



Investigating the Industry Opportunity for Standardized TV/Video Ad Impressions

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Introduction

The Coalition for Innovative Media Measurement (CIMM) is interested in understanding the potential for the media and advertising industries to consider moving towards a standardized metric or currency for buying/selling ads across traditional linear TV and digital platforms including on-demand TV content as well as long and short form video on digital platforms. The goal is to establish greater consistency in measurement for cross-platform TV/video advertising.

Due to the increased consumption of ad supported traditional TV programming and original video content on digital platforms, measurement of ads across TV and video platforms has become mixed and inconsistent: Digital TV platforms have relied on individual spot impressions for formats such as Dynamic Ad Insertion (DAI) in VOD and addressable advertising. This contrasts with the traditional linear TV industry standard of average commercial minute ratings established in 2009. Commercial minute ratings (aka C3/C7) are based on the proportion of viewers in the viewing audience who are tuned-in, on average, across all the minutes within a program that have any portion of a commercial within them. So essentially there is one average audience impression number or rating for all ads that occurred and were tuned-in to during a program. This is in great contrast to the measurement for digital video ads, which are based on individual impressions for each ad served which may have been further qualified as viewable, fraud-free, and in a brand-safe environment, but without a time of exposure component.

The MRC is introducing a cross-platform measurement standard for video advertising that is based on duration-weighted impressions designed to unify linear TV and digital video ad measurement. But, until that standard can be vetted, accepted and implemented, the measurement of audiences for TV/Video ad content across platforms remains a mixture of methods.

Objective of this proposed standard:

As the future for TV buying evolves in the next few years, it seems inevitable that the industry will need individual ad ratings to satisfy proper measurement of campaigns and varying creative targeted to specific audiences. Establishing this standard would also provide common ground to more effectively evaluate audiences delivered across a growing number of platforms for those campaigns – specifically valuable diagnostic measures like net reach and audience exclusivity or duplication across platforms. But the groundwork needs to be laid soon to make sure the industry is prepared. The objective of this paper is to understand all the reasons for and against the introduction of standardized cross platform video ad impressions, how such a standard could be introduced into the industry, and the optimal timing for doing so.

CIMM would like to thank all the participating individuals and their companies for taking the time to contribute their views and opinions to this important study.

Methodology

The objective of this project was to confidentially interview influential decision makers and thought leaders in media and advertising to assess the advantages, challenges and industry support for moving to a standardized approach for TV/Video ad impressions. This would include assessing the current state of ad measurement and identifying the barriers to adoption that might exist in order to gain acceptance of such a standard. The goal was to complete approximately 20 interviews with executives representing key constituencies listed in the appendix of this document. Ultimately, 27 interviews were completed between November 2017 and January 2018. Each interview lasted 45-60 minutes on average.

This was a straightforward executive interview project with the goal of gaining insight to the key questions provided while also probing deeper on related issues that were revealed during the interview. In order to ensure a candid and open conversation, we assured each respondent that all individual insights will be held confidential and only reported in aggregate and without attribution. All respondents were consistently eager, honest and thoughtful while expressing their views during the conversation.

The discussion guide began with six baseline Likert-type scaled questions that included a four-point scale in order to avoid neutral responses. This was followed by an in-depth discussion driven by a series of open-ended questions which are included in the appendix. All respondents answered the Likert scale questions, but the in-depth questions sometimes varied depending on the background and expertise of the respondent.

We attempted to interview representatives from each key constituency. They are listed below along with the count of completed interviews. A list of the specific companies and representatives interviewed are included in the appendix of this document. We asked permission to disclose individual names and companies – a handful elected to remain anonymous.

Industry Category Representation

Company Type	Count of Respondents
Media: TV-Centric	7
Media: Digital-Centric	3
Advertiser	2
Agency	4
Measurement/Analytic Firm	5
Industry Association	6
Total Completed	27

Executive Summary

For decades the linear television advertising business has been driven by a standardized ratings currency provided by Nielsen which enabled reliable, projectable measures of audiences for planning and posting campaigns. The TV rating, or average minute audience metric, initially did not focus on just ad content; instead it represented the audience for the average of all minutes of a program, including commercials. This was due to the limitations of a sample in providing more granular data. But, in the days before time-shifting, this was considered an acceptable estimate for the audience delivery of a TV commercial. Confidence and accuracy for this currency was assured through frequent audits and quality accreditation provided by the Media Ratings Council (MRC) – all enabling a stable and transparent transactional marketplace for TV advertising.

