**ARF 2022 AUDIENCExSCIENCE –**

**Call for Content**

Please complete the questions below. Do not exceed box size 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:

1. Audience Behavior
2. Cross-Platform Video Measurement
3. Audience Quality Measurement
4. Getting Creative Right
5. Audience Measurement Beyond Video
6. Privacy and Truth Sets

**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.