
Update on 3MS/ Focus on Viewability

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State of Viewability Transaction 2015

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The State of Viewability 2015

In 2011, the Association of National Advertisers (ANA), the American Association of Advertising Agencies (4A's) and the Interactive Advertising Bureau (IAB) came together to fix digital measurement, by all accounts the single greatest obstacle to marketer, publisher and agency growth. After \$6 million of collective investment by the three associations in Making Measurement Make Sense (3MS), we are on the verge of accomplishing something never before achieved in media: a wholesale change in media currency with the aim of improving results for all parties in a transaction.

We are in the midst of a remarkable transformation, whereby digital media transactions will be based on exposure to **individual** advertisements, not averages of multiple ads, like TV, or surrogates for exposure like print.

With this document, we aim to set the entire industry on a path toward collaboration and consensus in order to provide the best possible outcomes for the greatest number of participants in the shortest amount of time.

An Update on Viewability and Beyond

A letter to the ANA, 4As, and IAB

[MRC Data Request Form](#)



Dear Members of the ANA, 4As, and IAB,

The past several weeks have seen an overflow of public debate about the industry-wide shift of the “currency” for digital advertising transactions from the served impression to the viewable impression. This debate is welcome, and it is healthy. But it should not overshadow one basic fact: We have won. Implementation challenges notwithstanding, the viewable impression is the new reference currency for digital media transactions. Our three associations are proud of our investments and collaboration, and we are locked arm-in-arm-in-arm as we strive to improve the state of digital media measurement, and indeed, of all media measurement.

But in order to speed up the transformation and maturation of digital measurement, we need your renewed commitment to and leadership in this critical joint industry endeavor. Specifically, we need marketers, agencies, and publishers to provide the MRC specially structured data on viewability measurement results for their advertising campaigns, so the MRC can identify and resolve any remaining material causes for systematic viewable impression counting differences by companies and their vendors.

MRC Data Request

 [Download a pdf version of the MRC Data Request Form](#) | [Read the letter on viewability from ANA, 4As, and IAB](#)

Data Request - Viewability Vendor Reconciliation Project (Phase 3)

Media Rating Council

January 16, 2015

Introduction

The Media Rating Council (MRC), in its ongoing effort to identify and address remaining systematic issues that cause discrepancies in the viewable impression measurements between MRC-accredited viewability measurement providers, is seeking specially structured data on viewability measurement results for production advertising campaigns.

While MRC has previously issued guidance to the industry on reasons why such discrepancies existed, and has prescribed certain procedures that accredited vendors must follow that address these, we are undertaking this additional step to ensure that any remaining material causes for systematic viewable impression counting differences are identified. The data supplied for this project will help to ensure that significant issues of this type will be addressed and resolved.

Our hope is that we will naturally get a varied set of data, ad types, etc., across market verticals, to ensure a complete view of the causes of differences. If in MRC's judgement the coverage derived from the data submitted is insufficient to derive a complete view of vendor differences, additional specific data may be requested by MRC.

Confidentiality of Submitted Data: Data supplied to MRC for this project will be maintained under strict confidentiality. MRC will not share the identity of participants (marketers, agencies, media organizations and measurement vendors) and will not share results of campaign on an attributed basis with anyone - any results that are reported from this phase of testing will be generalized and anonymously reported by MRC.

MRC Data Request Topline Summary

- **Seeks “...to identify and address remaining systematic issues that cause discrepancies in the viewable impression measurements between MRC accredited viewability measurement providers.”**
- **Provides a structured test and standard specifications for live testing**
- **Requires that participants “... identify campaigns for which multiple accredited viewability providers’ measurements can be tested”**
- **Requires**
 - Pre test to ensure that specious results are not obtained
 - Structured and detailed information on the ad flight(s), units, duration, ...
- **MRC is considering other analyses**

Viewability Generates Opportunity

- **Without comparable metrics, advertisers will continue to disproportionately value and spend on media they can count and count on**
 - By counting the same way, we move beyond the supply chain conundrums and into value.
- **The Viewable Impression is only the first step, GRPs next. And, work has begun**
- **Ad effectiveness and brand building metrics need standardization beyond the initial 3MS Engagement paper IAB spearheaded**
- **And mobile must be comparable**