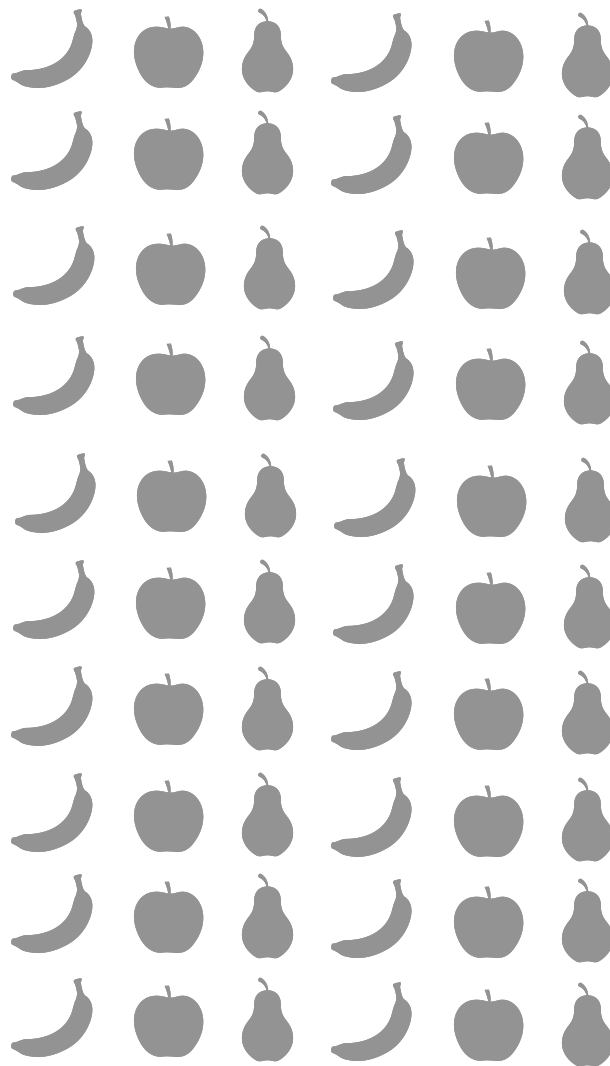




Cross Media Measurement Advertising Value Chain Ad reporting fact sheet

Guide 2021 – The need to sort things out –
A framework for ad purchases and delivery

Sveriges
Annonörer



The Cross Media Measurement project



This local Cross Media Measurement initiative in Sweden is a part of WFA – World Federation of Advertisers initiative. It follows the key principles WFA established, including four key components for measurement: Panels; Census Data & Identity; Reach and Frequency Estimator; and System Outputs.

Having a great legacy of measurement in Sweden, the decision was made to use existing ones. In the first phase of the project we examined the advertising value chain to clarify where in the chain the ads were bought, where they were delivered and where the ads were actually displayed.

In the project committee we have participation from several of the biggest advertisers who are members within Sveriges Annonörer, the Swedish advertisers association.

Several of the major measurement institutes did also participate, such as MMS – TV-measurement, Kantar – print, display, radio, pod, and Outdoor Impact – outdoor ads.

The following industry organisations are also part of the committee: IAB Sweden – Interactive Advertising Bureau Sweden, SMB – Swedish media agencies organisation, TU – the newspaper publishers organisation.

Thus, a majority of the major stakeholders in the market are gathered in the project.

Sveriges Annonörer – Cross Media Measurement Sweden – Project Team: Peter Mackhé, Fredrik Hallberg, Sofie Westerstrand

Background to Cross Media Measurement

The reason for the Cross Media Measurement initiative was the lack of trust in the ad reporting figures



LACK OF TRUST

TIME

TO STAY ON TOP OF RESEARCH
TO KEEP UP WITH INNOVATION
TO INVEST IN EDUCATION

KNOWLEDGE

"EXPERTS"
PERSONNEL
BOARD AND MGMT

MONEY

ROI/ROAS?
LONG/SHORT?
BUDGET?