In 2009 this measurement model evolved with the introduction of time-shifted TV viewing through DVR's and increasing on-demand viewing options. Ideally this would have been an opportunity to introduce a currency based on individual ad units, but the confidence and support was not there. Instead the industry compromised by agreeing to revise the currency to include an average of only commercial minutes versus all minutes in a program. As a result, C3 was born representing the average of all commercial minutes for a program viewed live and time-shifted up to three days. But in the end, C3 remains a regression to the mean approach and masks the true performance of ads and campaigns.

As consumption of ad supported TV and other video content grew on digital platforms, a new method of ad serving and measurement prevailed with the benefit of census level analytic data. This offered the ability to target ads more selectively to devices on an addressable basis and provide more granular campaign level measurement – something TV could not do. But despite the benefits of addressability and census-based granularity, digital video measurement has faced challenges on questions of viewability, invalid traffic, overall transparency and consistency in the quality of measurement – including the lack of important persons-centric media measures such as reach and duplication of audience.

TV and digital video ad measurement has been bifurcated for some time and now the industry is ready to address the objective of finally achieving a standard for unified measurement of advertising across TV and digital platforms. The MRC has introduced a framework for a video ad measurement standard that could unify linear TV and digital video platforms by measuring individual viewable ad units across platforms using a duration-weighted impression. This standard would also include the capability to measure of net reach and duplication of audiences across platforms.

The results of this study indicate that the industry – across all constituencies – is ready to strongly consider such an approach for a number of reasons, including:

- The overall satisfaction with TV or digital video ad measurement is at best fair to low.
 - *Linear TV measurement achieves quality within its scope, but lacks granularity and has not kept up with the consumer.*

- *Digital video ad measurement while more granular, lacks consistency, transparency and the quality of exposure measures are below expectations.*
- Executives are eager to consider a unified measure that would improve the quality and consistency of video ad measurement, improve transparency, and ultimately improve simplicity and efficiency in the marketplace
- The industry now sees the urgency for a system of measurement that includes fundamental measures of net reach, frequency and duplication of audiences across platforms – something that does not exist today.

While the industry is poised to pursue this proposal, it will have to overcome some challenges. For one thing the word currency may be too rigid for some who believe that different media require different measures. Most are in favor of increased consistency in ad impression measurement standards, but a cross platform currency is not considered urgent by all – at least not yet. The industry has been able to adapt to the double standard and are able to conduct business. So, unless a unified approach is adopted by all – especially advertisers - the incentive for an overhaul will remain more moderate than it should be. Related challenges include:

- Inertia – resistance to changes in currency while outcomes and benefits remain unclear.
- Impact on resources, cost of doing business and changes in process and systems.
- The debate over what a new ad impression standard should represent – just exposure or impact on a business outcome.
- The question of whether true ad duration can be measured and should the quality of exposure be the same for each platform?
- How will this impact proprietary measures which many want to preserve.

What is universally considered more urgent than a standard for ad impressions at the moment is a system of measurement that can unify platforms by estimating net reach and duplication of audiences across platforms. Unduplicated reach is seen as a critical metric for advertisers and a key media KPI. Modeling has been an interim solution, but valid input data are lacking and much greater precision is now required for campaigns to build reach and account for frequency. So as linear TV and digital video platforms have moved further apart in terms of measurement methodology and quality, so has the prospect for overcoming this massive blind spot. While ad impression measurement is not unified or standardized, at least we have something. But we don't have any reliable measures of reach for campaigns. The point is that a significant unifying goal of this initiative should be unduplicated audience measurement given the high level of value and urgency placed on it during these interviews.

