



# ACA's Canadian Objectives and Goals

- Implementing a standardized approach to unified cross-media measurement in Canada.
- Leading the development of a system that will provide advertisers with de-duplicated reach and frequency.
- Canada as a fast follower is utilizing Halo global support, evaluating and learning from the US and UK. These learnings will help determine what we will adopt and adapt for our unique Canadian cross media measurement needs.

*Reaching consumers efficiently and effectively is increasingly a challenge.*

Our inability to do so results in a waste of our investments and creates an environment of clutter for our consumers resulting in ad avoidance, jeopardizing our brands.

The creation of a system that provides de-duplicated reach and frequency in a fair and equitable manner, with full transparency, across all media and devices will be a win for advertisers, media owners and most importantly consumers!

With efficiency gains of 10-15% we can reinvest and optimize our media investments.

As advertisers driving this initiative, we are willing to invest in the solution.

## Industry Alignment

### Establishment of Requirements for Cross-Platform Video Measurement

#### ✓ 3 Key Principles



Cross-Platform Deduplicated Ad Reach and Frequency



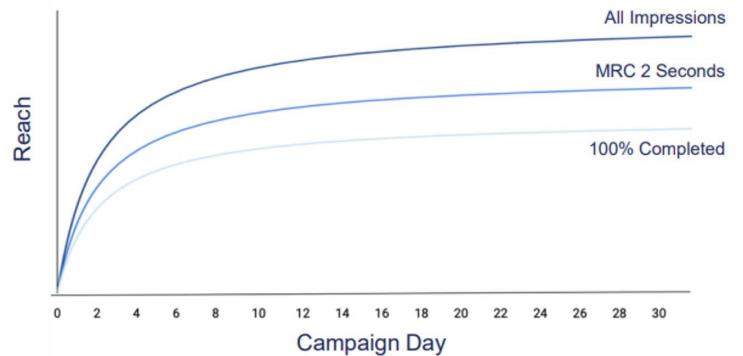
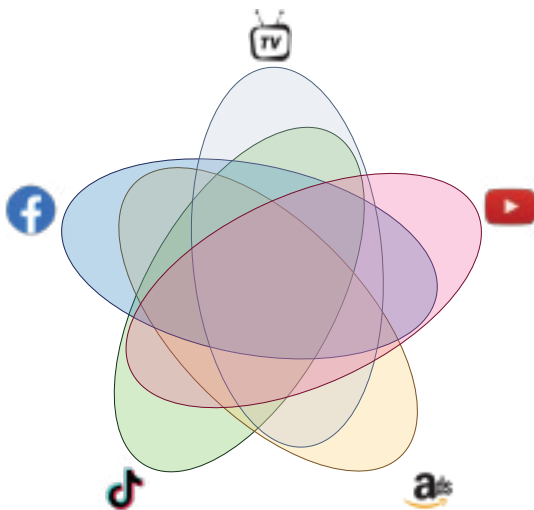
Cross-Platform Ad Optimization



Consistent Impression-based Viewable Ad Measurement

## Key Goals

- Provide de-duplicated reach & frequency data by time/audience/media owner/format, etc.
- A system that will measure campaign delivery across a range of channels with end users determining the campaign attributes that specify the measurement



## What is Next?

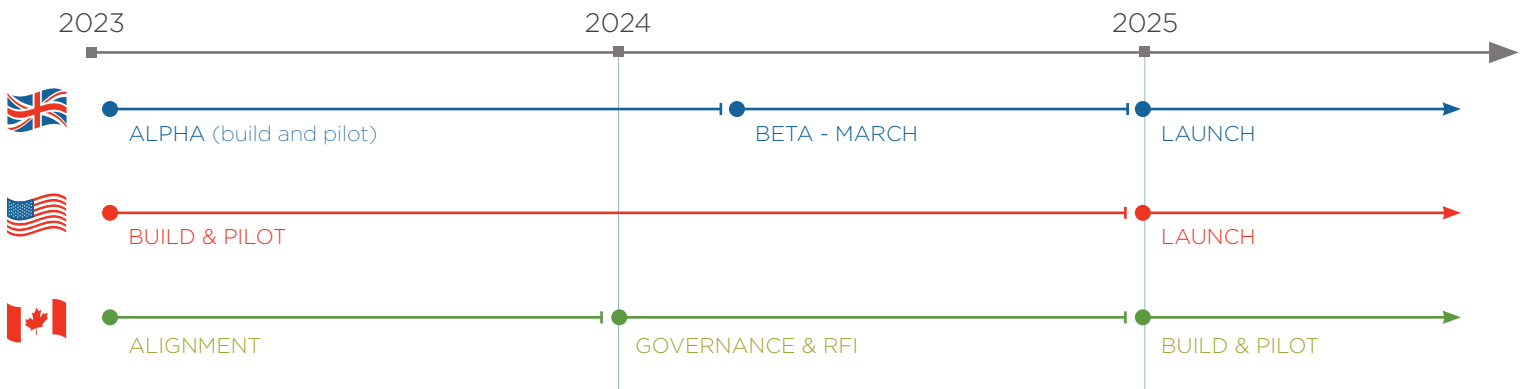
- Determine local Governance
- Investment
- Funding
- Timeline
- Create an RFP

This information is as of April 2024. As a fast follower we are learning and adapting from the US and UK who continue to refine their approach. Note: given market differences investments in the US and UK are not directly comparable. Our strategy of fast follower will result in savings for Canada.



	UK	US	Canada
GOVERNANCE	<ul style="list-style-type: none"> <li>JIC Market Model</li> <li>Not for Profit</li> <li>Led by ISBA, comprised of advertisers, digital platforms, agencies plus some associations and media ownership groups</li> </ul>	<ul style="list-style-type: none"> <li>Non JIC Market Model</li> <li>Not for Profit</li> <li>Led by ANA, comprised of advertisers and digital platforms</li> </ul>	<ul style="list-style-type: none"> <li>JIC Market Model (current)</li> <li>TBD, ideally Not for Profit</li> </ul> <p><b>Options going forward:</b></p> <ul style="list-style-type: none"> <li>JIC</li> <li>Media Owned</li> <li>3rd party (Profit-based)</li> </ul>
INVESTMENT (in CDN \$)	<p><b>Annual Estimate</b></p> <p><b>\$28,500,000 - \$34,000,000</b></p> <p>Exchange Rate: 1.70</p>	<p><b>Annual Estimate</b></p> <p><b>\$30,375,000</b></p> <p>Exchange Rate: 1.35</p>	<p><b>Annual Estimate</b></p> <p><b>To be determined</b></p>
LONG-TERM FUNDING GOAL	<p><b>Advertisers &amp; Agencies</b> 60%</p> <p><b>Digital Publishers &amp; Other</b> 40%</p> <p><i>Ramping up 3-4 years post launch</i></p>	<p><b>Advertisers</b> 33%</p> <p><b>Agencies</b> 0%</p> <p><b>Digital Publishers</b> 77%</p>	<p><b>Advertisers</b> TBD</p> <p><b>Agencies</b> TBD</p> <p><b>Media Vendors</b> TBD</p>

## Timeline



For further information, please contact: [jdavey@acaweb.ca](mailto:jdavey@acaweb.ca) or [photte@acaweb.ca](mailto:photte@acaweb.ca).

For the original 1 pager or original supporting documents, go to [ACA CMM](#) or scan the QR code.