Cross-Platform Video Measurement & Data Summit

www.cimm-us.org
@CIMM_News
#CIMMSummit

WELCOME:

Redefining Objectives and Progress

Jane Clarke
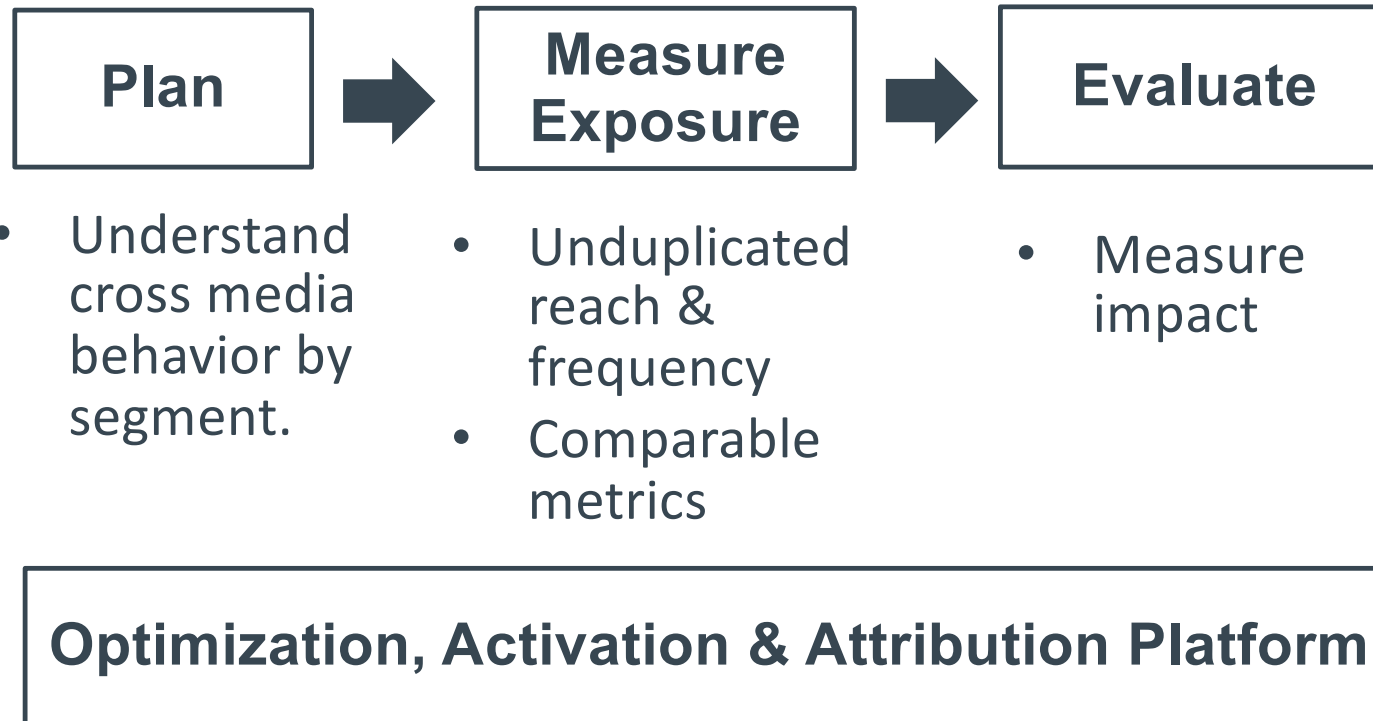**CIMM**

CIMM MEMBERS

CIMM MISSION

R&D coalition of cross-platform video ecosystem to innovate in:

- Methods to measure and compare cross-platform audiences

- Bring more granular measurement to TV for planning, buying & attribution

- Build the future of cross-platform premium video

CIMM VISION/ROADMAP

Plan	→	Measure Exposure	→	Evaluate

- Understand cross media behavior by segment.

