ACA Cross Media Measurement Initiative

The Case for Change

The Industry Challenge…

Canada's current advertising ecosystem
cannot accurately provide
deduplicated reach &
frequency across media

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Challenge

How do we create a way to consistently count unique people reached across publishers & platforms with a high degree of accuracy, while respecting user privacy?

The Benefits When We Solve

1

Improved Media Effectiveness

We need advertising to be effective and efficient. To do that, we need the data to measure how many and how often an ad campaign reaches consumers

Currently estimated ~$15 billion cost impact due to ad wastage

2

Improved Consumer Experience

We need to improve consumer experience through the elimination of excessive frequency and unwanted advertising leading to stronger brand perceptions

The broken ad experience is leading to increased use of ad blockers and commercial free SVOD

3

Improved Measurement Transparency

We need to improve measurement for the sell side to have better tools to value their inventory & attract ad spending

The Benefits When We Solve

	From	To
Planning & Buying	• Little understanding of unduplicated reach and frequency across channels	• Planning and optimization enabled for de-duplicated reach and frequency across all channels
Campaign Evaluation	• Singular view of a channel delivery	• Evaluate the cumulative effects of a campaign across all media channels and devices, starting with video, including value of specific media channels (levels the playing field)
Consumer Media Usage	• Inconsistent measurement across platforms	• Consumer centric measurement of exposure across all platforms (privacy centric)
Outcome & ROI	• Wasted investment & excessive frequency	• Decisions based on business impact, ROI, elimination of excessive frequency

What Are We Solving For...

Challenge

How do you create a way to consistently count unique people reached across publishers & platforms with a high degree of accuracy, while respecting user privacy?
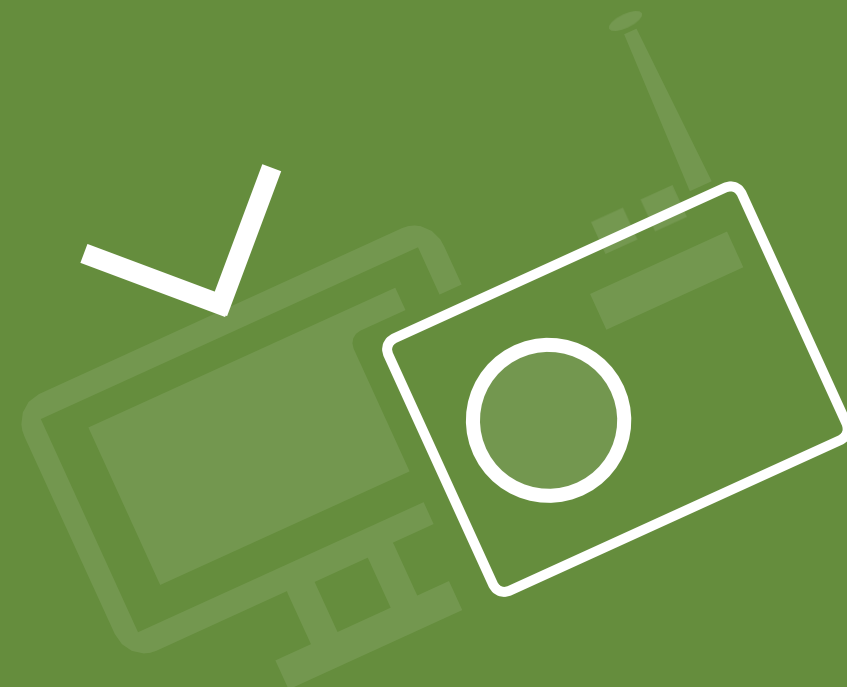
Solve

Create an advertiser led collaborative industry measurement solution that provides complete measures of all advertising exposures and produces privacy-compliant, cross-media deduplicated reach and frequency metrics.

