



## CIMM's Seven Criteria for Solving Cross-Platform Measurement of Exposure to Ads and Content

**1. Panels Alone are Too Small; hybrid combinations with census data are needed to provide both volumetrics and demographics (or purchaser targets)**

*"Single Source" cross-media audience measurement panels are too small by themselves to capture fragmented media behavior across multiple devices, but can be useful to calibrate census-like data by providing estimates of duplication across media, understanding inter-media relationships and linking demographics or purchaser profile data to viewing behavior.*

**2. Design Representative TV RPD Mega-Panel**

*True hybrid measurement across all platforms will be realized when representative samples of TV viewing data can be constructed using various forms of Return Path Data.*

**3. Measurement Should be as Passive as Possible Across all Media**

*This may be stating the obvious, but the least amount of intrusiveness required by the respondent is optimal for the highest quality "behavioral" measure of media exposure.*

**4. Measurement Must take Place at the Individual, as Well as the Household Level**

*Measurement must occur at the individual level in order to accurately combine and de-duplicate media exposures for individuals across platforms. Household measurement can also provide useful matching to other household level datasets, such as purchasing data.*

**5. Measure Ads and Content Separately**

*Measurement of ads and content need to be separated across all media, to enable the calculation of "ad impressions" across different platforms and technologies, particularly due to the growth in ad targeting and new technologies in TV VOD, such as dynamic ad insertion.*

**6. Align Metrics across Platforms:**

*Common metrics are needed to make comparisons of exposure across platforms, including alignment of definitions for day, week, month and units of analysis, such as impressions.*

**7. Implement Asset Identification Open Standards (EIDR and Ad-ID)**

*An open standard for identifying video ads and content and binding the identifier permanently into the asset is needed to track assets more efficiently and openly across the entire ecosystem. The identification standards recommended by CIMM in the U.S. are [Ad-ID](#) for ads and [EIDR](#) (Entertainment ID Registry) for content.*

2014 is an exciting year as new cross-platform measurement solutions that address these criteria are available for Pilot Testing. CIMM is testing these new services to continue to and evolve these criteria and develop new solutions for the industry.