- Unduplicated reach & frequency
- Comparable metrics

- Measure impact

Optimization, Activation & Attribution Platform

MOVING THE GOALPOSTS

CIMM MEASUREMENT MANIFESTO

GOALS:

1. Integrated Solutions for Planning, Activation & ROI Analysis

2. Advanced "Precision" Targeting

3. Comparable Metrics

4. Unduplicated Reach & Frequency

5. "Real Time" to Enable Optimization

CIMM MEASUREMENT MANIFESTO

ACTIONS:

1. Reach Agreement on Requirements

2. Meet Business Needs & Research Standards

3. Competition, Open Standards & Objectivity

4. Solutions for both Content & Ad Measurement

5. Finalize MRC cross-platform video standards:

   - Ad: duration-based, audible, in-target, viewable impression (filtered for valid, non-fraudulent, human traffic)

   - Content: average minute audience

CIMM MEASUREMENT MANIFESTO

ACTIONS:

6. Create Hybrid Panel/Big Data Solutions, using both Smart TV and STB Data

7. Measure "Out-of-Home" usage of Video/TV

8. Capture both Household and Individual Data

9. Demand Transparency from Third Party Data (i.e., Data Label) and for Identity Linking

10. Implement Standardized Identifiers for Content (EIDR) and Ads (Ad-ID)

INDUSTRY PROGRESS REPORT

- Closer to unduplicated reach across media

- Getting to content ratings, but "blind spots"

- Smart TV & STB Ad Exposure data vastly improving attribution measurement

- MRC making progress on standards, slowly

- "Data Label" from ANA/IAB Tech Lab

- ID Watermark standardized

- Incomplete linking of identity, due to missing walled gardens & privacy issues

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2019 CIMM COMMITTEES

1. Advanced TV

2. Cross Media Measurement

3. Attribution & ROI

4. Standardizing Content and Ad Identification

5. Future of TV Platforms

CIMM 2018 ACCOMPLISHMENTS

1. TV Attribution Provider Guide

2. Study with Roku on Deduplicating Reach between Linear TV & OTT

3. Launch of SMPTE Audio Watermark for embedding Ad-ID and EIDR

4. Data Label in beta

CIMM 2019 NEXT STEPS

1. Refocus initiatives with members, CIMM Steering Committee and ARF

2. Potentially support Shape 2020 Measurement Mandate: large industry assessment of needs

3. Pilot Test for deduplicating reach

4. More work combining data from STB and Smart TVs & estimating "persons" data from "machine" data

CHANGING CARS WHILE MOVING

SUMMIT PACKET

1. "TV Attribution Provider Guide," by Sequent Partners, collaboration with 4A's Media Measurement Task Force

2. Bios for Summit presenters

3. CIMM's Measurement Manifesto

4. Comparison chart of cross-media solutions from Nielsen and comScore

5. TAXI Complete 1-pager

6. Press announcements

7. Summit Agenda

INDUSTRY LEADER "FIRESIDE CHAT":

Future of TV Measurement, Advanced Advertising and TV Buying Platforms

Krishan Bhatia, NBCUniversal

Lucia Moses, Business Insider

BUYERS AND SELLERS DESIGN THE FUTURE:

Business Needs for Cross-Media Measurement & Metrics

David Cohen, MAGNA
Rob Master, Unilever
Laura Nathanson, The Walt Disney Company

Janet Balis, EY

CIMM STUDY RELEASE:

TV Attribution Whitepaper / Provider Guide and Discussion Panel

Jim Spaeth, Sequent Partners
Alice Sylvester, Sequent Partners

Lisa Giacosa, Spark Foundry
Claudio Marcus, FreeWheel (A Comcast Company)

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TAXI COMPLETE:

Multiple Use Cases for an Industry "UPC" Code

Stephen Davis, Kantar Media
Harold Geller, Ad-ID
Will Kreth, EIDR

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DATA LABEL INITIATIVE UPDATE:

Data Providers and DSPs Have a New Tool for Transparency

David Kohl
TrustX

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DEDUPLICATING REACH FOR CONTENT & ADS:

End Users Discuss Solutions from comscore & Nielsen

Eric Cavanaugh, Publicis Media
Ed Gaffney, GroupM
Beth Rockwood, Turner
Radha Subramanyam, CBS

Scott McDonald, The ARF

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ONE METRIC TO RULE THEM ALL?:

Or Different Metrics for Different Uses?

Sheryl Feldinger, Google
Brian Hughes, MAGNA
George Ivie, MRC
Kavita Vazirani, NBCUniversal

Terry Cohen, 4A's

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AUDIENCE-BASED BUYING PLATFORMS   FOR TV / VIDEO:

Where are We Now and Where are We Going?

Bryson Gordon, Viacom
Bob Ivins, NCC Media
Mike Law, Dentsu Aegis Network
Mike Welch, Xandr

Jeanine Poggi, Ad Age

CLOSING FIRESIDE CHAT:

CES Tour Highlights: A Glimpse into the Future of Advertising & Media

Jack Smith, GroupM

Allison Schiff, AdExchanger

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