
IMPROVING DIGITAL MEASUREMENT: AN MRC UPDATE

**Prepared for: IAB Global Summit
September 28, 2016**

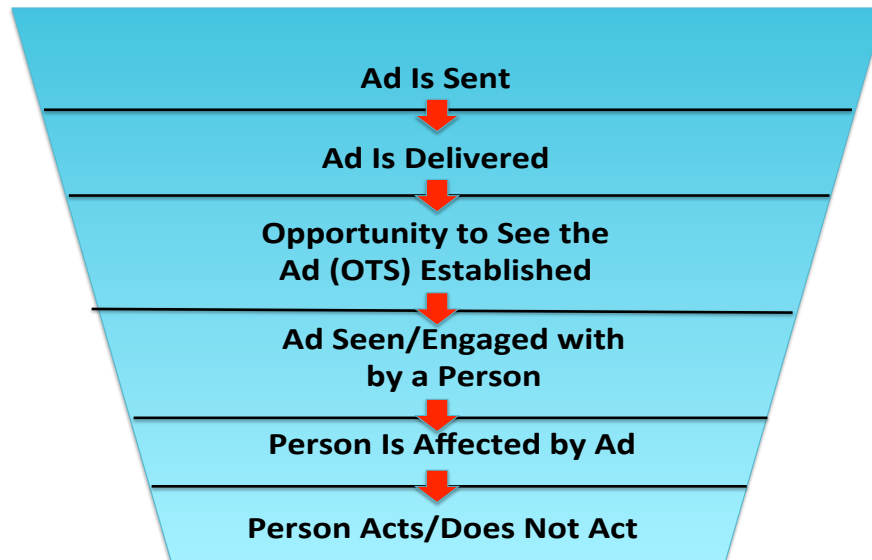


Agenda

- 1. The “Big Picture” of Our 3MS Work**
 - Progress Made Over the Last Year
 - Projects Planned, with Rationale and Details
 - Priorities Related to the “Value of Advertising”
- 2. What’s Next for MRC: Programmatic**
- 3. Q&A**

