Cross-Platform Media Measurement & Data Summit
WELCOME:
Progress in Achieving CIMM’s Measurement Manifesto

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CIMM
MISSION

R&D coalition of media buyers and sellers collaborating to innovate in:

• Methods to measure and compare cross-platform audiences
• Bring more granular measurement to TV
ROADMAP

Plan

- Create meaningful audience segments
- Understand cross media behavior by segment.

Measure Exposure

- Unduplicated reach & frequency across media
- Complete cross-media content and ad ratings

Evaluate

- Understand KPIs of cross-platform campaigns
- Measure ROI for each media
CIMM Measurement Manifesto

GOALS:

1. Accurately Represent Cross-Media Universe at Scale to Enable Planning/Buying Against Advanced Audience Segments

2. Enable an Efficient Measurement Supply Chain for Content and Ads in “Real-Time”

3. Deliver Comparable Metrics Across Platforms
CIMM Measurement Manifesto

ACTIONS:

1. Continue to foster competition
2. Support MRC cross-platform video standards:
   - Ad: duration-weighted, in-target, viewable impression (filtered for valid, non-fraudulent, human traffic)
   - Content: average minute audience
3. Measure exposure passively across all media
4. Move beyond panels to embrace “big data” for audience segment buying; panels useful for calibration and/or single source learning
CIMM Measurement Manifesto

ACTIONS:

5. Bring more TV RPD to market for planning and ROI measurement: Smart TV data, if not STB.

6. Measure “Out-of-Home” usage of Video/TV.

7. Measure both households and individuals: some data matching needs one or the other.

8. Demand Transparency from Third Party Data Providers and Companies Linking Identity Across Devices and Channels

9. Implement Standardized Identifiers for Content (EIDR) and Ads (Ad-ID).
• Getting to content ratings, but still gaps
• More TV Ad Exposure data from STB and Smart TVs vastly improving TV and cross-media attribution measurement
• MRC making progress on standards, slowly
• IAB’s open SDK for mobile measurement
• Nielsen’s out-of-home TV measurement
• Starting to address 3rd party data quality
• Lacking unduplicated reach across media
• Incomplete linking of identity, due to missing walled gardens & privacy issues
2018 CIMM COMMITTEES

1. Advanced TV
2. Cross Media Measurement
3. Attribution & ROI
4. Kids & Teens
5. Standardizing Content and Ad Identification
CIMM PROGRESS REPORT

• **Demystifying MMM & Attribution**: Released “Attribution Provider Comparison” by Sequent Partners, in collaboration with 4A’s Media Measurement Task Force.

• **Supporting MRC Standards**: Artie Bulgrin completed “Investigating the Industry Opportunity for Standardized TV/Video Ad Impressions”

• **Creating Standards**: Launching Open Audio Watermark for standardizing content/ad ID; also collaborating for 3rd party “Data Labels”

• **Testing New Technology**: POCs on router meters and passive TV persons measurement using facial matching technology.
2018 CIMM INITIATIVES

1. Drive Industry Collaboration on Data Label for 3rd party data providers.

2. Support MRC’s Digital and Cross-Media Measurement Standards: identify new areas of research

3. Next steps in accelerating full cross-channel multi-touch attribution analysis

4. Continue to Test Methods for Measuring Cross-Media Usage with Kids & Teens

5. Drive adoption of SMPTE/Kantar Watermark to Bind Ad-ID/EIDR into TV/Video
SUMMIT PACKET

1. “Attribution Provider Comparison,” Sequent Partners in collaboration with 4A’s
3. Comparison chart of cross-media solutions from Nielsen and comScore
4. Bios for Summit presenters
5. Press announcements
6. CIMM’s Measurement Manifesto
7. Summit Agenda
Cross-Platform Media Measurement & Data Summit

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