



The **ANA Media Practice** sets the industry media agenda by identifying and solving critical media problems that unlock increased value for advertisers and accelerate business growth.

Digital and
Social Media

Influencer and
Creator Marketing

Media Planning and
Investment

Retail and
Commerce Media

Programmatic
Transparency

Our active Media community has opportunities for media professionals of all levels:

Chief Media Officers and Heads of Media:

- The [Media and Measurement Leadership Council \(MMLC\)](#) is an invitation-only group of brand advertisers' chief media and research officers who oversee media spending and analytics. The MMLC identifies and solves key industry challenges to drive advertiser value and growth, with working groups that foster member collaboration and mentorship.

Opportunities open to all marketers at every level of the organization:

- **National Industry Conferences:** Media, Digital and Social, Creator Marketing
- **Members-Only Conferences:** Media, Influencer Marketing, Digital and Social, Retail and Commerce Marketing
- **Committees:** Media, Digital and Social, Influencer Marketing, Commerce Marketing
- **Thought Leadership:** Programmatic Media, Retail Media, Principal Media, Influencer Pay Equity Guide, Inclusive Media, Sustainable Media efforts, and Cross-Media Measurement

Chief Media Officers nominate in-house subject matter experts to participate in working groups:

- **Retail Media:** Establish retail media measurement standards and develop guidance on how to manage retail media internally.
- **CTV/Streaming Measurement:** Address the need for greater measurement standardization and consistent metrics across CTV/streaming platforms.
- **Influencer Marketing:** To minimize waste in influencer marketing.
- **Programmatic Inclusive Supplier Task Force:** Leverage inclusive suppliers through the programmatic ecosystem. Promote education and guidance.
- **Sustainable Media:** Empower advertisers to take action and reap the ad performance benefits of more sustainable marketing.

For more information on ANA Media Practice resources, communities, or events, contact Jason Trubowitz at jtrubowitz@ana.net or Julie Weitzner at jweitzner@ana.net. For more information on ANA member benefits and other business practices, contact Membership at membership@ana.net.



Media Practice Leadership Resources elevate your brand- and business-building expertise:

- **[ANA Retail Media Internal Management Guidance](#)**: This report, based on insights and discussions with ANA member brands as part of the ANA Retail Media working group, highlights key learnings, best practices, and solutions to improve internal organization and alignment, elevate performance, and achieve better outcomes.
- **[Connected TV: Unlocking Sustainable Growth Through Smarter Media Planning](#)**: CTV attracts billions in advertiser investment, but campaigns are frequently purchased as bundled packages with little transparency into media quality, carbon intensity, or placement-level performance. The ANA partnered with Scope3, Chipotle, General Motors, Honda, HP, Mastercard, and Prudential to explore the impact of embedded sustainability into CTV buying and to provide recommendations for reducing carbon emissions while increasing ad performance.
- **[Sustainability in Media Planning: How Brands Can Start Reducing Carbon Emissions in Advertising](#)**: In this groundbreaking study, the ANA worked with Scope3 and major brands from the Media & Measurement Leadership Council, including Coca-Cola, GM, Kimberly-Clark, Kroger, Mars, and Mondelez, to determine the immediate opportunities to reduce their carbon emissions.
- **[Retail Media Networks: Optimism Tempered with Caution](#)**: While retail media networks (RMNs) have been around for well over a decade, they have really come into their own over the past few years. This ANA report concludes that, “Retail media networks have a measurement issue... and therefore better measurement of RMNs is clearly required.”
- **[The Acceleration of Principal Media](#)**: Principal media has been getting increased attention, and marketers need to be aware and knowledgeable. This report provides detailed guidelines about the importance of the client/agency contract, the approval process, and auditing.

The ANA continues to empower brands toward full visibility into their programmatic media supply chain. In 2024, the Programmatic Transparency Benchmark launched as a continuation of the work and recommendations from the 2023 full report. Published reports:

- **[Programmatic Transparency Benchmark: Q3 2025 Benchmark Findings](#)**
- **[ANA Programmatic Media Supply Chain Transparency Study: Complete Report](#)**

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Events and Programs

January 28, Virtual

[Creator & Influencer and Digital & Social Committee](#)

February 4, Virtual

[Media Committee](#)

February 23–25, Las Vegas, Nev. and Virtual

[2026 ANA Creator Marketing Conference](#)

March 25–27, Nashville, Tenn. and Virtual

[2026 ANA Media Conference](#)

April 14, Virtual

[Commerce Marketing and Digital & Social Committee](#)

May 7, Virtual

[Media and Digital & Social Committee](#)

June 4, New York, N.Y.

[Media and Commerce Marketing Committee](#)

August 12, Virtual

[Creator & Influencer Marketing and Media Committee](#)

September 17, Virtual

[Media and Commerce Marketing Committee](#)

October 6, Chicago, Ill.

[Creator & Influencer Marketing and Digital & Social Committee](#)

November 3, Virtual

[Commerce Marketing and Creator & Influencer Committee](#)