

# The Ad Platform: Jane Clarke talks TV measurement issues

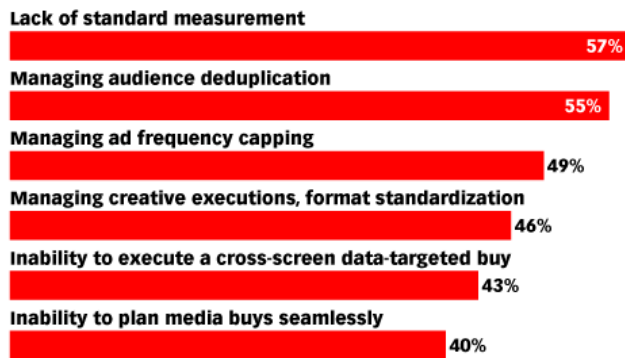
**AUDIO** |

**Nicole Perrin**

The Coalition for Innovative Media Measurement (CIMM) has been investigating how TV viewership is measured. CIMM CEO and managing director Jane Clarke joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what the company has learned about using both set-top box and ACR-based measurement, why different attribution providers might show marketers different results, and how close marketers are to speaking the same language about traditional TV and digital video advertising.

**Leading Challenges to Cross-Screen Video Advertising  
According to US Agency/Marketing Professionals,  
Nov 2019**

% of respondents



Note: figures reflect the sum of respondents who listed each challenge among the top three

Source: Advertiser Perceptions, "Video Advertising Convergence 2H 2019," Feb 27, 2020

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