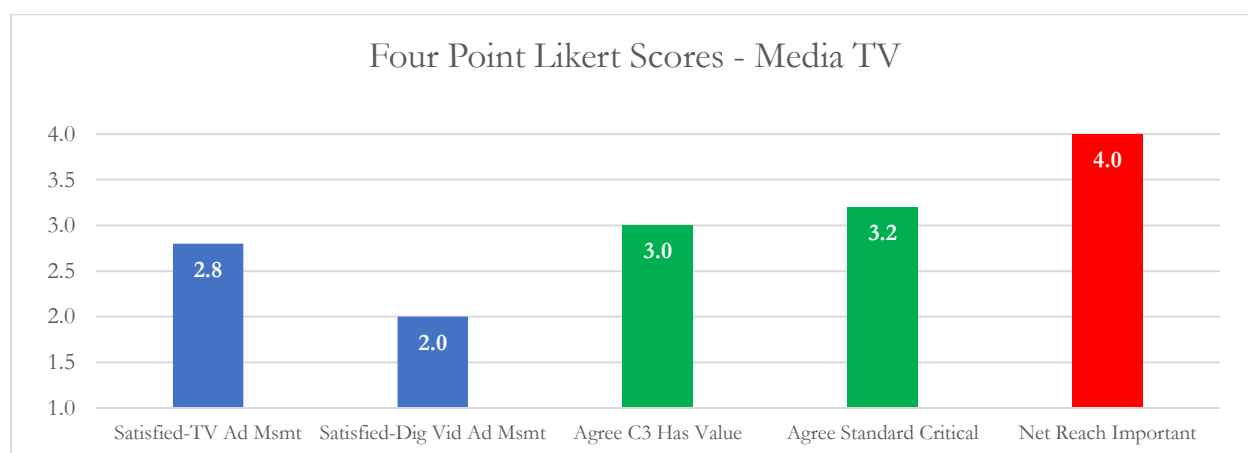
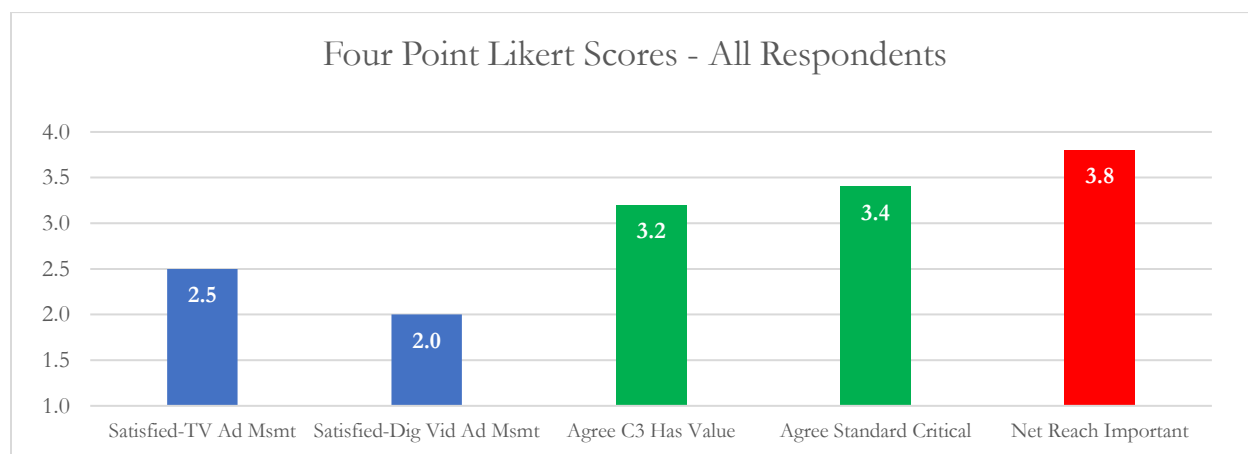
While this topic is complicated and challenging, I want to stress that based on these interviews the general support for exploring and implementing a new standard is strong, but the devil is in the details. Assuming this can be vetted and accomplished properly, all stakeholders see a many positive outcomes, the greatest being the prospect of simplicity and efficiency versus the duplicity and complexity of today. Most importantly they see this as simply good for business.