The Big Picture – 3MS Roadmap

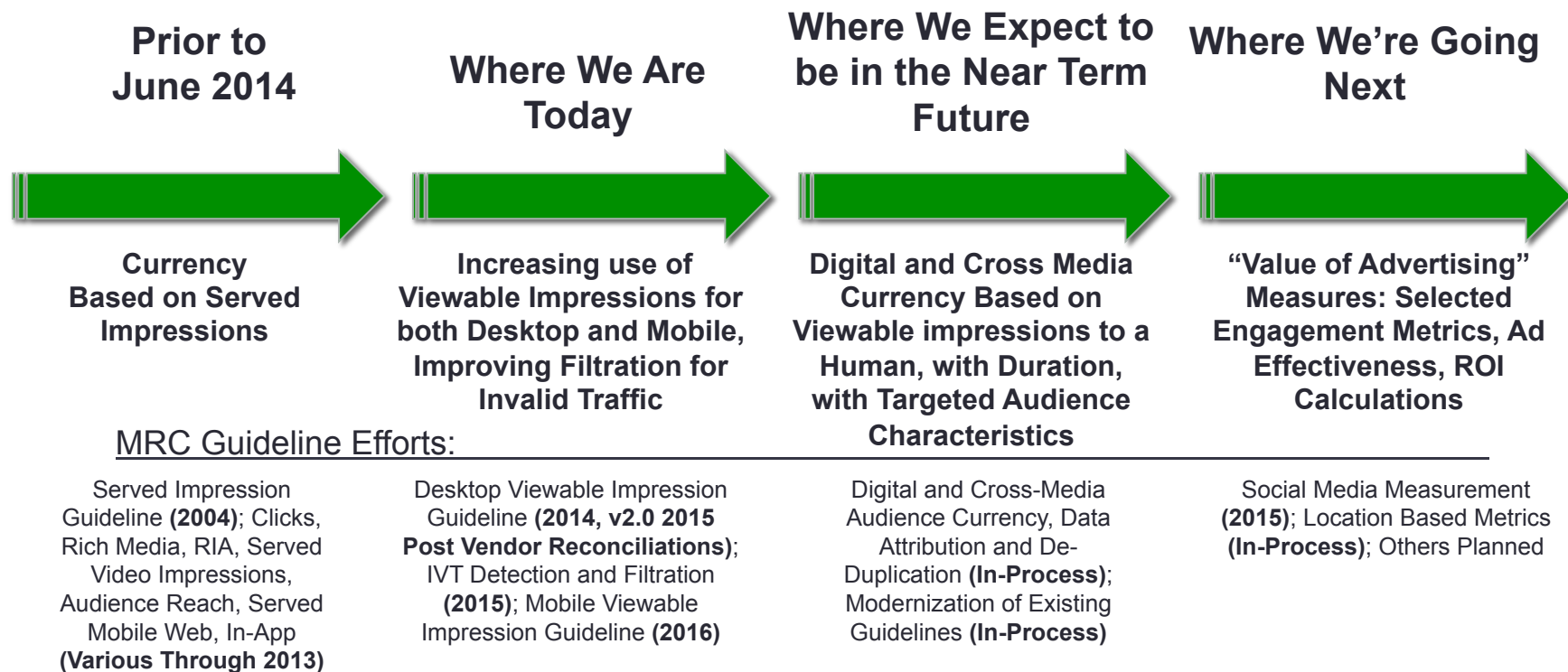
The Advertising Process



Stages 1 through 3 of the model are focused on the success of the ad's delivery

Stages 4 through 6 are focused on the success of the ad's message (similar to traditional Attention, Interest, Desire, Action [AIDA] marketing models)

The MRC/3MS Digital Measurement Evolutionary Path



Key Initiatives from the past year

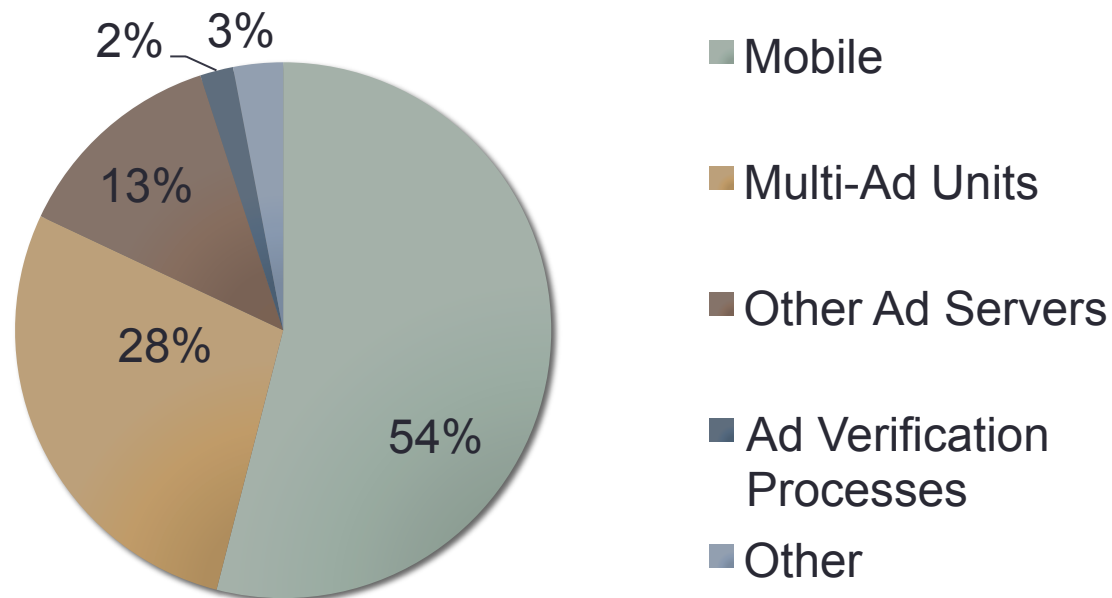
- 1. Viewability 2.0/Reconciliation**
- 2. Mobile Viewability**
- 3. IVT**
- 4. MMTF**
 - 1. Served Mobile Impressions Update**
- 5. Turning the page on Viewability...**

Viewable Impressions

Reconciliation Project Phase 3: Background

- MRC issued broad call to the industry on January 16, 2015, requesting data for campaigns measured by 2 or more accredited viewability vendors
 - All information provided on strictly confidential basis
- In response, we received campaigns from a broad range of publishers, agencies, and marketers
 - Nearly 4 billion served impressions
 - Included display and video ads, covering a wide range of placements and sites
 - Campaign data included most major viewability vendors

Reconciliation Project Phase 3: Reasons for Differences Observed



Among all campaigns for which data was received.

