

**ARF 2020 AUDIENCExSCIENCE -**

**Call for Content**

Please complete the questions below. Do not exceed box size where included.

**Submission Title:**

**Speakers:**

Include name, title and company.

**Point of Contact(s):**

Include name, title and company, phone and email.

**Submission Topic:**

Choose ONE of the following topics below:

1. Audience: Viewing, Assembling & AVOD
2. Targeting: Strategies & Methods
3. Building Brands & Attention
4. Attribution: Advances and Data Integration
5. Cross-Platforms: Standards, Identity & Mapping
6. Revenge of the Panels
7. Managing Privacy in an Era of Uncertainty
8. Organizational Changes
9. Carpe Diem

**Short Description:
WHAT is the research and WHY is it important?**

Please insert your answer in the box below and limit your answer to 850 characters.

|  |
| --- |
|  |

**What are the THREE most important insights you discovered?**

Please insert your answer in the box below and limit your answer to 850 characters.

|  |
| --- |
| 1.2.3. |

**Summarize your content in one sentence (15 words or less).**

If your content is selected, we may use this summary for promotional materials.

|  |
| --- |
|  |

**What were the business questions when undertaking this research?**

Please insert your answer in the box below and limit your answer to one page.

|  |
| --- |
|  |

**What was the methodology?**

Please insert your answer in the box below and limit your answer to one page.

|  |
| --- |
|  |

**What were the business results and impact?**

Please insert your answer in the box below and limit your answer to one page.

|  |
| --- |
|  |