

# Well attended workshop held by the ISA in Bengaluru on September 26, 2016 on "Digital Measurement"

The audience were given a brief idea about the ISA and its services.

After inaugural words by the ISA's Vice Chairman for South India Mr.Chandru Kalro in presence of Executive Council Member, Mr.Ajoy Chawla, the first session was by GroupM's Mr.Harish Nair. Other sessions were by speakers from Millward Brown, Comscore, Nielsen India & '22 Feet Tribal Worldwide' followed by a panel discussion regarding robustness and transparency of cross-media digital measurement and transparency. Panellists were in a good blend from Advertisers, Publishers, Measurement and Ecom Companies.

Venue(hall in ITC Infotech Park) and AV support devices were by courtesy ITC Limited. Standees placed in the venue were by courtesy TTK Prestige Limited.

From our wrapping up session amongst the advertiser participants and from their feedback the following points in summary emerged.

- The ISA having come and done a workshop in South India was highly commended.
- About six new topics were suggested by the group for further programs by the ISA in south India.