



# Global Leadership Forum on Data and Measurement with CIMM at Cannes Lions, June 20

presented by Comscore and LoopMe

Measurement, currency and data interoperability will be the theme of this one-day summit.

The program, produced in partnership with CIMM, will focus on the fast-changing world of media measurement and how that mix has evolved into a vastly changed data marketplace.

The program will also examine the use of data, identity and clean room tech in driving the sector. Participants will include programmers, platforms, buyers and a broad range of measurement and data providers.

The sessions will be recorded and published on Beet.TV and speakers will be interviewed at the Villa studio.

Hosting the event and curating the program is research analyst and frequent Beet.TV contributor Jon Watts with Tameka Kee.

The program will take place at the [spectacular Beet.TV Villa](#), a 10-minute drive from la Croisette.

The program will consist of four, 90-minute tracks which include networking, a featured fireside chat, panel discussion and an interactive segment with the audience. The day will end with a networking reception.

The four tracks will cover many of the industry's key developments and trends. These tracks will be developed in collaboration with the day's sponsors.

For more information about Beet.TV's activations in Cannes, [please visit this page](#).

For more information and pricing, contact Andy Plesser [andy@beet.tv](mailto:andy@beet.tv)