An update on the advertisers' approach to Cross-Media Measurement

Session 1: Halo – a unique tech approach & collaboration

Wednesday 19th April
10:30am-12pm EST / 3:30pm-5pm BST / 4:30pm-6pm CEST

25 minutes	**Introduction to the Halo CMM programme** Matt Green (WFA) to open a discussion with advertisers including Sarah Mansfield (Unilever) and Atin Kulkarni (PepsiCo) to provide background on the issues advertisers are experiencing with measurement and how the Halo programme was established to address these challenges.
30 minutes	**Deep dive into the Halo tech** Craig Wright (Google), Jukka Ranta (comScore) to provide a deep-dive explanation of how the Virtual ID and Private Reach & Frequency Estimator work. Ron Pinelli (MRC) to explain what system inputs are needed and how system outputs can be configured.
20 minutes	**Breaking down walls...** Kanishka Das (P&G) to join a conversation with major platforms (including Amazon, ByteDance, Google, Meta...) to illustrate how platforms expect their inventory to be measured and represented alongside TV media by locally owned and governed instances of the Halo measurement system.
15 minutes	**Q+A**

Session 2: A locally owned but global framework

Thursday 20th April
10:30am-12pm EST / 3:30pm-5pm BST / 4:30pm-6pm CEST

10 minutes	**Introduction to a global & local framework** Matt Green (WFA) and Tej Natali (WFA) to provide an outline of the global and local nature of the Halo tech.
40 minutes	**An update from the front-line** Working with partners including Accenture, Kantar, comScore and others, two national advertiser associations are leading pioneering pilots of the Halo tech. Phil Smith (ISBA) and Tom George (Origin) to update on the progress made in the UK. Bill Tucker (ANA) and Jackson Bazley (ANA) to update on the progress made in the US.
10 minutes	**Looking to the future** Matt Green (WFA) to lead a discussion with Phil Smith (ISBA) and Bill Tucker (ANA), designed to identify what's worked within the pilots and what governance and fundings requirements other markets should be thinking about as they consider whether the Halo tech is likely to work for them.
20 minutes	**Getting the details right** Paul Goode (comScore) and Andrew Bradford (Kantar) to level-set on the panel and data assets needed to make the Halo system work.
10 minutes	**Q+A**