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2022

# Virtual Converged TV Measurement & Data Summit

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

## Status Report



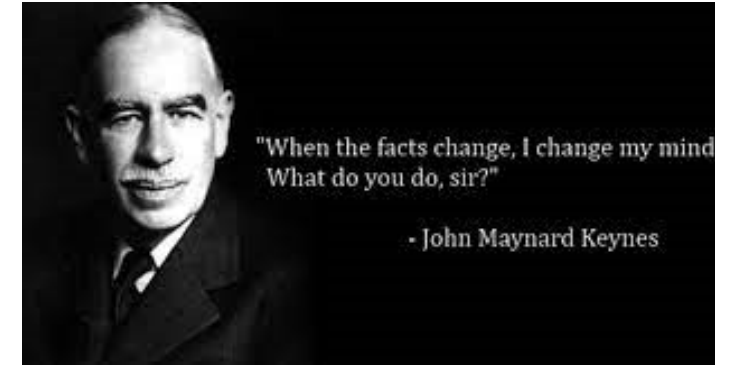
**Jon Watts**  
**CIMM**



**2022 SUMMIT**

# CIMM GUIDE TO CONVERGENT TV MEASUREMENT

- 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 1<sup>st</sup>
- 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

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**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

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**A rigorous, comparative analysis that builds understanding and supports progress**

