

Leading Digital Experts and National Advertisers Gather to Define Metrics and Justify Pricing for 10 Emerging Digital Advertising Platforms

The Strategy Institute today announces a new summit entitled "Digital Media Measurement and Pricing" taking place on Tuesday, January 22nd and Wednesday, January 23rd, 2008 in New York City. The summit will serve as a forum to help top advertisers and agencies from across North America get answers on how to best invest digital marketing dollars.

New York, NY ([PRWeb](#)) November 26, 2007 -- The Strategy Institute today announces a new summit entitled "Digital Media Measurement and Pricing" taking place on Tuesday, January 22nd and Wednesday, January 23rd, 2008 in New York City. The summit will serve as a forum to help top advertisers and agencies from across North America get answers on how to best invest digital marketing dollars.

According to Forrester Research, interactive marketing spending in the US will reach \$61 billion by 2012.

Uncertainty in measurement, however, is seen as a hurdle to the marketing community's faster adoption of emerging media. Nearly 40% cited insufficient knowledge and 33% stated not having enough time to evaluate the options, according to a recent Gundersen Partners survey.

"Our industry is at a crossroads between activating solutions and being accountable for them, especially in the context of the suite of new channels that touch and influence today's consumers," says Curt Hecht, Chief Digital Officer of Starcom MediaVest Group.

"I'm excited to be a part of a forum that rallies our community together, united by a collective mission to champion the role of new media, and better understand the on-line and off-line relationships that trigger scaleable, measurable marketing solutions."

The summit will cover the latest solutions in tracking, measuring and pricing of 10 platforms: user generated content, social networking, search engine, in-game, mobile marketing, widgets, digital out-of-home, streaming media, virtual world and podcasting.

Scott Hagedorn, US director of OMD Digital says the event will set the course for the entire year.

"The caliber of the speakers, with points of view from every corner represent the think tank on the evolution of digital and where it's going in the future," he says.

Over 45 speakers are confirmed for the two-day event.

Some of the Brands and Agencies to be in attendance include: Kraft Foods Inc., Miller Brewing Company, Universal Orlando Resort, ESPN, Home Depot, Norwegian Cruise Lines, Alberto Culver, Burger King, Coca-Cola, Discovery, Hilton, JCPenny, Avenue A Razorfish, Starcom, MediaVest, Mindshare, Optimedia, Universal McCann, Draftfcb, OgilvyInteractive, Media Contacts, Wunderman, PHD, Carat and Critical Mass.

The Digital Media Measurement & Pricing Summit is sponsored by DoubleClick, Reactrix, Centro, Eyeblaster, Ecast, Neighbourhood America.

Media supporters include The Advertiser, CMO Council, Revenue Magazine, Digital Signage Today.com, Web Analytics Association, Mobile Marketing Association, Association for Downloadable Media, Retail Customer Experience Magazine, Online Lead Generation Association.

Detailed event information is available at http://www.strategyinstitute.com/012208_dmmp/dsp.php

The Summit is hosted by The Strategy Institute, a North American think tank established in 1994 headed by David Laird, Harvard MBA.

Mark Fairhurst
Senior Marketing Manager
Strategy Institute

230 Park Avenue, 10th Floor
New York, NY 10169
Phone: 1.866.298.9344 x242
Fax: 1.866.453.3345
www.strategyinstitute.com

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Contact Information**Mark Fairhurst**

The Strategy Institute

http://www.strategyinstitute.com/012208_dmmp/dsp.php

1.866.298.9344

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