The Industry's Proposed Solution

Who

Who... KEY GLOBAL STAKEHOLDERS

World Federation of Advertisers (WFA)

Halo

ANA DRIVING GROWTH · Accredited by Media Rating Council · Origin

CROSS MEDIA MEASUREMENT Committee

- Driver for evolved cross media measurement solution
- Leading development of industry-agreed principles and framework for markets to adopt and adapt with a view to Global consistency
- Advertiser needs & industry Requirements addressed via 'North Star'

- A game-changing collaboration across Global digital platforms, advertisers, associations, including ACA, and others
- Centrally developing open-source software code for both core components and reference implementations, from the Technical Proposal, that can be leveraged as part of pilots in the UK (Origin) and the US
- Making these components available (licence free) to other markets seeking CMM solutions
- MRC working in an advisory role related to standards compliance
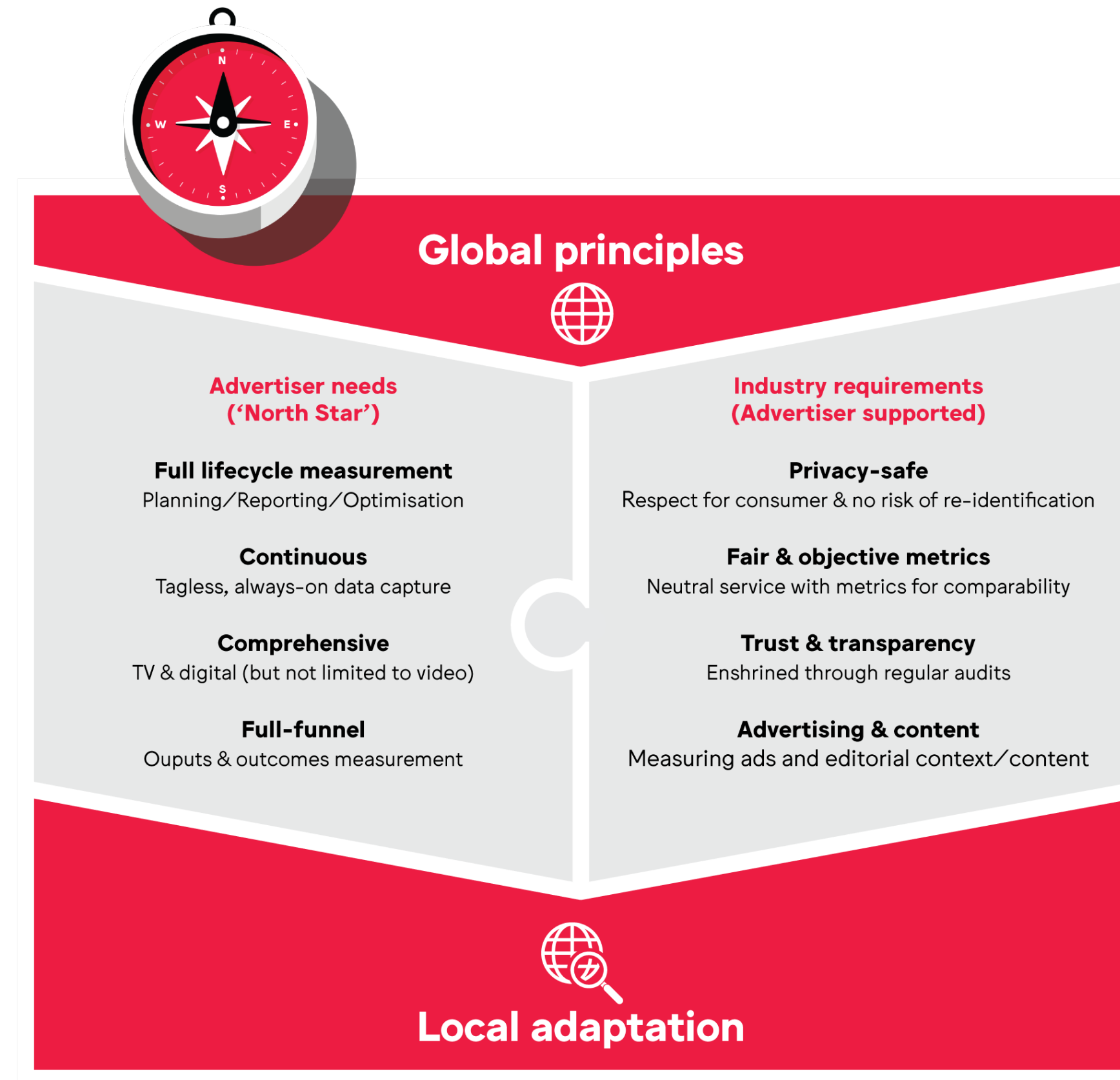
- Driving CMM adaptation of a solution in Canada
- Leader in Industry Advisory Group inclusive of advertisers, media agencies, broadcasters, digital platforms, and Canadian industry associations
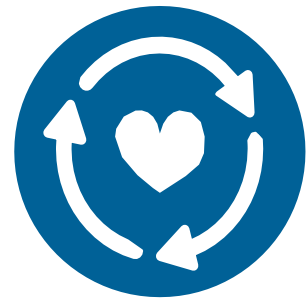
What