Current State of Measurement

In the beginning of the interview, each respondent was asked five questions to be answered using a four-point Likert scale with no option for neutral answers. The questions were:

1. How satisfied are you with the state of **linear TV** ad measurement today? (4=Very Satisfied)
2. How satisfied are you with the state of **digital video** ad measurement today? (4=Very Satisfied)
3. How much do you agree with the statement: The traditional ratings currency for linear TV advertising (e.g. C3) still has value? (4=Strongly Agree)
4. How much do you agree with the statement: It is critical that the advertising industry have a standardized currency for video advertising across all distribution platforms? (4=Strongly Agree)
5. How important is it to be able to combine audiences for a particular ad across all distribution channels, with the ability to accurately measure net reach, exclusive reach and duplication of audiences across all platforms? (4=Very Important)

Below are the average scores for each question among total respondents and then just TV-centric media respondents. TV-centric media companies were the largest segment with a lot at stake, and you can see that their results were comparable to the full pool of respondents:



Deeper Insights from Baseline Questions:

Following each score declared by the respondent, I asked for an explanation ...

Perception of Current TV/Video Ad Measurement Is Fair-to-Poor.

The satisfaction with ad measurement overall, whether it be for linear TV or digital video, was fair to poor – with satisfaction of digital video ad measurement consistently lower than traditional TV for most respondents. TV ad measurement is noted for its rigor, transparency and for being a stable standard; but it is criticized for lack of granularity and increasing gaps in the measured audience. Digital ad measurement is considered a minimal solution, not a currency and not equal to the quality standard that TV ad measurement is – within its scope. While digital has granularity, it too is incomplete, inconsistent, is more device oriented than people oriented, and lacks transparency across publishers. In both cases, many respondents were interested in moving beyond just ad exposure, towards a measure of business outcome.

C3 Still Has Some Value.

The current C3 standard currency for linear TV was judged by each respondent within the framework of its objective - to measure audiences of linear TV ads on the traditional television platform. To that end it still has value as a reliable currency that enables a stable marketplace – which is precisely what is lacking in the digital space. The data are generally seen as being consistent and projectable – but mostly in aggregate form.

A Standard Cross-Platform Currency Is Not Necessarily Critical, but Important.

Despite the general lack of satisfaction with TV and Digital Video Ad Measurement, there was no consensus that a standard cross-platform currency is critical to the industry right now. Less than half of those interviewed strongly agreed that a standard cross-platform currency is critical. But all but one respondent at least “somewhat agreed” with the statement. This fine line of difference in sentiment hinges on two words: *currency and critical*. It is a reflection of opposing attitudes about measurement overall, which can be described as traditional and contemporary. But the contemporary view clearly out-numbered the old-school view in this case. Below is a sampling of comments from this section:

TRADITIONAL VIEW – *Strongly agree that a standard currency is critical*

- “The industry will benefit from simplicity vs. duplicity”
- “Currency and measurement can’t be separated”
- “Marketers have to go where the consumer is going”
- “We simply can’t answer cross-platform questions today”

CONTEMPORARY VIEW – *Somewhat agree that a standard currency is critical*

- “Yes, we need consistency, but ‘currency’ is a strong word”
- “Different media need to be measured differently”
- “The word ‘currency’ is too rigid”
- “There are no longer any standard metrics in media”

While a cross-platform currency may not be considered critical at this time, an accurate measure of net reach and duplication is!

While not all respondents strongly agree that a cross-platform impression currency for video advertising is critical, almost all agreed that it is very important to be able to accurately measure net reach, exclusive reach and duplication of audiences across all platforms. This opinion crosses “party lines” on the critical aspect of currency. While an ad impression currency may not be deemed critical by all, there is bipartisan agreement that measures of reach, duplication and exclusivity are critical. Modeling is simply not adequate any longer due to rapid change, growing fragmentation and lack of valid input data. Furthermore, as video platforms expand, fragmentation increases and behaviors change, achieving reach and accounting for frequency becomes a greater challenge, but essential for the success of quality campaigns.

While there was almost unanimous agreement on this topic, there were some caveats noted. There were a few who believe that this could be too demanding or that traditional audience reach measures alone are not enough - that we need a method to better qualify consumer audiences beyond age/gender surrogates. It was also suggested that reach and duplication estimates could be constructed from existing analytics and that, instead, we should be focused on measuring consumer connections, business outcomes and sales KPIs.

“As a marketer I am telling a story and I need these data for audience orchestration. Every interaction is iterative and adds value – so I need to know which chapters of my story have been seen and where.”