MRC Reconciliation Findings: Moving Forward

- *Viewable Impression Measurement Guidelines v2.0*
Issued in August 2015
 - MRC accredited measurers required to adopt updates to maintain accreditation
 - Fact: Viewable impression measurement will never be completely static
 - Recognition that it will evolve and improve over time, as result of technological and other innovation
 - Additional guidance and updates to *MRC Viewable Impression Guidelines* will be provided as needed

Invalid Traffic Detection and Filtration Guidelines

IVT Detection and Filtration Guidance: Issues That We're Seeing So Far

- Relatively few organizations will have the necessary assets/capabilities to do SIVT detection well
- In the absence of industry bot lists, vendors are trying to create their own, or acquire such lists from other parties
 - This practice appears to have led to inconsistent results, with a general tendency exhibited to filter more traffic rather than less
 - MRC encourages:
 - Development of industry wide lists (TAG is expected to assume this role)
 - Impression level evaluation of traffic in most instances that considers multiple signals, rather than simply applying broad IP-address based rules
- There are cons to Ad Blocking (pre-bid) from an IVT perspective
 - Can often serve to signal detection to the "bad guys"

Updating Existing Measurement Guidelines: Working with IAB's Modernizing Measurement Task Force (MMTF)



Updating Existing Guidelines: Working with IAB's MMTF

- Guidelines Update Priorities for Remainder of 2016:
 - Disallowing Count-on-Decision, move toward Render requirement
 - Stronger Pre-Fetch, Pre-Render, Auto-Refresh, Auto-Play Guidance
 - Accounting for Newer Types of Video Inventory
 - Adding Details Around Duration Metrics
 - OTT
 - Add Mobile Content Across Guidelines (for example, Clicks -- Add Taps)
 - Move beyond the Current Measured Click to Incorporate Certain Types of Landing Validation (IVT Concept)
 - Native
 - Consolidating Guidance

Deeper Dive – Audience Currency and Cross-Media

Some Critical Issues and Concepts (To be addressed by working group)

Basic Organization/Logistical Parameters:

- Individual vs. Household Granularity
- Ad-Type and Media Genre Segregation
- Ad and Content Segregation
- Universe Estimates and Coverage Universe Estimates
- Ad ID and Content Identifiers, Encoding/Meta-Data
- Standardized Reporting Parameters

Some Critical Issues and Concepts (To be addressed by working group)

Transaction Measurement Parameters:

- Builds on Existing Guidance
 - Requirement for Some Real Data Collection vs. Complete Modeling
- Presence of Audio
- Duration Measurement Issues
 - Minimum Duration
 - Forced Duration
- RPD Data Collection, Quality/Transparency – **a difficult area**
- Location Information and Other Transaction/Targeting Info.
- Editing Processes, Aggregation Controls

Some Critical Issues and Concepts (To be addressed by working group)

Audience Parameters:

- Data Attribution and Data Quality/Transparency Considerations
 - Sources Known
 - Definitions of Data Fields (commonality, where used as links for Fusion/Integration)
 - Quality of Data – Age, Accuracy, Dynamics, Extent Ascribed
 - Ongoing Organizational QC Processes
 - Testing/Auditing of Data for Quality
 - Updating Processes – Frequency, Propagation Processes
 - Disclosures

Some Critical Issues and Concepts (To be addressed by working group)

Audience Parameters:

- De-Duplication Processes
 - Assumptions/Methodology Description
 - Empirical Testing/Evidence (from Measurement Org.)
 - Updating Frequency
 - Disclosures – Impact of De-Duplication

Some Critical Issues and Concepts (To be addressed by working group)

Metric Calculation Methods:

- Builds on Existing Guidance
- Audience Data
 - Impressions (Gross Reach, Frequency, Avg. Minute Audience)
 - Filtered for IVT
 - Duration Delineated
 - Attributed or Measured with Audience Targeting Characteristics

What Does this Really Mean...

