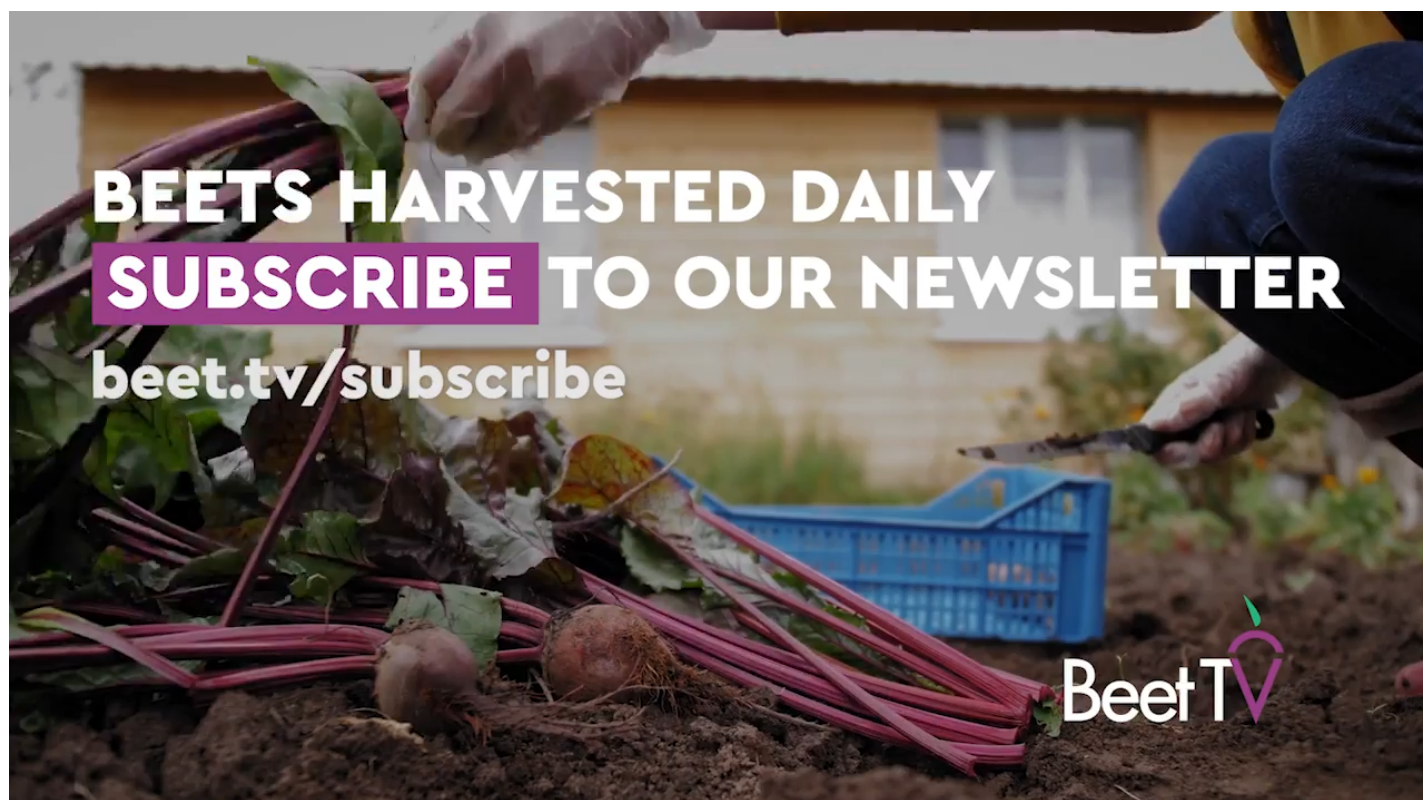




Media Measurement Is Vital for Advertising Growth: PHD's Catherine Sullivan



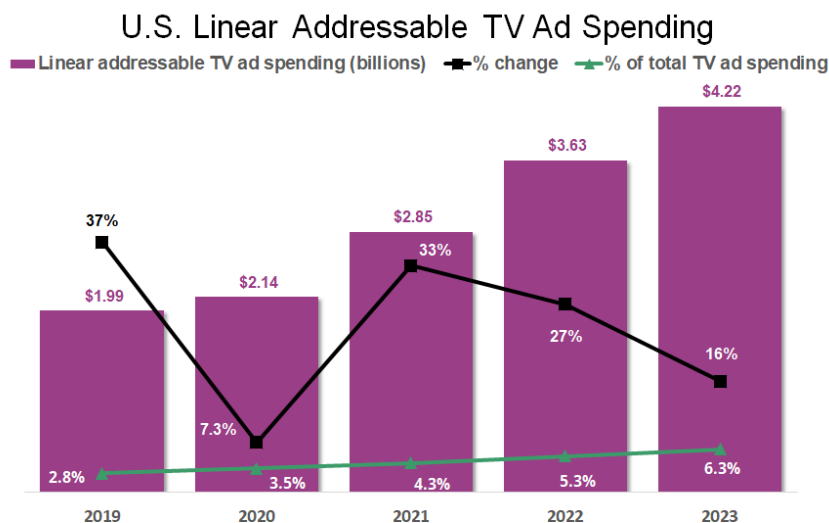
CANNES – Marketers are asking for a reliable source of media measurement to help them set the value of advertising transactions, especially as national linear television becomes more addressable to different groups of households.

"Measurement singly defines the biggest tension point between agencies and their clients, sellers and the brands themselves and the agencies," [Catherine Sullivan](#), chief executive of Omnicom's PHD US, said in this interview at the Beet Villa during the Cannes Lions International Festival of Creativity.

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Source: eMarketer, April 2021

“We have better signals than we’ve ever had before, but we still have more room to actually make it where I think when we get to that point,” she said. “The value that really great video content has is probably two times what it currently is valued at if we can get it right.”

Eliminating Wasteful Spending

Addressable television advertising, which shows different ads to different household during the same programming, can make media spending more efficient.

“Being able to target that audience upfront, know who it is and only be paying for that and not that wasted environment that has been really the drag on linear TV for many, many years — to me, that’s the really good stuff,” Sullivan said. “We’ve never been in a more golden age of being able to see so many great pieces of content that are living on the screen and the screens in multiple sizes now.”

She said some advertisers may resist spending on addressable advertising, especially if they’re selling consumer packaged goods (CPG) that almost everyone needs. Advertisers that seek to reach more targeted groups of consumers, such as automotive brands, makers of luxury goods and travel companies, might see a better return on investment (ROI) from addressable ads.

