CIMM's Eight Criteria for Solving Cross–Platform Measurement of Exposure to Ads and Content

1. **Panels Alone are Too Small**
   "Single Source" cross-media audience measurement panels are too small by themselves to capture fragmented media behavior across multiple devices, but can be useful to calibrate census-like data by providing estimates of duplication across media, understanding inter-media relationships and linking demographics or purchaser profile data to viewing behavior.

2. **Measurement Should be as Passive as Possible Across all Media**
   This may be stating the obvious, but the least amount of intrusiveness required by respondents is optimal for the highest quality "behavioral" measures of media exposure.

3. **Census Data are Needed Across all Platforms**
   Census data are needed to fuel planning, transactions and ROI analyses for all platforms, including TV. Census data can be combined with panels in hybrid solutions that use demographics and intermedia usage to adjust volumetric data. Also "big data" sources of purchasing, demographic and behavioral data can be matched to census data for segmentation, targeting, and ROI analyses.

4. **Individual Measurement is Optimal, but Household Level Data is Useful**
   It's ideal if cross-platform media measurement can be reported at the individual level to accurately combine and de-duplicate media exposures for individuals across platforms in a privacy-compliant way. However, household level measurement is also useful, and allows for privacy-compliant matching to descriptive datasets for segmentation, targeting, and ROI analyses.

5. **Represent Everyone in the Population**
   Certain population groups are harder to measure, such as children and teens and various ethnic groups, who may need to be contacted in other languages. Also the capture of return path data from set-top boxes may be biased against populations who are less likely to subscribe to pay TV. New cross-platform audience measurement tools need to represent the entire population.

6. **Ads and Content Separately**
   Measurement of ads and content need to be separated across all media, to enable the calculation of duration-weighted "ad impressions" across different platforms and technologies, particularly due to the growth in ad targeting and new technologies in TV VOD, such as dynamic ad insertion.

7. **Align Metrics across Platforms**:
   Common metrics are needed to make comparisons of exposure across platforms, including alignment of definitions for day, week, month, and for units of analysis, such as duration-weighted, in-target viewable impressions, filtered for non-human traffic.

8. **Implement Asset Identification Open Standards (EIDR and Ad-ID)**
   Open standards to identify video ads and content that are bound into the asset are needed to track assets more efficiently and openly across the entire ecosystem. The identification standards recommended by CIMM are [Ad-ID](Ad-ID) for ads and EIDR (Entertainment ID Registry) for content.