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at the ARF

2·16
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2022

Virtual Converged TV Measurement & Data Summit

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WELCOME:

Industry Progress Report

Jon Watts
CIMM

2022 SUMMIT

A YEAR OF CHANGE

- No accredited converged TV measurement providers for 2022 Upfronts
- Nielsen zero-basing measurement with Nielsen One, starting from 2023
- New providers gaining traction: 605, Comscore, iSpot, Oracle, Samba, TVSquared, VideoAmp
- Networks (and agencies) aligning with measurement partners for their own inventory …
- … but variations between providers can be unclear

How should the industry manage the transition to a multi-currency market?

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MULTIPLE INDUSTRY INITIATIVES UNDERWAY

- WFA technical blueprint for cross media measurement
- ANA Cross-Media Measurement Initiative
- VAB Measurement Forum
- NBCU Measurement Innovation Forum
- Ongoing development of MRC standards, guidelines and audits
- And various other initiatives: IAB Tech Lab, IAB, OpenAP's XPm

How do these initiatives fit together and what will the new ecosystem deliver?

CIMM HAS A UNIQUE ROLE TO PLAY

- A non-partisan cross-industry alliance …
- … of companies from across the entire ecosystem: buy- and sell-side, large and small, new and well established, platforms and enablers, measurement, data and technology providers
- A catalyst for innovation and R&D hub for the industry
- A source of insight and impartial, objective, actionable research
- A forum for dialogue, cooperation and collaboration
- Drawing on the resources and capabilities of the ARF

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COMMITTED TO SUPPORTING OUR MEMBERS

DEVELOPING AMBITIOUS PLANS FOR THE FUTURE

Extensive consultation underway – members and non-members:

- More support for our members and their teams
- New forums: the CIMM Salon, knowledge exchanges
- New projects and initiatives to support the industry
- Deep collaboration with members and industry organizations
- Developing and growing our membership base
- Leveraging a sizeable budget for research

We would welcome your ideas: please do reach out

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