, Sales & Strategy Research, ABC Television Network David Tice – SVP, Media & Entertainment, GfK</p>
12:00 – 12:30pm Shubert, 6 th Floor	<p>First Look!: Single Source ROI for Radio Breakthroughs in innovation are possible – with a roadmap for putting together creative alliances and problem solving. Gregg Lindner – EVP, Radio Service Innovation and Chief Research Officer, Arbitron Inc. Radha Subramanyam – EVP, Insights and Analytics, Clear Channel Media & Entertainment Leslie Wood – Chief Research Officer, Nielsen Catalina Solutions</p>
Majestic, 6 th Floor	<p>Driving Innovation through a Marketplace Ecosystem Collaboration drove innovation in marketplace with standardized technology for both buyers and sellers, a common currency, and 3rd party validation. Paul Lindstrom – SVP, Nielsen On Location, Nielsen Cynthia Machata – Director, Product, tenthavenue Kevin Moeller – Director, Research & Analytics, Media Behavior Institute</p>
Empire, 7 th Floor	<p>Cross Platform Measurement and Effectiveness Comcast and SMG share case studies of cross-platform client campaigns involving innovative and cross-channel research approaches. Helen Katz – SVP Research Director, Starcom MediaVest Group Steve Murtos – SVP Media Director, Starcom MediaVest Group</p>
Manhattan, 8 th Floor	<p>How television is consumed through the unique prism of DVRs How do HHs consume time-shifted primetime programming, specifically what content is viewed more than once and, what program content is fast-forwarded? Alex Petrilli – Senior Manager Audience Research, TiVo Research and Analytics</p>

Jonathan Steuer – VP Product & Business Development Audience Research, TiVo
Research and Analytics

LUNCH & KEYNOTE PRESENTATION

<p>12:30 – 1:45pm Broadway Ballroom, 6th Floor</p>	<p>Lunch & Learn</p>	<p>The Relationship Era Today’s brands face an apparent choice between two evils: Continue betting on their increasingly ineffective advertising or put blind faith in the supposedly mystical power of social media, where “likes” stand in for transactions and a mass audience is maddeningly elusive. But that's not the choice at all. Bob Garfield, well known ad critic and co-host of NPR's <i>On The Media</i>, will discuss the “Relationship Era,” where the only path for businesses seeking long-term success is to create authentic customer relationships. Bob Garfield – Columnist, <i>MediaPost</i>; Co-Host, NPR’s <i>On The Media</i>; Author of <i>Can’t Buy Me Like</i></p>
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EXPERIENTIAL LEARNING

Experiential Learning: From The Frontline, Hear Stories Told and Lessons Learned From Industry Leaders

<p>1:50 – 2:20pm Shubert, 6th Floor</p>	<p>The Colors of Our Digital Lives Can we predict someone's psychographic profile by looking at his digital footprint? And can we in this way improve online ad effectiveness? Piet Hein van Dam, Ph.D. – CEO, Wakoopa</p>
<p>Majestic, 6th Floor</p>	<p>Marketing Through Fans. Measuring Brand Activation Health After the acquisition of over 10 million Facebook fans in 2011-2012, Smirnoff wanted to measure the health of its activation beyond quantity and understand the value of this fan base. Giulia Gasperi - Research Manager, InSites Consulting Oscar Martinez – Global Director Consumer Planning Smirnoff, Diageo</p>
<p>Empire, 7th Floor</p>	<p>World’s 1st Insights Into the Sustained Effects of Social TV Social-media multi-screening increases engagement with TV content, both during and for a sustained period after using the 2nd screen. James Hier – Chief Strategy Officer, MEC Australia Emelia Millward – Network Director of Research, Seven Network Australia Peter Pynta – Marketing Director, Neuro Insight Inc.</p>
<p>Manhattan, 8th Floor</p>	<p>Great Storytelling on TV Has A Longer Shelf Life Than 3 Days The long tail of viewing has gotten larger and more important to understand with two of the biggest buckets on the TV in DVR and VOD viewing beyond C3. Lisa Heimann – VP, Multiplatform Research, ABC Dounia Turrill – SVP Client Insights, Nielsen</p>