“There are some clients who are trying to target everyone with a mouth and a stomach. That becomes a little bit more difficult in terms of convincing them that they need to do something that’s addressable,” Sullivan said. “So it is about proving out the consumer that they’re trying to access at that point.”

You are watching “The Advanced TV Industry Connects,” a Beet.TV Leadership Summit at Cannes Lions 2022, presented by DIRECTV Advertising.

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BY ROBERT WILLIAMS ON AUGUST 1, 2022 @ROBWILLIAMSNY
CANNES LIONS 2022. THE ADVANCED TV INDUSTRY CONNECTS: A BEET.TV LEADERSHIP SUMMIT AT CANNES LIONS 2022, PRESENTED BY DIRECTV ADVERTISING

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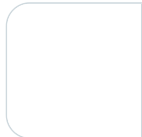
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FreeWheel, A Comcast Company
@FreeWheel · 8h

Cameron Miille, head of marketplace activation spoke with @Beet_TV about how established brands are driving the way into advertising on connected television.



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Nicole Scaglione
VP, CTV & OTT, PubMatic



The Perils Of Blossoming Call For Voltron: PubMatic's Scaglione Urges AVODs To Grow Responsibly

SANTA MONICA — Viewership is booming, the number of players in the market is multiplying and the economic headwinds are blowing in their direction. But how can ad-supported video-on-demand (AVOD) services grow through their current halcyon days whilst keeping the viewing experience top of mind? In this video interview with Beet.TV, one ad-tech exec says



Erin Madorsky
Chief Strategy Officer, US, MiQ



The New Agnostics: MiQ Says Faded DSP Dream Fuels Need For Connectivity

SANTA MONICA — Sometimes, a technology's purported solution winds up creating more problems. Such is the case in the connected TV sector, where the new delivery, targeting and measurement super-powers on offer to advertisers have also ended up creating difficulties just accessing those opportunities. In this video interview with Beet.TV, Erin Madorsky, Chief Strategy Officer,

