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 **Cross-Platform Measurement Manifesto**

 **What the media industry needs, and wants, now!**

 **February 2020**

***Requirements for Buyers and Sellers***

As a coalition of buyers and sellers of cross-platform video, CIMM has looked to guide development of cross-platform video content and ad measurement technologies and methodologies by conveying industry requirements, and the criteria and principles essential for an effective approach. Progress is being made, but a broad commitment is needed!

***Objectives***

Goals for new cross-platform measurement solutions are:

1. ***Integrated Solutions for Planning, Activation & ROI Analysis:*** Buyers and sellers need to accurately and efficiently facilitate cross-platform planning, activation and attribution, at least for video, if not ultimately across all channels.
2. ***Enable Advanced “Precision” Targeting:*** Solutions need to be large enough, and representative, to enable planning, buying and ROI analysis against precision audience targets (often customized), as well as age and gender.
3. ***Comparable Metrics Across Platforms:***  Custom DMPs can thrive, but a “common core” of comparable exposure/ impression metrics are needed. Each media/ platform can also have custom metrics tailored to unique capabilities.
4. ***Unduplicated Reach/Frequency:*** A privacy-compliant way is needed to dedupe impressions at individual/HH level across all channels, including “walled garden” data.
5. ***Real-Time:*** Solutions need to foster an efficient supply chain in close to “real time” to enable optimization.

***Criteria, Principles & Progress***

1. ***Reach Agreement on Requirements:*** Buyers and sellers need to agree on requirements for the “common core” of impressions measurement, privacy-compliant deduplication methods and approach to governance going forward.
2. ***Meet Business Needs, as well as Research Standards:*** Solutions need to be practical and evolutionary to meet needs of buyers and sellers, and allow for upgrading of systems, training and accommodation for legal/ privacy concerns.
3. ***Support Competition, Open Standards & Objectivity***: Innovation thrives with competition among objective, third-party research and technology vendors, and with open standards where possible.
4. ***Create Separate Solutions for Content and Ad Measurement*:** Buyers and sellers need flexibility to understand cross-platform content usage, and to create new ad trading currencies, with planning/optimization/reporting tools.
5. ***Support MRC standards:*** Business leaders and brands, not just researchers, need “buy-in” for new MRC standards, particularly to agree on definitions for reporting duration, and then commit to following the standards.
6. ***Create Hybrid Panel/Big Data Solutions:*** Progress is being made to create new tools to deduplicate reach using a combination of data from Smart TVs and STBs to create representative, “census-like” TV exposure datasets for linking via privacy-compliant “identity graphs” to digital impressions and/or to calibration panels.
7. ***Measure all TV/video***: This includes out-of home TV/video, time-shifted viewing via DVRs and VOD, dynamically inserted and addressable ads, digital video distributed on all platforms – via SDKs, tags or server integrations/APIs.
8. ***Capture individual and household data:*** Both are needed to link “identity” across platforms and data sources. However, privacy-compliant methods are required to gather and combine data and identity via graphs or panels.
9. ***Demand transparency in segment definitions and methods of linking identity:*** Third party data providers & DSPs need to use “Data Labels” to clarify source, recency and proof of compliance for data/IDs, and validation is needed.
10. ***Standardized Identifiers & Metadata***: SMPTE/Kantar open standard watermarks can embed Ad-ID into ads and EIDR (Entertainment ID Registry) codes into content. VAST also uses Ad-ID; and companies are now standardizing ad metadata through AMSI (Advertising Metadata Standardization Initiative).