What... GLOBAL PRINCIPLES WITH LOCAL ADAPTATION

Global principles

Advertiser needs ('North Star')

Full lifecycle measurement
Planning/Reporting/Optimisation

Continuous
Tagless, always-on data capture

Comprehensive
TV & digital (but not limited to video)

Full-funnel
Ouputs & outcomes measurement

Industry requirements (Advertiser supported)

Privacy-safe
Respect for consumer & no risk of re-identification

Fair & objective metrics
Neutral service with metrics for comparability

Trust & transparency
Enshrined through regular audits

Advertising & content
Measuring ads and editorial context/content

Local adaptation

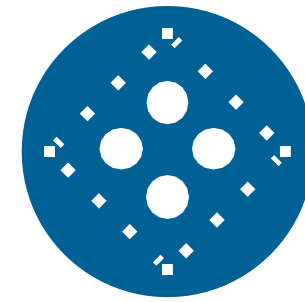# Advertiser Needs NORTH STAR

#1 Full lifecycle

- De-duplicated cross-media Reach & Frequency across the full lifecycle of media management

#2 Continuous

- Tagless, always-on data capture

#3 Comprehensive

- Television & digital (but not limited to video), with all campaign data captured

#4 Full-funnel

- Reach & Frequency comesfirst but outcomes reporting also in scope

Industry Requirements SUPPORTED BY ADVERTISERS

#5 Privacy-safe

- Solutions for an evolving regulatory landscape which have respect for privacy at the heart

#6 Fair & objective metrics

- Metrics for comparability (but not limited to one metric)

#7 Trust & Transparency

- Enshrined through regular audits with bodies such as the MRC

#8 Advertising & content specific

- Advertising measurement is key but context and editorial should also be measured

Detailed Principles for Adoption

We've identified that there are four key (and inter-related) areas that any cross-media measurement service should be bound against:

Governance

- Neutral, independent & objective
- Representative & transparent
- Future focused

Standards & Metrics

- All measurable impressions in scope
- Viewable impression metrics & duration included
- Target audience defined
- Comparable and flexible
- Including MRC standardized metrics

Privacy & Security

- Transparent privacy & consent requirements
- Data security to prevent re-identification
- Understanding privacy implications

Technological Infrastructure

- Single source panel(s) used as truth set
- Verifiable & transparent participant log data
- Linear & non-linear tv data
- Inclusive of return path data (RPD)
- Transparent and unbiased de-duplication methods or models

How
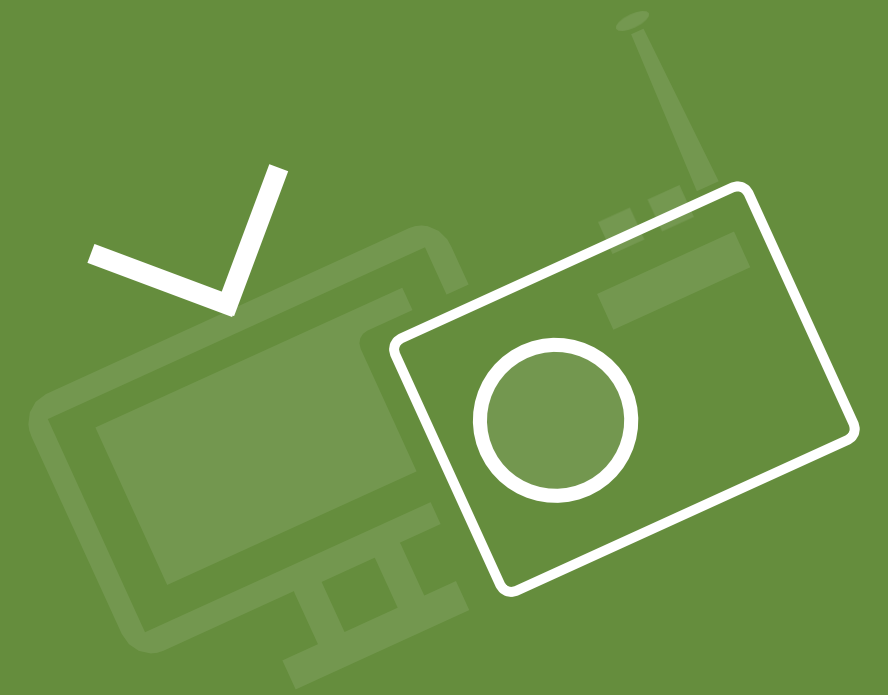
HOW... A TECHNICAL COLLABORATION FACILITATED BY WFA

Solution DESIGNED IN 2 PHASES

1 — The Set Up Phase: Training the VID Model

What it Does:

