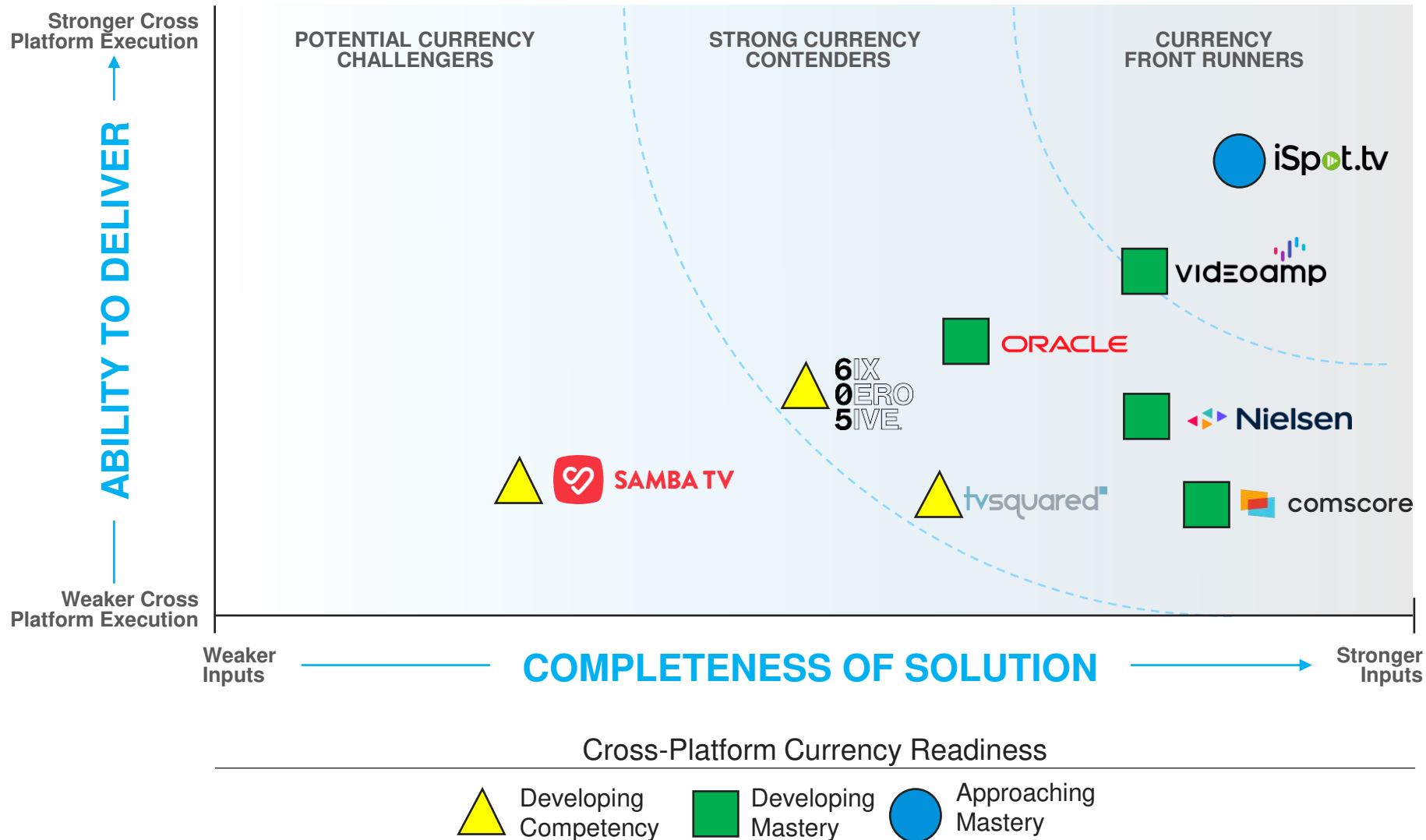# Audience Measurement

U.S. Cross-Platform Ad Currency Contender Evaluation Snapshot V1.0
Feb 2022

Industry in state of flux, subject to change. Will be updated regularly.

Stronger Cross Platform Execution

POTENTIAL CURRENCY CHALLENGERS

STRONG CURRENCY CONTENDERS

CURRENCY FRONT RUNNERS

ABILITY TO DELIVER

iSpot.tv

videoamp

ORACLE

6IX05ERO5IVE

SAMBA TV

Nielsen

tvsquared

comscore

Weaker Cross Platform Execution

Weaker Inputs

COMPLETENESS OF SOLUTION

Stronger Inputs

Cross-Platform Currency Readiness

△ Developing Competency ■ Developing Mastery ● Approaching Mastery

Audience Measurement
U.S. Cross-Platform Currency Contender Evaluation Value Variables for Consideration

Completeness of Solution Definition

Provides the input ingredients of audience estimates, such as the scale and breadth of viewing sources and ad occurrence. This needs to encompass representativeness, geographic footprints, UEs, and where and when individual ads aired. This also includes the provider's processes for refining raw viewing data streams into impressions, GRPs, reach and frequency. This includes operational practices in cleaning the data, computing the impressions, enriching the device-level data with demographics or HH characteristics, and weighting and projecting to national levels.

Why It Matters

All sources of TV viewing must be represented; otherwise, the impressions and reach reported will be incomplete. The ability to understand the reach estimates depends on the methodology and underlying viewing data; representativeness of matched datasets and identity graphs will drive the calculation of overlap, a key metric for cross-platform planning and pricing.

Key Attributes

1. Linear TV Viewing Sources
2. Digital Viewing Sources
3. Ad Occurrence Sources
4. Conversion (Outcome) Sources
5. People Panel
6. Universe Estimates
7. Methodology/Weighting
8. Representation
9. Impression Definition
10. Deduplication
11. Identity

Ability to Deliver Definition

Provides an understanding of the ability to report accurate campaign impressions and reach by capturing viewership everywhere inventory is distributed across linear, streaming, digital, VOD, OTA, and OOH. This also needs to ensure that the coverage is weighted to reflect total U.S. HHs. Some degree of weighting is critical in the creation of representative audience estimates. This includes reporting latency and understanding the accuracy of the metrics based on speed and coverage.

Why It Matters

Complete reporting of campaign reach and impressions is critically important to understand what is captured, as well as what is not included in the estimates. Advertisers often manage their marketing geographically, making coverage of all distribution outlets and audiences critical. And speed matters. Marketers want fast reporting for faster decisions for in-flight optimization.

Key Attributes

1. Inventory Measured
2. Inventory Gaps
3. Geography Covered
4. HHLD Universe
5. Persons Measurement
6. Demographic Reporting
7. Co-Viewing
8. Device Breakout
9. Advanced Audience
10. Speed

Cross Platform Currency Readiness

Provides a measure of stability and success and reflects institutional experience and the ability to satisfy customers' needs. The nature of the audience measurement provider's client base and sources of revenue are an important looks at the market's response to their cross-platform ad currency offerings and expertise. This includes understanding if they have deep expertise in advertising, media, and the full spectrum of digital and linear platforms. Agility, financial health, and investment in data and systems are required for cross-platform currency.

Why It Matters

Given the investment in data and systems, financial stability is required, along with understanding how they serve the market. Including if their client base is concentrated in only one part of the industry or meeting the needs of the entire cross-platform ecosystem

Key Attributes

1. Length of Time in Market, Company Size, & Ownership Status
2. Client Base/Revenue Sources
3. MRC Accreditation
4. Additional Services