

**ARF 2017-2018 Call for Content**

**Research Submission**

Please complete the questions below. Do not exceed box size where included.

**Submission Title:**

**Point of Contact(s):**

**Company Name(s):**

**Submission Topic:**

**Choose ONE of the following topics below:**

1. The (Near) Future of Media Measurement
2. The State of Programmatic Accountability
3. Cross-Platform Trends and Measures
4. Television/Video Today & Tomorrow
5. MMM and MTA
6. Location Data: What, Where and Why

**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. |

**Describe 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 insert your answer in the box below and limit your answer to one page.

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**What was the methodology?**

Please insert your answer in the box below and limit your answer to one page.

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**What were the business results and impact?**

Please insert your answer in the box below and limit your answer to one page.

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