2:25 – 2:55pm Shubert, 6 th Floor	<p>Brave New Digital World: Surviving a Multi-Platform Shift This session will provide an overview of the current state of the measurement landscape, highlighting best practices for the future. Andrew Lipsman – VP, Industry Analysis, comScore, Inc.</p>
Majestic, 6 th Floor	<p>Online vs. Mobile Mode Comparison Retrospective or “In-the-Moment” Insights. Understanding the extent of differences and its impact. Paul Lavrakas – Methodological Research Consultant Justin Wheeler – VP, Product Innovation & Business Development, uSamp</p>
Empire, 7 th Floor	<p>The Eye and Ear's Role in Successful TV Campaigns Consumers reveal how they truly connect brands to their TV campaigns. Bob McCurdy – President, Katz Marketing Solutions</p>
Manhattan, 8 th Floor	<p>Viewing the Viewer Videography of Multicultural Millennials Viewing the Viewer, an ethnographic videography about how the media industry’s hottest topics play out among multiplatform, multicultural millennials. Paul Hockenbury – Executive Director of Research & Analysis, Comcast Adriana Waterston - SVP, Marketing & Business Development Horowitz Associates, Inc.</p>

CONCURRENT SESSIONS		
Game Changing Industry and Branding Solutions With Real World Examples		
3:00 – 3:30pm Empire, 7 th Floor	Panel	<p>Native Advertising: A New Media Category or Just A New Buzzword? “Native Advertising” has been described as both a new word for the time-tested advertorial and a breakthrough for user-centered advertising design. The term was first introduced less than 24 months ago and immediately incited passionate opinion and debate around its definition, the medium's true effectiveness and impact. Now it is time for facts: leaders in this space share results of their new research projects comparing the effectiveness of Native Ads to traditional online and provide their views on the challenges and opportunities. Patrick Keane – President, Sharethrough Chris Louie - VP, Ad Effectiveness Product Marketing, Nielsen Kara Mannatt – VP, Consumer Research Strategy, IPG Moderator: Peter Orban – EVP, Online, Social and Mobile Media Marketing, ARF</p>

Shubert, 6 th Floor	Conversation	<p>The Birth of Client Proprietary Cross-Platform Media Measurement</p> <p>Vision Critical and Symphony Advanced Media are working together to build leading companies affordable, proprietary cross-platform media measurement communities among their core consumer bases. These “Audience Insight Communities” give these companies the ability to understand both the detailed passive media behavior, as well as the attitudes, emotions and needs states that drive this behavior, of their core consumers. The data can then be tied directly to a company’s transactional and CRM databases to provide an empirical, holistic view of their consumer’s complete path to purchase.</p> <p>Bruce Friend - President, Vision Critical</p>
Majestic, 6 th Floor	Comcast Sponsored Session	<p>Moderator: David Marans – EVP, ARF</p> <p>Leveraging Data to Improve Campaign Design and Measurement</p> <p>Helen Katz – SVP, Research Director, Starcom Mediavest Group Jon Sayer – VP, Comcast Media 360</p>

CLOSING BALLROOM SESSIONS		
Summing it Up: Going Local and Roundtable Discussions		
3:35 – 4:05pm Broadway Ballroom, 6 th Floor	Panel	<p>Social, Mobile, and Cross-Platform in 230 Markets</p> <p>According to industry sources, local media spending and investment was over \$50 billion last year. This panel delves into the priorities of myriad constituencies that face both familiar and sometimes very different measurement issues. Experts from local TV, newspapers, radio and out-of-home share their perspectives, offer challenges as well as solutions.</p> <p>Emma Gilding – VP, Brand Research, Gannett Billy McDowell – VP, Research, Raycom Media Maribeth Papuga – EVP, Direct Local Activation, MediaVest</p> <p>Moderator: Stacey Lynn Schulman – Chief Research Officer, TVB</p>
4:05 – 4:30pm Broadway Ballroom, 6 th Floor	Around the Room in 25 Minutes	<p>Research Unplugged</p> <p>Gain key takeaways you can immediately implement back at your desk in this fast-paced moderated townhall discussion with fellow attendees.</p>
4:30pm Broadway Ballroom, 6 th Floor	Commitments and Closing Remarks	<p>Gayle Fuguitt – CEO & President, ARF</p>

