**ARF 2023 AUDIENCExSCIENCE –**

**Call for Content**

Please complete the questions below. Do not exceed box size, character count or page limit 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. Note that topic selection does not impact the selection of your content.

1. Changes in Audience Behavior
2. New Insights into TV Consumption, Measurement & Effectiveness
3. Are All Impressions Equal or Does Quality Really Count?
4. Next Steps in Cross-Media Measurement
5. Moving Attention Metrics from Lab to Field Applications
6. Privacy and Its Effect on Advertising
7. Gaining Traction with Diverse Audiences
8. Advertising in (Relatively) New Formats

**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.

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**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.

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

Please limit your answer to half a page.

**What was the methodology?**

Please limit your answer to one page.

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

Please limit your answer to one page.