Framework for Cross Media Measurement

ADVERTISERS
FULL VIEW OF ADS
PLANNING/EVALUATION

MEDIA COMPANIES
HIGHER LEVEL OF TRUST
FIGURE STANDARDISATION

MEDIA AGENCIES
BETTER TRANSPARENCY
CLARITY OF DIFFERENCES

3:RD MEASUREMENT
COMMON DEFENITIONS
ALIGNED METRICS

CROSS MEDIA MEASUREMENT

✓ STANDARDS ✓ GUIDELINES ✓ CLASSIFICATION ✓ AUDITING ✗ DATA REQUEST ✗ VALIDATION ✗ REPORTING

3:RD PARTY
MMS
TV ONLINE-VIDEO

3:RD PARTY
KANTAR
PRINT DISPLAY

3:RD PARTY
KANTAR
RADIO PODCAST

3:RD PARTY
OUTDOOR IMPACT
OUTDOOR MEDIA

ORGIN PROJECT
VIRTUAL-ID
WALLED GARDENS

The project team and sponsors



Project Team



Peter Mackhé – Sveriges Annonserer



Fredrik Hallberg – Polarsken Consulting



Sofie Westerstrand – Scream Mediabyrå

Sponsors



Google – Lisa Blom



JCDecaux – Magnus Heljeberg



TV4 – Malin Häger

Project committee – Members of the board

Sveriges Annonssörer



Lantmännen – Andreas Wallin



McDonalds – Christoffer Rönnblad



Telia – Per Carleö



ICA – William Sävblom



Fossil Free Marine – Karl-Oskar Tjernström



Synsam – Michael Grimborg



KRY – Kristoffer Stenqvist



BMW – Marie Dellbrant



Sveriges Annonssörer – Hanna Riberdahl

Industry partners



MMS – Pirjo Svedberg



Kantar Sifo – Yvonne Pernodd



Outdoor Impact – Mats Rönne



IAB Sweden – Kenneth Danielsson



TU – Jan Fager



Sveriges Mediebyråer – Daniel Eriksson



Hear Mediabyrå – Jochum Forsell

Media partners



JCDecaux – Neil Eddleston



TV4 – Mikael Ekelöf



Google – Carsten Andreasen



Google – Niels Marslev



Cross Media Measurement Sweden

The progress in the Cross Media Measurement project during 2020-2021



CMM Initiative Deciding on the project

Project Objective
Project Financing
Project Members
Problem Definition
Problem Agreement

