



Harmonizing Video Cross Screen Metrics

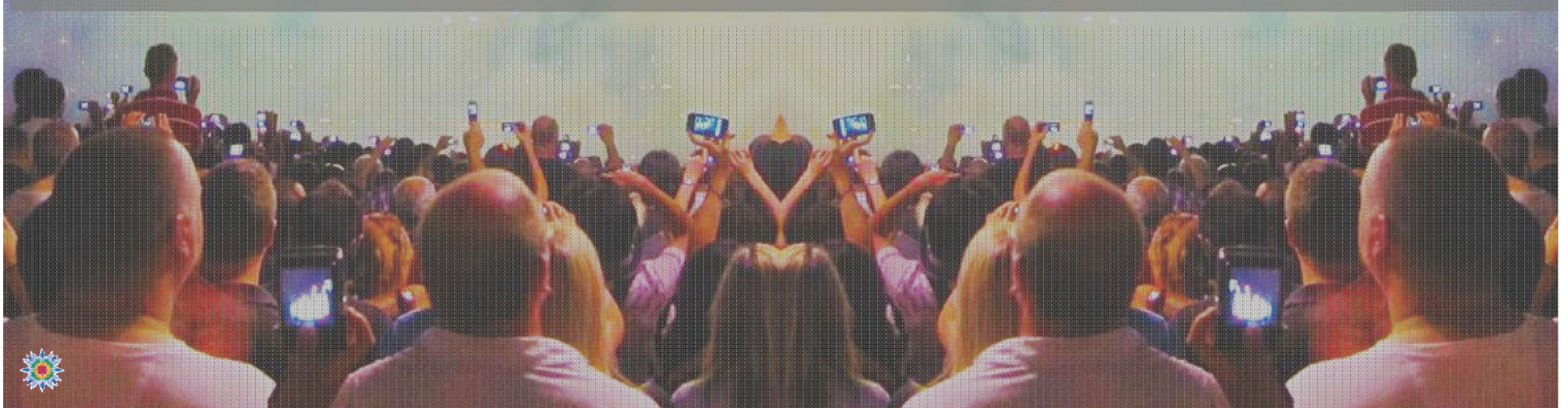
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CIMM April 2015

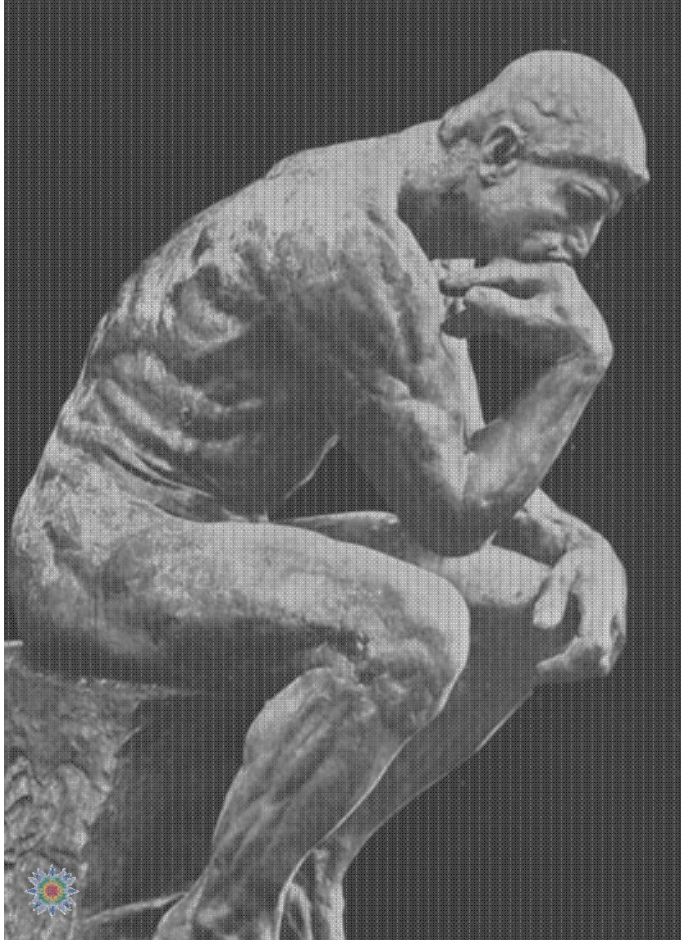


BUSINESS AND MARKETING MODELS ARE BREAKING EVERY DAY

THE FASTER CONNECTED CONSUMER

MARKETING VELOCITY TRANSFORMING THE ROLE OF MEDIA





So much to think about...,
oh and what is my video
reach and frequency across
screens?



Video Metrics Focus

Planning

Process and Context
Metrics

Negotiation/In campaign

Transparency/Trust,
Viewability
(Terms and Conditions)
Value, Speed

Attribution

Exposure (Viewable)
and Frequency of all
messaging across
screens.

Reach/frequency, time
spent, cost, impact,
role for consumer and
experience creation,
richer targets

Evolution of currencies
to outcomes/value,
some fast indication of
impact for ongoing
optimization

For expanded
audience segments
and ability to link to
other data sets

Where these come from today

Planning

TARDIIS, PACE PANEL
MTA, Custom Studies
Acxiom, Datalogix,
NCS

Negotiation/In campaign

Nielsen
comScore
Short Form Surveys
Social (Twitter,
Facebook, Canvs)
IRI/NCS, Homescan

Attribution

comScore
Nielsen
Double Click
Vindico
DMP/Run
STB Data (Aggregate
and disaggregate)
Datalogix, Acxiom etc



Programmatic/Data Driven and Premium

How do they fit together and what are the
metric needs?