“This is more important than currency because the capability doesn’t exist. We need a system of measurement that we don’t have today.”

“This will become more important as brands start to look at campaigns holistically.”

“This would enable us to plan effectively against holistic reach goals and optimize across linear and digital platforms.”

Likelihood to Support the Proposed Standard

With baseline views and opinions collected, a description of the proposed cross-platform TV/Video ad measurement standard was read to each respondent – they were also sent a copy in advance to read:

The **Media Ratings Council** has been working on a Cross-Media Measurement Standard for video advertising. This would enable a common currency for video advertising running across all platforms, such as standard linear TV, streaming TV, and other forms digital video - both long form and short form. The goal is to standardize measurement for video ads using a duration-weighted gross impression as well as a standard gross impression. These measures will include viewability verification and IVT filters.

Whether on TV or Digital platforms, this standardized approach would require measuring individual ads and weighting each ad by the derived seconds of exposure to the ad. For linear TV, this would take the place of C3 methodology and would expose the audience to each individual ad. For digital, it would mean having data on the amount of time exposed to each ad for the first time. Besides having a common currency for all video ads, this standard approach would enable the measurement of net reach and duplication of audiences across platforms.

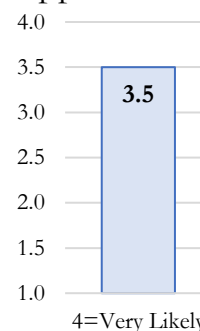
Each respondent was then asked a four-point Likert scaled question:

How likely are you to support this standard? 4=Very Likely

The average score for this question was 3.5, comparable to the average agreement score for the statement: *It is critical that the advertising industry have a standardized currency for video advertising across all platforms.* The median score was 4.0 with the majority Very Likely to support this standard. The reasons were varied, but centered on the notion that whether this becomes a true currency or not, the industry desperately needs a unified approach to measuring video advertising. Based on these interviews, the problems with video ad measurement today include:

- *A double standard for the value of TV/video ads as opposed to a consistent standard and comparable metrics.*
- *Need for greater transparency industry-wide.*
- *Disagreement or dissatisfaction with the current digital standards for video advertising.*
- *The need for digital video ads to have a time of exposure component, not just a viewability qualifier.*
- *The need for linear TV to have a disaggregated measure of ads by brand and campaign, comparable to digital.*

Likelihood to Support Standard



“TV dollars are moving and there is a big gap between TV and digital metrics.”

“We need standard, comparable metrics, including reach and time.”

Those that were more moderate in their optimism about a cross-platform standard were simply being more pragmatic about this because they know that this is going to be a great measurement challenge and we need to get this right. Those with more technical research

“The goal is admirable, but the devil is in the details.”

“How do we account for different qualities of exposure by platform?”

“Let’s get exposure right first!”

“The idea of one metric is a fool’s errand – exposure is just the beginning.”

“Eventually this needs to be tied to business outcomes.”

“We have questions around duration-weighted impressions.”

backgrounds raised concerns and questions about methodology, including calculating derived seconds of exposure and measuring quality of exposure which cannot be assumed to be consistent across all platforms.

Some question whether or not the standard should be based on pure exposure without any measure of business outcome. For others it’s not a question of which objective is right, but a question of priority.

Those that were just somewhat likely to support the proposal also questioned whether or not the industry should be more focused on fixing the individual pillars of measurement first before we get to a cross platform measure. In other words, to improve television measurement and digital video measurement before unifying them. Proponents of this idea believe that different media need to be

measured differently. This suggests that *currencies* can stay siloed – using the best measure for the medium – while a supplemental, unifying measure provides estimates of audiences across platforms including reach and duplication.

Despite the questions and opinions above, this proposal generally has very broad support particularly since it includes the much sought-after unduplicated reach measurement as a component. Given the genuine interest and high level of enthusiasm that was projected to me by every single respondent on this topic, I would say the timing is right for serious consideration of such a proposal.

