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**Cross-Platform Measurement Manifesto**

**What the industry needs, and wants, now!**

**February 2017**

Over the past several years, CIMM has looked to guide development of cross-platform media measurement technologies and methodologies by conveying both industry needs and, based upon our own research, those criteria essential for an effective approach. First through our ***“Eight Criteria for Solving Cross-Platform Measurement of Exposure to Ads and Content”*** declaration, and more recently via this continually updated ***“Measurement Manifesto,”*** the needs expressed have evolved as consumer and marketer engagement with cross-platform viewing has grown.

That change has also been seen in the solutions that have been introduced into the marketplace since that time, with varying levels of acceptance and success. However, the one constant that has remained is that media buyers and sellers still need measurement methodologies that will accurately and efficiently facilitate buying and selling of media across devices and channels, complete with the opportunity for “closed-loop” attribution of media impact on ROI.

As it was when we began identification of needs, the media industry would like to plan, buy and evaluate the impact of integrated media campaigns using a common or linked dataset, or at least comparable metrics across different datasets. Buyers and sellers still want solutions that:

1. ***Accurately represent the cross-device universe (including TVs) at scale to enable cross-channel planning and buying against advanced audience segments***.
2. ***Enable an efficient cross-media measurement supply chain for both content and ads, in as close to “real-time” as possible.***
3. ***Deliver comparable metrics across platforms.***

With varying approaches having been discussed or finding their way to market, cross-platform measurement is truly at a cross-roads when it comes to the direction it will take and whether emerging technologies will adequately meet industry needs. Therefore, CIMM believes it important, at this pivotal time, to re-state what the industry needs, and what the industry wants, now, as a pivotal year gets underway.

1. ***Continue to foster competition***: The only way the media industry can continue to guarantee innovation is to continue to support competition among research vendors.
2. ***Support MRC standards for cross-platform audience currency for both content and ads.*** A Media Ratings Council Committee is drafting a cross-platform audience measurement standard for duration-weighted, non-fraudulent, valid, in-target, viewable impressions across TV and digital video (filtered for non-human traffic). Different currency providers can coexist, if they at least all meet this standard, as is the case for digital measurement today. This will include common definitions across media for day, week, and month.
3. ***Measure as passively as possible across all media.*** This may be stating the obvious, but the least amount of intrusiveness for respondents is optimal for the highest quality “behavioral” measures of media exposure.
4. ***Combine “census data” with panel data in hybrid solutions.*** “Single Source” cross‐media audience measurement panels are too small by themselves to capture fragmented media behavior across multiple devices. Panels can be used to calibrate non-representative datasets and/or missing data, but they are no longer sufficient on their own. Census data are needed to fuel planning, transactions and ROI analyses for all platforms, including TV. Also “big data” sources of purchasing, demographic and behavioral data can be matched to census data to enable audience segmentation, targeting, and ROI analyses.
5. ***Combine TV tuning event data from Smart TVs with STB data.*** Even if all the MVPDs (Multi-Channel Video Program Distributors) do not make their data available to create an optimal nationally representative dataset, vendors are figuring out how to model the data they don’t have, either from panels using meters or ACR (Automatic Content Recognition), or in combination with data from Smart TVs.
6. ***Measure out-of-home TV and digital platforms***. Currently, TV measurement is based on viewing at home, whereas digital census tags/SDKs are able to report viewing on digital devices in any location. TV measurement needs to also provide out-of-home viewing, either through a device such as the PPM (Portable People Meter) or an audio ACR app on a portable device or smartphone. This could also potentially be accomplished through the incorporation of RPD (Return Path Data) from MVPDs and/or Smart TVs that are located in public places, although “viewer assignment” in such locations is challenging.
7. ***Capture both individual and household measurement.*** It’s ideal if cross‐platform media measurement can be reported at the individual level to accurately combine and de‐duplicate media exposures for individuals across platforms in a privacy‐compliant way.However, many of the new purchaser and behavioral datasets being used by marketers to define their marketing segments are only available at the household level, so measurement needs to accommodate both individuals and households. This also enables better linking across platforms, where data may only be available in one form or the other.
8. ***Demand transparency in segment definitions and methods of linking “identity,” as well as from Media Mix Modeling and ROI/Attribution vendors.*** There are so many segment definitions that it will be challenging to standardize all of them, but data providers at least need to provide transparency into how the segments are created, the source of the data, and the rate at which data are refreshed. Additionally, methods for cross-device and cross-channel identity linking (for both individuals and households) need to be transparent and tested for accuracy against trusted sources of first party data. And ROI modelers need to clarify all data inputs into models and modeling techniques.
9. ***Standardized Asset Metadata***: Everyone in the media ecosystem needs to adopt and implement standardized metadata for identifying both ads (using Ad-ID) and content (using EIDR, the Entertainment ID Registry) to improve efficiencies in workflows and accuracy of reporting that will support closer to “real-time” measurement. SMPTE (Society of Motion Picture and Television Engineers) is expected to complete standardization of Kantar Media’s open standard to embed these metadata into an audio watermark, but full implementation of the metadata registries is needed in order to achieve the workflow benefits.

Cross-platform measurement methodologies have come far in the past several years and to a great extent have aligned with industry needs. But, certainly, there is still much unsettled and much yet to be accomplished to enable a truly integrated approach.

As recent events have made clear, the field is truly at a turning point and it is critical for media buyer, seller and vendor alike to align now on what path technology should take and what criteria are essential for an effective approach to emerge that serves the needs of all.