- Develops Reach Models using a Panel and Census data
- Allows Impression data providers to share data, label impression and Trains the VID Models

What is Needed:

- Digital Publishers, OTT Publishers Event Data with IDs and Demos
- Calibration Panel (Source of Truth) – Full Data for Panelists (Combination of STB data, Smart TV data, Panel Data)
- VID Model
- Census Data

2 — Measurement

What it Does:

- Determines specific advertiser campaign level measurement

What is Needed:

- VID Model
- Reach and Frequency Estimator
- Multi-Party Computing Capability
- Reporting APIs

Common work vs Local work
INFUSED THROUGH THE PROCESS

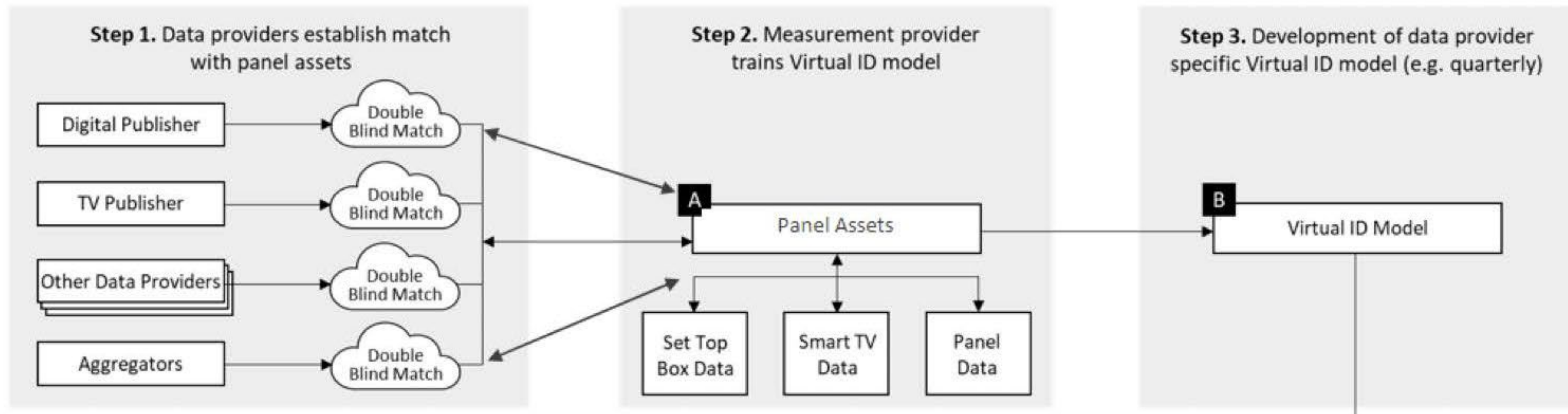|	Common Work - Transparent & Open Sourced	Local Work
System Input	• Define consistent campaign/ad/content taxonomy & raw input data requirements for data providers; • Build turn-key solution for smaller publishers	• Ensure common data requirements are sufficient for various standards and metrics enabled by measurement system
System Output	• Develop and open source API libraries for various R&F measurement and planning use cases	• Determine output metrics for comparison across channels and implement the right set of APIs to fulfill local market measurement needs
Panel Matching Infra	• Develop and open source double-blind panel matching infrastructure that can be utilized by local panel vendors and integrators	• Define requirements for source-of-truth panel a smf choose local panel vendor(s) • Set up panel operations (along with bias and missingness corrections) that are necessary to train the VID model