Insights from Discussion Themes

An open-ended discussion followed the question on support for the proposed standard. This was focused on probing deeper into the benefits, challenges, concerns and impact of this proposal going forward. The discussion was based on a series of questions falling into four categories:

- Advantages, Disadvantages and Barriers to Adoption
- Measurement Considerations and Concerns
- Impact on Resources, Business and the Industry as a Whole
- Steps Necessary to Bring Change About (*covered under Conclusions & Recommendations*)

A summary of insights from each these discussions follows:

Advantages, Disadvantages and Barriers to Adoption

The biggest perceived advantage of pursuing this standard is the prospect of simplicity and efficiency versus duplicity and complexity – finally achieving the Holy Grail of a holistic view of audience. The greatest benefit would be consistency of measure across each one of the video platforms, complemented by unified measures of reach and audience duplication. This unified approach has the potential to overcome significant transparency issues that exist today. It could also simplify the transactional process and ultimately improve efficiency and productivity.

For Television, there could be less focus on audiences for individual programs and more focus on overall campaign delivery, with the ability to manage audiences for a campaign across all platforms. Buyers and sellers of digital video expect that an improved common measure will simply be good for business and help silence the debate between linear and digital. It would also improve the quality of planning and consideration across all platforms.

One of the greatest challenges to adoption, expressed by many, will be inertia due to resistance to changes in economics and operations while outcomes and benefits remain unclear. But this could be resolved over time as more is studied and learned about this standard and the deliverable. A key aspect of this will be gaining confidence that this standard can be a long-term solution able to evolve with future changes in technology and consumer behaviors.

While digital platforms are already set up for managing individual ad units and performance on a campaign level, television is still in transition. Agencies are generally still siloed in their approach to buying TV and digital video ads and the processes remain very different. There will be some questions about the impact on resources and increases in the cost of doing business due to changes in process and data systems.

While all respondents projected some level of support for a common metric, if not currency, just about everyone was concerned with preserving proprietary measures. The consensus is that publishers and advertisers each know their audiences and customers best; and that knowledge should be leveraged and applied even when greater transparency is achieved for audience delivery.

Measurement Considerations and Concerns

One immediate concern of this transition would be confidence in Nielsen's ability to move from an average minute measure of linear commercial audiences to reliable and stable data for individual TV ad units.

The measurement company is confident in their ability to accomplish this, but that confidence is not as high among clients. For one thing, all agree that the panel will not be enough to produce stable audience data for individual ads. That being said, many TV companies admit to analyzing individual ad unit data on a custom basis with Nielsen since specific pod placement is frequently evaluated and sold to clients. They can't recall any major concerns since most of the time units are evaluated in aggregate.

To meet the goals of this cross-platform standard, both Nielsen and comScore will need second-by-second metrics and the quality of that data is also a concern. But, as one respondent put it – "The MRC will decide."

Another consideration and question for this cross-platform standard is whether or not measures for **targeting and attribution** should be built in. This question received some mixed results ranging from those who believe "*we should not over-burden the measurement*", to "*measures for consumer targeting and attribution (ROI) tied back to the currency makes perfect sense.*" There was some consensus that for targeting and planning this makes sense – The new Open A.P. consortium is an example of this; but there were greater differences of opinion regarding attribution. One media company executive made the point that, "*current attribution models are not satisfactory for a currency.*" In the end, the majority of respondents tended to support the concept and the notion that this is all part of a transparent approach - providing tools or links that are common where possible. That being said, it would be up to the user to decide and this should not supplant custom or proprietary measures.

Ultimately this project will depend on the capabilities of independent audience measurement and analytic firms to build the measurement solution. There are two obvious firms for consideration and so the question we asked was, "*Do you have confidence that measurement providers – Nielsen and comScore – can produce a cross-platform ad measurement solution like the one proposed?*"

The results were mixed on this question given past performance. Nielsen received a greater vote of confidence given their long history as a currency. All agreed that competition is necessary and that we can't let perfect be the enemy of good if we want to move forward as an industry. It was also noted that that this cannot be done in a vacuum. Any vendor will need significant cooperation from publishers to implement measurement.

Similarly, we attempted to gauge the ability of current data management and software firms to meet this challenge, and the consensus was that they have been preparing for this.

Impact on Your Business and the Industry as a Whole

When asked to share opinions on what this standard could mean to their business and the industry as a whole, the response was quite positive, but also pragmatic:

From the investment side, the hope for this standard was improved efficiency of the business with better pricing and improved ROI. This would be a result of more precise planning, better understanding of the media mix and accurate posting. But this could come with a price - at least initially. This would take a lot of work to retool and implement, and agencies are already overworked. But, despite more data, and if executed well, this could actually result in fewer systems, greater precision and a more simplified approach.