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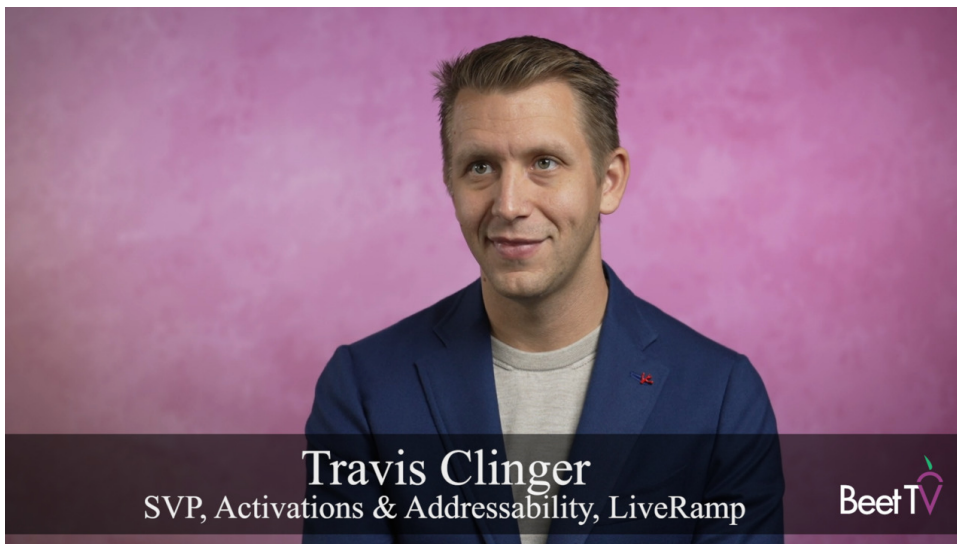


Angela Girardin
SVP, Audience Intelligence, Nielsen



All In ONE: Nielsen Commits To Count Without Bias, Using Data And Panels

SANTA MONICA, Calif. — In a year in which MVPDs have kicked the tyres of new systems for measuring TV viewership, one concern to have emerged is under-representation of certain communities in the data. In 2022, Beet.TV heard a number of executives call attention to the problem and its pitfalls. In this video interview with



Travis Clinger
SVP, Activations & Addressability, LiveRamp



Recession Will Drive Measurable, Addressable Growth: LiveRamp's Clinger

SANTA MONICA — Few people relish the sight of gathering economic clouds. But Travis Clinger can see the sun on the other side of the storm. While many people see the rise of "addressable" media like connected TV as best enabling targeting capability, Clinger, SVP Activations & Addressability, LiveRamp, says the same tech can also

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Data Clean Rooms Support Better TV Audience Targeting: DISH Media's Kemal Bokhari

As privacy regulations become more restrictive in many regions, marketers are looking for ways to use consumer data to improve the effectiveness of their advertising while also protecting people's privacy. Data clean rooms are one way to match their customer data with audience data without intermingling them. "We are a big believer in clean rooms,



Advertisers Are Pushing for Results from Advanced TV: Simulmedia's Dave Morgan

SANTA MONICA, Calif. – As addressable advertising expands throughout the television industry and matures, marketers have greater expectations that it will deliver results in terms of business outcomes. "We're going from the potentiality of an industry to one that now has tens of billions of dollars in streaming and advanced TV advertising dollars being spent,"

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Mark Rotblat
Chief Revenue Officer, Tubi



Tubi's Rotblat Expects To Accelerate In A Tricky Market For Paid Streaming

SANTA MONICA — From where Mark Rotblat is sitting, life looks pretty good. And it likely isn't just the glow from the fall California sunshine. At Rotblat's Tubi, a streaming TV service that is free to viewers, he is delighting in paid rivals' current difficulties. And, in this video interview with Beet.TV at Beet Retreat



Carol Hinnant
Chief Revenue Officer, Comscore



New Currencies Are Old News: Comscore's Carol Hinnant

SANTA MONICA — If 2022 is really the year when "alternative" currencies began to be used to measure TV consumption, Carol Hinnant must feel like she is living Groundhog Day. Sparked by splintering consumption patterns and issues surrounding the main measurer of traditional TV, Nielsen, MVPDs have started to use a range of new measurement

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Brands Have Multiple Ways to Protect Against CTV Ad Fraud: Magnite's Nick Frizzell

Avoiding advertising fraud on connected television requires continual vigilance as scammers look for weaknesses in the media supply chain. Marketers, agencies, media owners and ad-tech companies can work together to diminish losses to fraud. "The more we can collaborate together, share knowledge, share lists, talk with one another to root out these bad actors at



Excitement & Inertia: Albertsons' Argyilan Wants A 'Co-Op Garden' Approach To CTV, Retail Media

SANTA MONICA — They are two of the most exciting new channel opportunities available to marketers and agencies today. So why are so many of them struggling to embrace connected TV and the new retail media platforms? In this video interview with Beet.TV at Beet Retreat Santa Monica 2022, a former agency leader turned retail

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Marketers Are Looking for a Biddable Ad Marketplace: Fox's Abbie Reichner

