CIMM Launches Television Identity Resolution Matching Study

Research underway with Janus Strategy & Insights, Pre-Meditated Media and Sequent Partners to explore the impact of identity matching performance on television data in order to outline best practices for the industry

New York, NY (February 17, 2022) – The Coalition for Innovative Media Measurement (CIMM), today announced the launch of its Identity Resolution Matching Study in conjunction with Janus Strategy & Insights, Pre-Meditated Media and Sequent Partners. The study was announced at CIMM’s 11th Annual Converged TV Measurement and Data Summit by Sequent Partners’ Jim Spaeth.

The purpose of the study is to quantify the magnitude and range of identity matching performance across third-party matching partners used in television and identify key drivers of data loss and resulting biases in order to provide measurement and data hygiene solutions.

“As one of the four key building blocks to converged TV measurement, identity resolution solutions act as the glue that link content and ad exposures as well as behavioral outcomes across all forms of converged TV measurement,” said Jon Watts, Managing Director at CIMM. “However, with the proliferation and variety of platforms and providers, the industry is currently fragmented, and matching TV viewing with consumer data can vary, resulting in very little understanding of the data loss and biases that exist.”

Gerard Broussard, principal at Premeditated Media added: “As the media buying industry moves to managing and conducting media buying based on linking datasets in privacy-compliant ways, both buyers and sellers need to unpack the complex data matching process and bring more transparency to the nature of biases and the degree to which they impact television data. Best practices for managing differences between matched and unmatched data need also developing. This will be a key outcome of our analysis of set top box (STB) and Smart TV data alongside leading identity, demographics and outcomes providers.”

The study is being conducted in two phases:

- Discovery Phase – Identify and secure match partners and television viewing datasets, understand methodologies and current practices
- Match Experiment Phase – distribute TV, demographic and outcome data to identity providers, analyze and report match results
The Discovery Phase was conducted over the past few months and confirmed participation from eight ID vendors. Now the Match Experiment Phase has launched, with results available within a couple of months. A preliminary report from the Discovery Phase that summarizes differences between vendors on how they conduct matches is being reviewed with CIMM members. The final report with findings and recommendations is set to publish in Q2 2022 upon study completion.

About CIMM
The Coalition for Innovative Media Measurement (CIMM) is comprised of leading TV and video content providers, media buying agencies, large advertisers, pay TV distributors, research and media technology vendors and consultants that aim 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 its 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. For more information, visit www.cimm-us.org

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 Pre-Mediatated Media
Pre-Mediatated Media was founded by Gerard Broussard, an advertising research advisor with a broad diversity of experience covering digital media, audience measurement, ROI modeling, media strategy and marketplace analysis. Gerard has been most recently active in the areas of programmatic TV, addressable TV, online video ad viewability and impact of social/mobile TV. Gerard’s clients include many major names in social, mobile and search media as well as research/measurement firms. He has been a guest lecturer at Columbia University’s graduate business school. Gerard is active in many industry associations and served as Chairperson of the Advertising Research Foundation’s Online Media Council. Gerard earned both his B.B.A. and M.B.A. from Baruch College of the City University of New York.

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