

## FOR IMMEDIATE RELEASE

### The ARF Announces OTT 2024 Event, “*Today’s Dynamic Media Landscape: What’s Next?*”

*Insights into the Evolving Media Landscape to be Presented at NBCUniversal Studios*

**NEW YORK—10/10/2024**—The [Advertising Research Foundation](#) (ARF) is excited to announce this year’s **OTT 2024** event, scheduled for Wednesday, October 23, 2024, and hosted by NBCUniversal on the Universal Studios lot in Universal City, CA. OTT 2024 is complimentary for ARF members and will focus on the latest research and insights into the ever-changing media landscape and how these shifts are shaping viewer preferences, media consumption habits, and advertising strategies.

OTT 2024 will provide attendees with cutting-edge data and perspectives from leaders on the industry’s future. The event is open to ARF members both in-person and virtually.

This year’s speakers from Amazon Advertising, Nielsen, Mediaprobe, NBCUniversal, Comscore, Paramount, Fox, ESPN, and more, will address key topics such as:

- The Reality and Dynamics of Today’s Media Landscape
- Update on Audience Measurement Needs and Solutions
- Advertising Innovation and Optimization across AVOD and FAST Platforms
- Drivers of Viewer Segment Choices for Platforms, Programs, and Services
- How Streaming Ads Can Have Full-Funnel Impact
- Sports: Where Will They be Watching and How Will This Impact Advertising?

In addition, attendees will hear a panel of leading authorities share predictions for 2025 and beyond, driven by the latest data and trends. This session will offer valuable insights for brands and advertisers as they navigate the evolving media landscape.

“OTT 2024 is a must-attend event for anyone involved in media, advertising, and measurement,” said Scott McDonald, President and CEO of the ARF. “The rapid changes in viewer behavior, along with the explosion of AVOD and FAST platforms, require brands and media professionals to stay informed and ahead of the curve.”

For ARF members, to attend in person or via live stream, please visit: <https://thearf.org/arf-events/ott-2024>.

#### **About the Advertising Research Foundation**

Founded in 1936, the [Advertising Research Foundation](#) (ARF) has emerged as the preeminent authority on unbiased quality in advertising, media, and marketing research. With over 400 member companies, the ARF’s powerful knowledge, unified standards, and best practices have proven invaluable time and again. The ARF continues to drive continuous improvement in advertising and marketing practices by fostering collaboration and innovation, shaping the industry’s future.

In today's rapidly changing technology landscape, the ARF remains committed to providing accurate information, setting industry standards, and promoting transparency. For more information, visit [www.thearf.org](http://www.thearf.org) and also visit us on [LinkedIn](#), [YouTube](#), [X \(Twitter\)](#), and [Facebook](#).

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