**ARF 2024 AUDIENCExSCIENCE**

**Call for Content**

Please complete the questions below. Do not limits 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:** Challenges Controlling Consumer Data, Privacy and Polarization
2. **The New State of Video Measurement:** New Insights Into TV Measurement
3. **AI and New Ad Formats:** Future and Present Impact on Audience Measurement
4. **Impression Quality:** Are All Impressions Equal? If Not, How Do We Measure Quality?
5. **Audience Diversity:** How Does Audience Diversity Affect Total Audience Measurement?
6. **Traditional Media – New Developments:** Updates on Formats Outside of Video Measurement

**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.

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| 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.