From the publisher side, the outlook is very positive. There would be a unified pool of inventory across platforms and existing resources could be pivoted for greater efficiency. Forecasting would be more holistic with greater capability to focus on yield management. Connected TV platforms would benefit a great deal from more complete data for what is now considered a blind spot. Overall, this is seen as reducing the chaos of the moment through standardization.

Looking at the impact on the broader industry ecosystem also reveals positive forecasts. Some believe this will stem the narrative that TV is in decline and video overall will become more meaningful to advertisers. This could also lead to a flight to quality, and reach as a metric will matter more. But because of greater transparency and standardization, the dynamics will change and publishers may need to find new ways to be differentiated and competitive.

“May be an instant shift in the way buyers buy.”

“Greater yield. More efficient. Could mean more money.”

“Could increase confidence with a higher fidelity view of advertising.”

“This could lead to a flight to quality, and reach as a metric will matter more.”

“The media world will become a little less complicated.”

Conclusions and Recommendations

After nearly 30 hours of conversation with very intelligent and influential executives, I can say with confidence that the industry is ready to embrace the improvement of video ad measurement and this proposal was well received in that regard. While there are questions around the word “currency” and specific methodology, the panel of respondents were in agreement with the shortcomings of today’s double-standard in video ad measurement and very clear on the benefits of a single standard – if executed well. In general terms this unified approach could introduce simplicity and efficiency to the industry tomorrow and replace the duplicity and complexity of today.

While the proposal for a new video ad impression standard did not receive a perfect score of support, it wasn’t for lack of desire and the reasons were very pragmatic. Nevertheless, the majority were very likely to support this standard. What did get a nearly perfect score was the importance of measurement of unduplicated reach across platforms. This is a component of the proposal that should be magnified and considered a significant unifying goal given the higher level of value and urgency expressed.

Recommended Steps to Bring About Change

How the industry proceeds on this project will have a direct impact on its success. It was unanimous that clear communication, education and consensus is critical. This will require a unified and collaborative approach across all industry segments, industry associations and the measurement companies. This initiative must get well beyond the research and analytics personnel to key stakeholders and decision makers at a senior level. In the early stages, the issue of “currency” vs. standard metric will need to be addressed along with other areas of compromise. It is also suggested that a thorough process be established to bring this standard to fruition. One respondent presented a thoughtful plan which I then reviewed with subsequent interviewees resulting in overwhelming agreement:

- Establish clear industry communication and education of the standard and its goal among stakeholders and the general public for comment.
- Establish a persons-centered lab research program to study the varying qualities of video ad exposure across platforms and the rationale for any weights to be applied.
- Establish a basis for consensus across all stakeholders and be clear about the level of cooperation needed.
- Work with measurement vendors to gradually implement the standard and run parallel to existing measures as needed to gain industry adoption.

“Measuring more is easy, but measuring better is hard...”

Thank you,
Artie Bulgrin

Appendix

Contributors to this Report *(one or more contributors have abstained from mention)*

Company	Name(s)	Title
AAAA	Terry Cohen	SVP, Media & Media Research
ABC-Disney	Brian West	Executive Director, Cross Platform & Engagement Analytics
ANA	Bill Duggan	Group EVP
ARF	Scott McDonald	CEO
CBS	David Poltrack	Chief Research Officer
Coca Cola	Greg Pharo	Director, Media Analytics
comScore	Josh Chasin	Chief Research Officer
Discovery	Manu Singh	Head - Ad Sales Research, Digital Analytics & Data Strategy
ESPN	Travis Howe	SVP, Platform Ad Sales Strategy, Solutions & Global Ops
Facebook	Brad Smallwood	VP Measurement & Insights
Freewheel, a Comcast Company	Claudio Marcus	GM, Data Platform
Google/YouTube	Elissa Lee	Director, Research & Advanced Measurement
Group M	Lyle Schwartz	President of Investment NA
Hulu	Julie DeTraglia	Head of Research
IAB	Anna Bager & Chris Kuist	EVP, Industry Initiatives/ SVP, Research & Impact
iSpot.tv	Sean Muller	CEO
Magna Global	Brian Hughes	SVP, Audience Intelligence & Strategy
Media Ocean	Cordie DePascale	Senior Vice President, Partner Management
MRC	George Ivie	Executive Director
NBCU	Krishan Bhatia	EVP, Business Operations & Strategy
Nielsen	Jessica Hogue & Brian Fuhrer	SVP, Product Leadership / SVP, National & Cross Platform
Omnicom Media Group	Jonathan Steuer	Chief Research Officer
Publicis	Kate Sirkin	Practice Lead, Analytics and Insight Americas and Audience Insight Global
Turner	Howard Shimmel	Chief Research Officer
VAB	Sean Cunningham & Danielle Delauro	CEO / EVP
Viacom	John Halley	COO Ad Sales



