

CIMM's Road Map to Test New Tools for Cross-Platform Measurement of Advertising and Content

Plan Ad Campaign

1. **Goal:** Consumer-centric usage across all media by daypart for any target audience
2. **Method:** Pilot Tested USA TouchPoints in 2010-11: ed diary app combined with data fusion across media currencies

Measure Audience Exposure

1. **Goal:** Unduplicated reach & frequency across media
2. **Method:** Calibration panels + hybrid: Pilot Tests with comScore & Arbitron in 2011-12; Phase 2 Pilot Test of Project Blueprint 2014
3. **Open Standard to Identify Ads and Content Across Platforms:** TAXI Studies in 2011-13; **2013-14 Initiative with SMPTE to write open standard to bind IDs into video assets**

Evaluate Engagement, Effectiveness & ROI/ROMO

1. **Goal:** Understand KPI's of cross-platform campaigns and impact of each media
2. **Methods:** 2011 Whitepaper on Best Practices; 2012-13 Pilot Test of passive measurement for cross-media exposure with Symphony Advanced Media, combined with surveys for brand impact measures