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## **CIMM Launches TV Attribution Best Practices Study**

*The study will explore two key components of television attribution – ad occurrences and TV viewing data – to learn what drives the difference in attribution results*

**New York, NY, January 30, 2020** – The Coalition for Innovative Media Measurement ([CIMM](#)) today announced the launch of a new study with Janus Strategy and Insights and Sequent Partners to unpack how different TV data inputs vary and impact attribution results in order to define best practices for better representation of television in attribution models. The study is part of an ongoing partnership with the 4A's Media Measurement Task Force.

Attribution providers offer many different approaches, including relying on different modeling techniques and data sources using both STB data and Smart TV ACR data. These different approaches frequently lead to different results and business decisions. This study looks to unpack this issue and learn what drives the difference in attribution results from six national, linear television campaigns that aired in 2019 to compare TV ad occurrence data sources, TV exposure data sources and delivery across multiple syndicated data providers. CIMM and the 4A's will be working with 605, Alphonso, Ampersand, Comscore, Hive, iSpot, Kantar, Nielsen, Samba, TVSquared, VideoAmp and more.

Following the study, Janus Insights and Strategy and Sequent Partners will analyze the data to develop conclusions and recommendations from the results in a report to be titled "Getting Attribution Right: An Exploration and Best Practices – Recommendation for Attribution Model Television Data Inputs."

"As more granular TV data is becoming available for attribution, we have entirely new methods and practices that need to be both vetted by the television industry and better understood by end users," said Jane Clarke, managing director and CEO, CIMM. "This study will be a great first step for the industry to gain insight into the impact of the data on attribution results and begin to create best practices and greater industry confidence."

Furthermore, the industry will learn: what contributes to differences in the data that detect TV ad occurrences, how ad occurrences are currently missed or overcounted, how viewership estimates vary between the different “footprints” and technical limitations of both ACR and STB data, and how the differences impact model lift estimates and the decisions marketers will make.

“With the varying approaches to attribution, and therefore differing results, the industry is in need of independent guidance in this space,” said Alice Sylvester, partner, Sequent Partners. “By comparing two key components of television attribution – ad occurrences (schedules) and exposure data (ratings/delivery) – the CIMM and 4A’s experiment will not only uncover for advertisers, networks and agencies whether sources generally over or undercount occurrences and viewership, but we also hope to identify the extent to which these differences impact widely used attribution models that marketers depend on.”

Howard Shimmel, president, Janus Insights and Strategy, added, “The importance of TV attribution to advertisers and media companies grows each day. With many attribution providers in market often using varied data sets, it is crucial to learn how the different data sets impact reported results. This study will cast light on this important issue and be the first step in developing a framework for industry standards in the future.”

Initial findings of the study will be announced at CIMM’s annual membership Summit on February 6.

#### **About CIMM**

The Coalition for Innovative Media Measurement (CIMM) is comprised of leading video content providers, media agencies, advertisers and TV/video distribution companies, along with research and technology vendors and consultants. CIMM aims to promote innovation and foster efficiencies in audience measurement for television and cross-platform video. In 2018, CIMM was acquired by the ARF (Advertising Research Foundation), with the goal of expanding the categories of members as well as our initiatives. CIMM initiatives to date have included exploration and identification of new methodologies in cross-platform audience measurement, with verification of these approaches through pilot tests and studies conducted with independent measurement companies. CIMM’s focus has been on two key areas: the current and future potential of television measurement through the use of return-path data, and new methods for cross-platform media measurement.

#### **About Sequent Partners**

Sequent Partners is a consulting firm specializing in brand and media metrics. Founded in 2003, they help clients link marketing activities to financial outcomes. They focus on accountability, ROI and innovative metrics that matter. Sequent Partners recently conducted studies of current practices in marketing mix models, long-term effects of advertising, ROI measurement for Hispanic media and word of mouth marketing, among other topics, in addition to their proprietary consulting for advertisers and the media. [www.sequentpartners.com](http://www.sequentpartners.com)

#### **About Janus Strategy & Insights**

Janus Strategy & Insights provides ongoing research consulting for both national and global companies, bridging the TV and streaming digital divide. A leader in strategy and positioning, they focus on emerging developments in attribution, advertising, and data to inform how audiences engage and act.

#### **About The 4A’s**

The 4A's helps empower its members to deliver insightful creativity that drives commerce and influences culture, all while moving the industry forward. The organization is dedicated to, and vested in, its members' success, just as it is dedicated to helping brands create, distribute, and measure effective and insightful advertising and marketing. The 4A's provides community, leadership, advocacy, guidance and best-in-class training that enable agencies to innovate, evolve and grow. In 1917, the 4A's was established to promote, advance and defend the interests of its member agencies, their employees and the industry at large. After 100 years, the 4A's continues to support the evolving needs of its community. Today the organization serves 600+ member agencies across 1,200 offices, which control more than 85% of total U.S. advertising spend. 4A's Benefits division insures more than 160,000 employees and its D.C. office advocates for policies that best support a thriving advertising industry. The 4A's Foundation fuels a robust diversity pipeline of talent for its members and the marketing and media industry, fostering the next generation of leaders.