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Draft discussion guide and questionnaire

A. Introduction:

- Introduce myself. Explain purpose of interview, sponsored by CIMM.
- Clarify that the questions are focused on cross-platform TV and digital video ad measurement.
- Review plan to share aggregated findings.
- Ensure confidentiality of conversation and that it is being recorded for accuracy.

B. Background scaled questions: Objective is to get baseline response before revealing proposal for the standard ...

1. How satisfied are you with the state of linear TV ad measurement today?

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
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Please explain? _____

2. How satisfied are you with the state of digital video ad measurement today?

Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied
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Please explain? _____

3. Please tell me how much you agree with this statement: The traditional TV rating currency for linear TV advertising (e.g. C3-C7) still has value.

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
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Please explain? _____

4. Please tell me how much you agree with this statement: It is critical that the advertising industry have a standardized currency for video advertising across all distribution platforms.

Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
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Please explain? _____

5. How important is it to be able to combine audiences for a particular ad across all distribution channels, with the ability to accurately measure net reach, exclusive reach and duplication of audiences across all platforms?

Very Important	Moderately Important	Slightly Important	Not Important
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Please explain? _____

C. Explain the new standard proposal ...

The **Media Ratings Council** has been working on a Cross-Media Measurement Standard for video advertising. This would enable a common currency for video advertising running across all platforms, such as standard linear TV, streaming TV, and other forms digital video - both long form and short form. The goal is to standardize measurement for video ads using a duration-weighted gross impression as well as a standard gross impression. These measures will include viewability verification and IVT filters.

Whether on TV or Digital platforms, this standardized approach would require measuring individual ads and weighting each ad by the derived seconds of exposure to the ad. For linear TV, this would take the place of C3 methodology and would expose the audience to each individual ad. For digital, it would mean having data on the amount of time exposed to each ad for the first time. Besides having a common currency for all video ads, this standard approach would enable the measurement of net reach and duplication of audiences across platforms.

With that as background, I'd like to ask you a few questions about this initiative.

First... **How likely are you to support this standard?**

Very Likely	Somewhat Likely	Not Likely	Very Unlikely
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Please explain? _____

D. Open-ended questions:

- 1) What are the advantages and disadvantages for both buyers and sellers of having a standard method for measuring ad impressions for video content across linear TV and digital platforms?
- 2) While Nielsen audience data for individual linear TV ad units exist today for custom analysis – would you have faith in this data being the currency vs. C3 – which is an average of commercial minutes?
- 3) Should a cross-platform ad currency exist separately from data sources used for targeting and attribution? Or should they be integrated? How does that work in your company today?
- 4) What are the barriers to adoption for a cross-platform TV/Video ad impression system?
- 5) Do you have confidence that measurement providers, such as Nielsen and comScore, can produce cross-platform ad impressions accurately?
- 6) If a reliable, standardized cross-platform ad measurement system were adopted today across buyers and sellers – what would be the impact on your business? On pricing? On costs? On resources?
- 7) In your company, are traditional linear TV ads generally bought/sold separately from digital video ads? If not – is that a goal?
- 8) Can the current buying/selling data systems (such as Mediaocean) accommodate a cross-platform standard? What would be the effort and cost for them to make this change?
- 9) What would be the potential impact of such a move on the whole ecosystem?
- 10) What steps need to be taken to bring this change about, and how long would it realistically take?
- 11) Other observations and comments.