SANTA MONICA, Calif. – The broadcasting industry is taking steps to adopt technology that years ago helped to automate the digital advertising marketplace. Instead of placing an insertion order (I/O) for TV commercials, more marketers and agencies are using programmatic tools. "We're definitely seeing that shift from direct I/O into programmatic, but not just programmatic



Conquering Europe In A Strategic Storm: RTL AdAlliance's Coruble

SANTA MONICA — For most in media, the quest for holistic cross-screen measurement is enough. Now imagine trying to usher-in a cross-national cross-screen measurement future. If that sounds like a game of 3D chess, it is one Stéphane Coruble is happy to play. In this video interview with Beet.TV, the CEO, RTL AdAlliance, describes how

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**Mark Failla**

Director of Political Advertising, D2 Media Sales



Midterm Elections Show CTV Is Key Part of Campaign Strategies: D2 Media's Mark Failla

The pandemic helped to increase the demand for video streaming services as many people looked for ways to entertain themselves while stuck at home. The shift in viewing from traditional linear television to video on demand has led political campaigns to change their strategies, as seen in this month's midterm elections. "People are watching and

**Ashley Luongo**

SVP, Advanced TV & Programmatic, NBCUniversal



Advertisers Are Speeding Push Into Advanced Audiences: NBCUniversal's Ashley Luongo

SANTA MONICA, Calif. – Consumers have more ways to watch television programming than ever before, challenging advertisers to reach them among multiple platforms. Comcast's NBCUniversal wants to help marketers engage those audiences, whether they're watching traditional linear television or streaming video on the Peacock ad-supported video on demand (AVOD) platform. "We've really seen an acceleration

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How To Help Programmatic TV Take Off: FreeWheel's Loria

SANTA MONICA — Data-driven and automated selling of streaming TV ads is growing. But if programmatic wants to hit higher heights in tv, it will have to shake-off its origin story. That is according to one TV ad-tech exec in close contact with money movements. Programmatic take-off "Programmatic wasn't built for premium video – it



Preventing CTV Ad Fraud Is Collective Effort: Index Exchange's Rob Hazan

Stronger guards against ad fraud in connection television will help to expand automated media buying as marketers can feel confident about their efforts to reach bigger audiences. While they can negotiate one-to-one deals with publishers, they face certain limitations. "One proxy that a lot of buyers use for creating some safety in CTV is one-to-one

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Cameron Miille
Head of Marketplace Activation, FreeWheel

BeetTV

Major Brands Are Driving Adoption of CTV Advertising: FreeWheel's Cameron Miille

Established brands have led the way into advertising on connected television, a break from the past when smaller, disruptor brands were more willing to take a chance on a new and comparatively untested medium. "You see a lot of those smaller brands really try to be the first ones there to exploit a market inefficiency.



Julian Zilberbrand
EVP, Advanced Media, Paramount

BeetTV

Addressable TV Advertising Faces Privacy Concerns, Tech Hurdles: Paramount's Julian Zilberbrand

SANTA MONICA, Calif. – The idea of showing different advertising to different household during the same TV shows is appealing to marketers who want to ensure their media spending drives at outcome. That push toward more personalized advertising is counterbalanced with consumer concerns about privacy. "We have at least five different privacy laws coming up

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**Denise Colella**

VP, Head Digital Strategy, Media & Financial Services, Adobe



Experience Is Everything: Adobe's Colella On The 'Do-Or-Die' Journey To Stickiness

SANTA MONICA — If you hope to win a customer, you had better make a lasting first impression. That much has always been true. But, in the heady days of growing competition, making a good digital first impression is critical. In this video interview with Beet.TV, Denise Colella, VP, Head Digital Strategy, Media & Financial Services,

**Jake Richardson**

Director, TV Partnerships, The Trade Desk



Netflix Ads & Digital Competition Are Shaking-Up Ad Industry Dynamics: Trade Desk's Richardson

SANTA MONICA, Calif. — For a decade, this fast-moving industry was relatively stable. Now new entrants, new business models and new regulatory considerations are changing the game for how advertisers can meet their audiences. In this video interview with Beet.TV, Jake Richardson, Director, TV Partnerships, The Trade Desk, explains how he sees recent shifts ushering-in

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Preventing Ad Fraud Requires Proactive Steps: FreeWheel's Matthew Katz

Cybersecurity platforms for years have worked to eliminate fraudulent activity that costs advertisers millions of dollars a year. As those marketers shift more of their ad budgets into connected television (CTV), they must remain vigilant against suspicious activity that inflates viewership metrics. "A constant word that comes out of my mouth is 'proactive' — be

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