Common work vs Local work
INFUSED THROUGH THE PROCESS

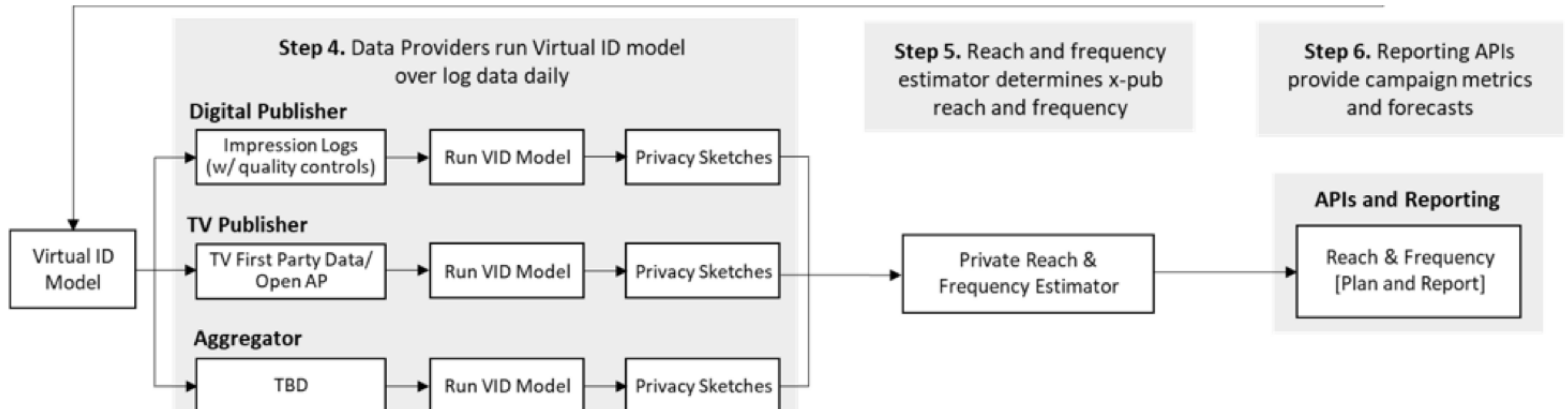|	Common Work - Transparent & Open Sourced	Local Work
VID Infra	• Develop and open source common VID scaffolding and labelling infrastructure that can be utilized by local markets	• Conceptual validation of VID framework for local market. • Identify local vendor to design / validate VID model for local TV data • Design and validate VID model for cross-media (TV + digital) • Deploy VID models with common and local data providers
Reach & Frequency Estimator	• Develop and open source R&F estimators • Design, develop, and open source decentralized infrastructure (MPC) that can support multiple local implementations • Provide infrastructure to host synthetic data tests	• Validate that R&F estimators preserve accuracy for local market needs • Identify local vendor to participate in decentralized infra, maintain system operations and report generation functions • Identify 3rd party providers to help with data provider integration

Initial WFA Blueprint SET UP PHASE

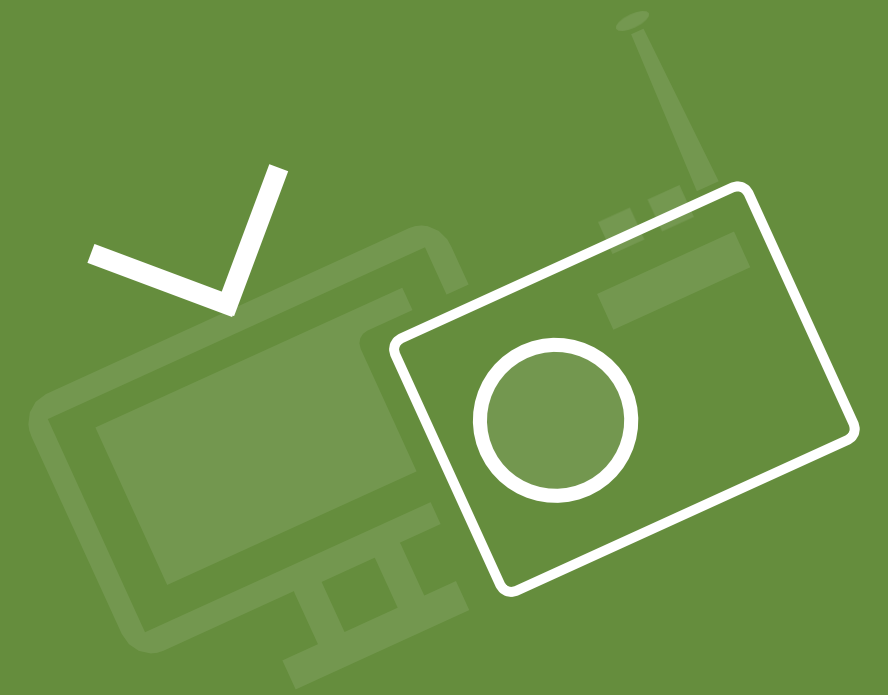|	Common Work - Transparent & Open Sourced	Local Work
System Input	• Define consistent campaign/ad/content taxonomy & raw input data requirements for data providers;	• Adapt Standards to Local Market Requirements
Panel Matching Infra	• Develop an open source double-blind panel matching infrastructure that can be utilized by local panel vendors and integrators	• Define panel requirements and choose local panel vendor(s) • Set up panel operations that are necessary to train the VID model
VID Infra	• Develop and open source common VID scaffolding and labelling infrastructure that can be utilized by local markets	• Conceptual validation of VID framework; Identify local vendor to design / validate VID model for TV and for cross-media (TV + digital); Deploy VID models with common and local data providers

