

Advertising Research Foundation Audience Measurement 2017

JUNE 12-13, 2017

The adage, “the future was yesterday,” could never be more true when considering what business will look like in 2025. How will media monetize audiences? How are people going to buy products and services? How will the next generation consume media? Welcome to The Age of Modern Measurement. Audience Measurement features two days of thought provoking presentations, inspiring keynotes, and our How Advertising Works Research, where we will clarify the most pressing challenges, including:

- Can cooperative models work?
- How can TV and digital currencies be verified?
- What are the evolving skills and structures for big data and research?

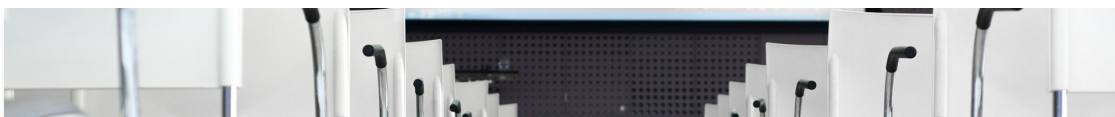
WilmerHale Partner Reed Freeman will present “Privacy Compliance Gets Really Hard: Preparing for the GDPR and the ePrivacy Regulation” at this conference.

[READ MORE ABOUT THE EVENT](#)

Related Solutions

Cybersecurity and Privacy

You May Be Interested In





Managing Cyber Risks in 2024: Regulatory Compliance, Litigation Risk, Third-Party Cybersecurity Incident Exposure

APRIL 24, 2024

SPEAKING ENGAGEMENT



PLI's Corporate Governance – A Master Class 2024

APRIL 25, 2024

SPEAKING ENGAGEMENT



FIA Law & Compliance Division Conference 2024

APRIL 24–26, 2024

SPEAKING ENGAGEMENT

[VIEW ALL EVENTS](#)