Press Play on Convergent TV 2023

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Returning for its fourth year, Adweek's Convergent TV Summit was held last month from March 21-22.

In the fast-paced and ever-changing TV industry, it's important to find the best way to reach your customer. This year's summit covered everything from measurement and currency to creative strategies and optimization. It featured executives from companies like Paramount, Warner Bros. Discovery and NBCUniversal.

Stream all of the main stage sessions in the gallery below.

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