

For Release
Contact: Lori Rosen
201.394.1614



VAB CREATES NEW MEDIA MEASUREMENT INNOVATION TASKFORCE

NEW YORK, Thursday, September 9, 2021 – The VAB today announced a new **Measurement Innovation Task Force** that will formally mobilize a highly effective group of the top strategic minds in research, analytics and insights from TV publisher companies to accelerate the pace of overdue innovation in media measurement and currency.

In this collaborative effort among VAB member companies, VAB leadership will create the unified best practices and standards for the national TV ad industry, as the VAB seeks to best partner with marketers on the highest-order media measurement solutions for the full marketing ecosystem.

The **VAB Measurement Innovation Task Force** will engage deeply with cross-industry initiatives including the ANA's Cross-Media Measurement Initiative, OpenAP's OpenID, and NBCUniversal's new cross-industry Measurement Innovation Forum.

“The time for action and innovation on measurement is now. That’s why I’m excited to announce the VAB’s new Measurement Innovation Task Force. Our role will be to immediately plug directly into a range of cross-industry initiatives, which first include the ANA's Cross-Media Measurement initiative, OpenAP’s Open ID and NBCUniversal's new cross-industry Measurement Innovation Forum,” said Sean Cunningham, president and CEO, VAB.

“As each of these complementary initiatives explore, evaluate, and expand new measurement yardsticks, our new Task Force will provide regular feedback, questions, and perspective on behalf of every VAB member company,” added Cunningham. “By combining the insights of existing initiatives and the involvement of the Task Force, we can finally build a future that works for our entire industry—and the VAB is certainly the natural bridge between all of these vital efforts.”

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in smarter, more educated decisions. VAB develops unique market insights and answers questions from a marketer’s perspective, tackling the toughest issues with fresh thinking and supporting data.

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