Virtual Converged TV Measurement & Data Summit

at the ARF

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WELCOME & UPDATE ON CIMM’S GUIDE TO CONVERGED TV MEASUREMENT PROVIDERS:

Status Report

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CIMM
Announced in November 2021, as a comparative analysis of the TV measurement offerings of the major currency-grade providers

A collaborative process: multiple CIMM members from across the ecosystem contributed to draft RFI, sent to providers Feb 1st

However, following publication of the NBCU Look Book, we have paused briefly to review the RFI
OUR NEW PLAN

• Feedback from members is clear: there is still a clear requirement for an authoritative, objective guide that provides clear insights into the significant, important differences between different providers

• We plan to issue a revised RFI, taking account of feedback, before the end of the month – and will aim to publish the guide as soon as practicable, providing regular updates to CIMM members

We would welcome input from CIMM members and the wider industry
WHAT KINDS OF ISSUES DO WE ENVISAGE EXPLORING?

- Definitions – impressions, HHs, etc.
- Resolving people, HHs and devices (PHD) – methodology?
- Coverage estimates for different channels?
- Measurement of OTA-only HHs?
- Data commingling – STB, ACR
- Dealing with diversity

A rigorous, comparative analysis that builds understanding and supports progress