Programmatic Metrics Focus

Planning

Audience data

Trust

Negotiation/In campaign

Transparency/Trust,
Viewability, Value,
Speed

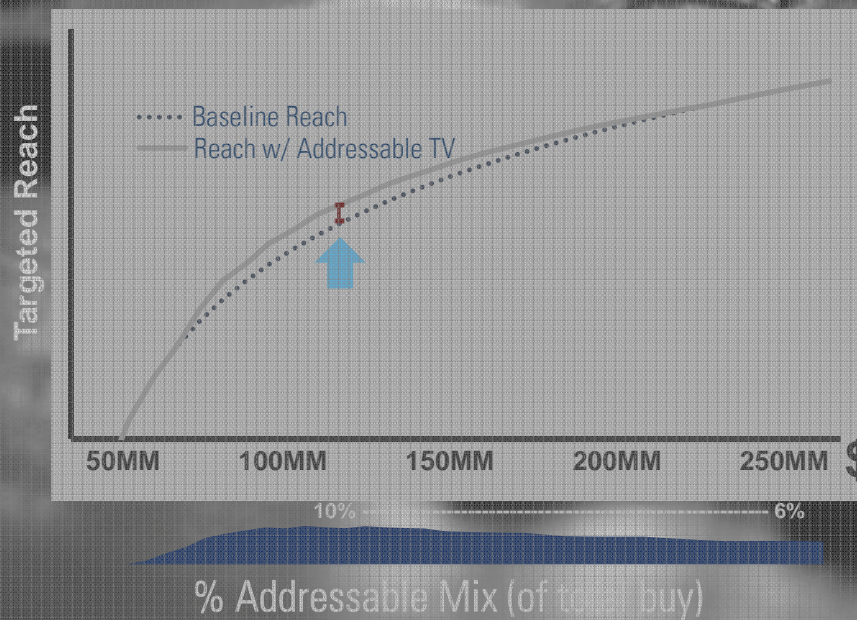
Attribution

Exposure and
frequency, outcome

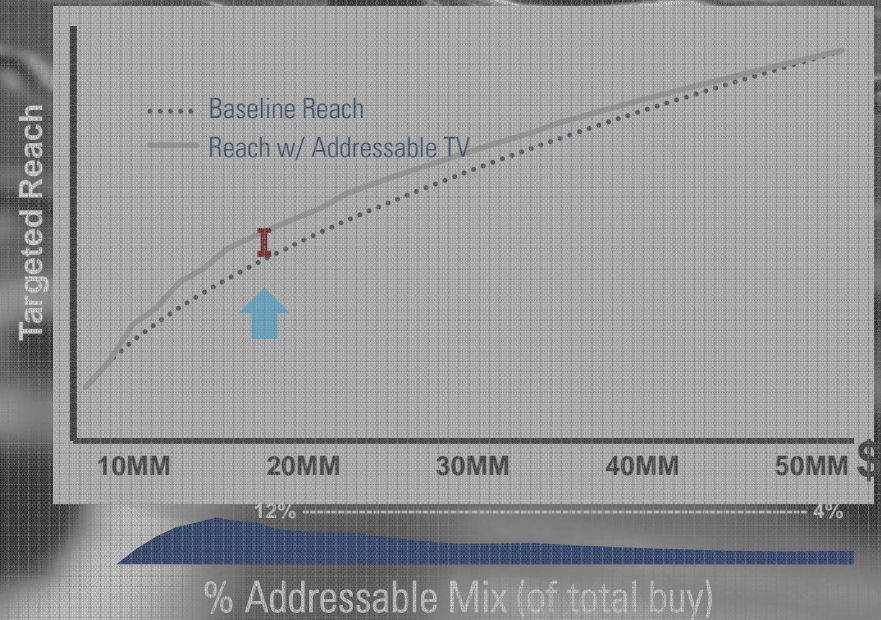


Integration of data sources help forecast and then validate impact on key metrics

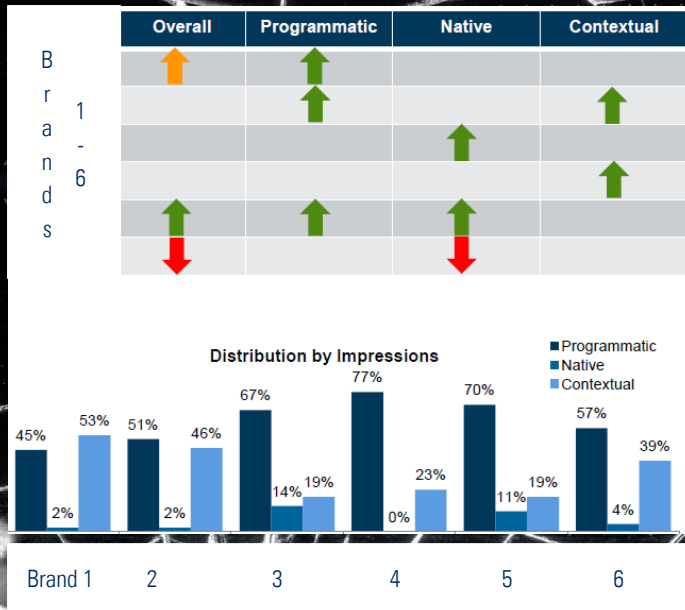
Linear TV + Addressable TV Target Reach CPG



Linear TV + Addressable TV Target Reach Auto



Programmatic Budget Allocations



Driven by where clients are in the data journey

Significant Meta Analysis Ongoing