Harmonizing Video Cross Screen Metrics
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BUSINESS AND MARKETING MODELS ARE BREAKING EVERY DAY

THE FASTER CONNECTED CONSUMER

MARKETING VELOCITY TRANSFORMING THE ROLE OF MEDIA
So much to think about..., oh and what is my video reach and frequency across screens?
### Video Metrics Focus

<table>
<thead>
<tr>
<th>Planning</th>
<th>Negotiation/In Campaign</th>
<th>Attribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process and Context Metrics</td>
<td>Transparency/Trust, Viewability (Terms and Conditions) Value, Speed</td>
<td>Exposure (Viewable) and Frequency of all messaging across screens.</td>
</tr>
</tbody>
</table>

**Planning**

Reach/frequency, time spent, cost, impact, role for consumer and experience creation, richer targets

**Negotiation/In Campaign**

Evolution of currencies to outcomes/value, some fast indication of impact for ongoing optimization

**Attribution**

For expanded audience segments and ability to link to other data sets
### Where these come from today

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<td>TARDIIS, PACE PANEL, MTA, Custom Studies, Acxiom, Datalogix, NCS</td>
<td>Nielsen, comScore, Short Form Surveys, Social (Twitter, Facebook, Canvs), IRI/NCS, Homescan</td>
<td>comScore, Nielsen, Double Click, Vindico, DMP/Run, STB Data (Aggregate and disaggregate), Datalogix, Acxiom etc</td>
</tr>
</tbody>
</table>
Programmatic/Data Driven and Premium

How do they fit together and what are the metric needs?
Programmatic Metrics Focus

Planning
Audience data
Trust

Negotiation/In campaign
Transparency/Trust,
Viewability, Value,
Speed

Attribution
Exposure and frequency, outcome
Integration of data sources help forecast and then validate impact on key metrics.
Driven by where clients are in the data journey

Significant Meta Analysis Ongoing