- For All Media -- Currency based on impressions
 - That are viewable
 - To a human
 - Incorporating duration
 - Delineated by audience characteristics or other targeting criteria
- Segregating ads and content measurement
 - Ads – gross and unduplicated impressions as per above; for video ads duration metrics are critical, reach and frequency Metrics, etc.
 - Content – average minute audience, reach and frequency metrics, etc.
- Build clearer advertising effectiveness and value metrics, post OTS
- A difficult road to navigate

Status

- Working through Drafts with Large Working Committee
 - Integrates Digital, MVPD/RPD, etc.
 - Sorting and Resolving Issues
 - Currently on Draft #4
- Reminder – Two Phases (some aspects concurrent)
 - Digital Audience Currency (Late 2016)
 - Cross-Media Audience Currency (2017)

Forthcoming MRC/3MS Projects

- **Location Based Metrics**

- Timing: In-Process – Expected Timing: Public Comment Q4 2016
- Rationale: Part of the “Value of Advertising” Initiative, to better define components around the advertising transaction that add to the value of the impression.
- High-Level Contents:
 - Definitions
 - Measurement Parameters
 - Covers Transparency of Method and Performance of Device Location and Place Information
 - Snapshot versus Behavioral Analyses Over Time
 - Use of Static Device Information
 - Use of Other Data – Social Media, etc.
 - Attribution to People
 - Disclosures

Forthcoming MRC/3MS Project

- **Engagement Metrics for Marketers**

- Timing: Expected to Initiate in 2016
- Rationale: Establish metrics to reliably determine the “value of advertising” and determine whether individual ad creative and campaigns have anticipated impact on consumers.
- High-Level Contents:
 - Definitions
 - Establish “Core Metrics” for Measurement of Engagement
 - Measurement Parameters – Segregated by Metric
 - Compilation of Guidance on Process and Controls
 - Disclosures

What's Next for MRC: Programmatic

MRC's Programmatic "List"

- **Adoption of Viewable Impression Counting**
 - Programmatic lags other trading methods
 - Advanced nature of agreements
 - Tool integration, automation requirements, etc.
 - Understand the viewable nuances of mobile – web, in-app
 - Addressing “walled garden” measurers, highly mobile penetrated
- **Invalid Traffic Detection and Filtration**
 - Programmatic environments among the most concerning (specifically RTB and Exchange environments), this needs continued focus

**Caution: The intersection of Viewable and IVT –
Beware of results that appear too good to be true.**

MRC's Programmatic "List"

- **Targeting Characteristic Attribution**
 - As Discussed Previously, Improvement of Attribution quality is the subject of in-flight MRC guidelines processes (Audience Based Currency, Location Data)
 - Accuracy, Age and Coverage of Attribution Data
 - Ascription Processes within Attribution Data
 - Varying mobile location techniques, including expanding OpenRTB passed data
 - Validity of Attribution Methodology (Registration and 1st Party Data, Data Integration, Fusion, etc.)
 - Relative Size of Attribution Data Set vs. Measurement Data Set

MRC's Programmatic "List"

- **Verification of Programmatic/Automatic Processes**
 - External Auditing/Accreditation Processes – Nonexistent
 - Programmatic and RTB Processes are Taking Place outside of Traditionally Validated Third-Party Environments
- **Transparency – Critical**
 - Necessary for all levels – Publishers, Ad Exchanges, DSPs, Trading Desks, Agencies and Advertisers
 - Fees, Net CPMs, Bidding and Execution Parameters, Un-cleared Bids, Inventory Sources, Performance of Selected Sites (viewability, IVT, brand safety), Specific Landing Page Information, etc.

Thank You!

George Ivie: givie@mediaratingcouncil.org

David Gunzerath: dgunzerath@mediaratingcouncil.org

Ron Pinelli: rpinelli@mediaratingcouncil.org

(212) 972-0300