Initial WFA Blueprint MEASUREMENT PHASE

	Common Work - Transparent & Open Sourced	Local Work
System Output	• Develop and open source API libraries for various R&F measurement and planning use cases	• Determine output metrics for comparison across channels and implement the right set of APIs to fulfill local market measurement needs

Step 4. Data Providers run Virtual ID model over log data daily

Step 5. Reach and frequency estimator determines x-pub reach and frequency

Step 6. Reporting APIs provide campaign metrics and forecasts

Virtual ID Model

Digital Publisher
Impression Logs (w/ quality controls) → Run VID Model → Privacy Sketches

TV Publisher
TV First Party Data/ Open AP → Run VID Model → Privacy Sketches

Aggregator
TBD → Run VID Model → Privacy Sketches

Private Reach & Frequency Estimator

APIs and Reporting
Reach & Frequency [Plan and Report]

What Now?

Current Status

Halo, UK, ANA

- Halo enabling pilot markets R/F 2022 testing
  - On track to support launch of the 2 pilot markets in 2023+
  - Looking to enhance engineering resources

- UK and US building local solutions 2022-2024
  - Including video and display
  - Trialing pilots & Scaling
  - Looking at Governance & Funding Models

What Now

Industry Measurement Advisory Group (IMAG)

- Created a group with full representation from each area of the industry (2022 Q3)
- Launched Advertiser Agency Advisory Committee (AAAC) 2022 Q4
- Launched Media Vendors Committee (MVC) 2023 Q1
- Conducting a needs assessment to determine and align on inputs that are required for the Canadian market
- Review and assess current capabilities and gaps required for implementation

Commercial Ad Measurement

- Part of the WFA principles
- Canada is one of the only countries to not have this in place

CMM Consensus

- Alignment on a go forward to follow the global Halo initiative utilizing the complete WFA principles
- Commitment to move forward on an RFI, RFP and funding of a full CMM solution

Other paths to CMM

- Evaluate and determine the most effective approaches by other countries
- Stay current with media companies and media measurement company's evolving solutions

Appendix

Additional Resources INDUSTRY INFORMATION

MRC Minimum Standards for Media Rating Research:

http://mediaratingcouncil.org/MRC%20Minimum%20Standards%20-%20December%202011.pdf

MRC Cross-Media Audience Measurement Standards (Phase I Video):

http://mediaratingcouncil.org/MRC%20Cross-Media%20Audience%20Measurement%20Standards%20(Phase%20I%20Video)%20Final.pdf

MRC Digital Audience-Based Measurement Standards:

http://mediaratingcouncil.org/MRC%20Digital%20Audience-Based%20Measurement%20Standards%20Final%201.0.pdf

MRC Multi-Channel Digital Video Data Capture, Accumulation and Processing Guidelines

http://mediaratingcouncil.org/Guidelines%20for%20the%20Capture,%20Accumulation%20and%20Processing%20of%20RPD%20Data.pdf

MRC Guidelines Concerning Data Integration:

http://www.mediaratingcouncil.org/MRC%20Guidelines%20Concerning%20Data%20Integration.pdf

MRC Location-Based Advertising Measurement Guidelines:

http://mediaratingcouncil.org/MRC%20Location-Based%20Advertising%20Measurement%20Guidelines%20Final%20March%202017.pdf