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2018



Cross-Platform Media Measurement & Data Summit

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WELCOME:

Progress in Achieving CIMM's Measurement Manifesto

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MEMBERS



PUBLICIS GROUPE



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).*

INDUSTRY PROGRESS REPORT

- *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***
- 2. *“Investigating the Industry Opportunity for Standardized TV/Video Ad Impressions,” Artie Bulgrin***
- 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***



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