2020

1

Project objective and purpose



Project members and financing



Problem definition & agreement



CMM Framework Status assessment

CMM Value Chain
CMM Fact Sheet
CMM Audit
Current Status
Industry Education

2021

2

The Advertising Value Chain



Ad Reporting Fact Sheet

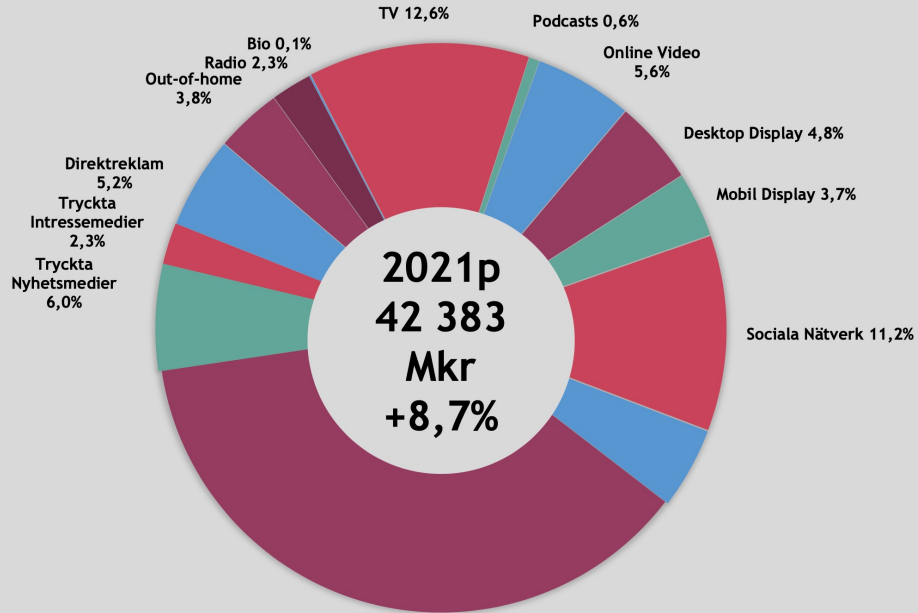


Audit – Brief Bought And Reported

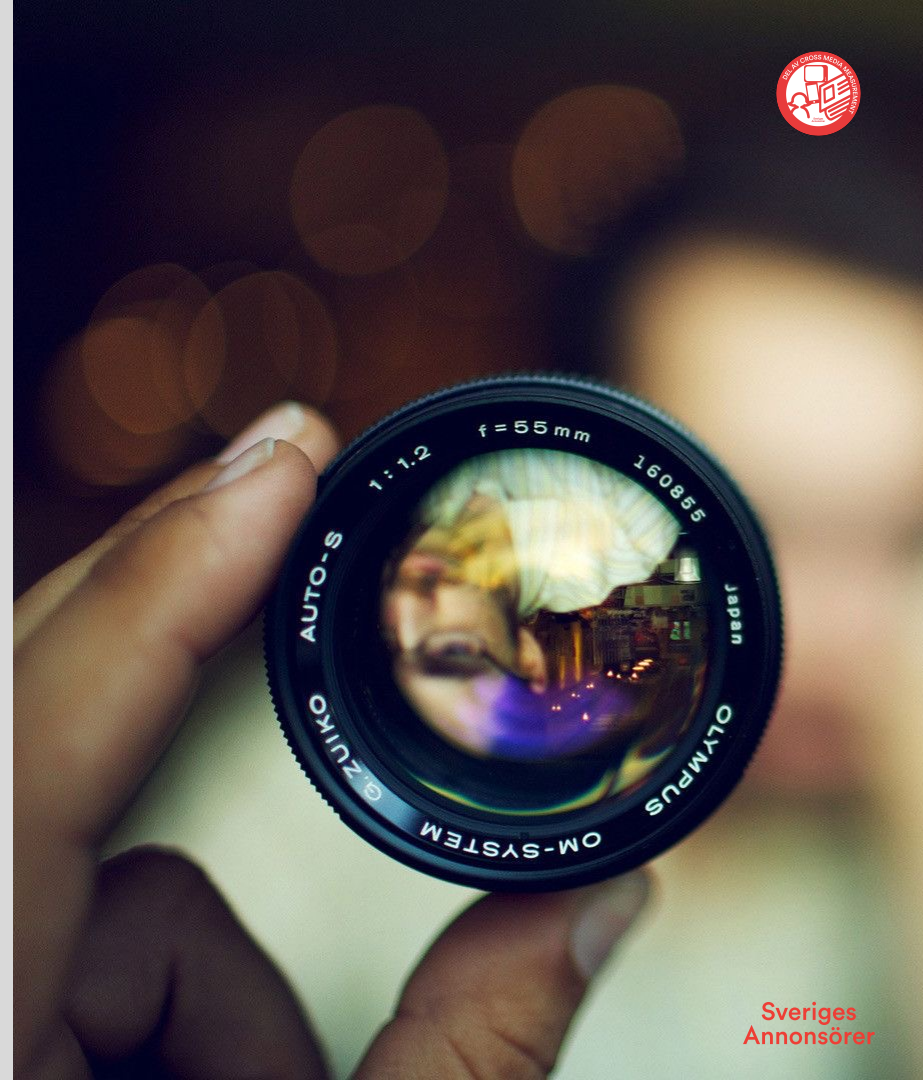


The scope in Sweden

Cross Media Measurement that's covering all media types



SOURCE: IRM



Sveriges
Annonser



”REACH IS PEOPLE”

”NOT ALL REACH IS EQUAL”

KAREN-NELSON FIELD

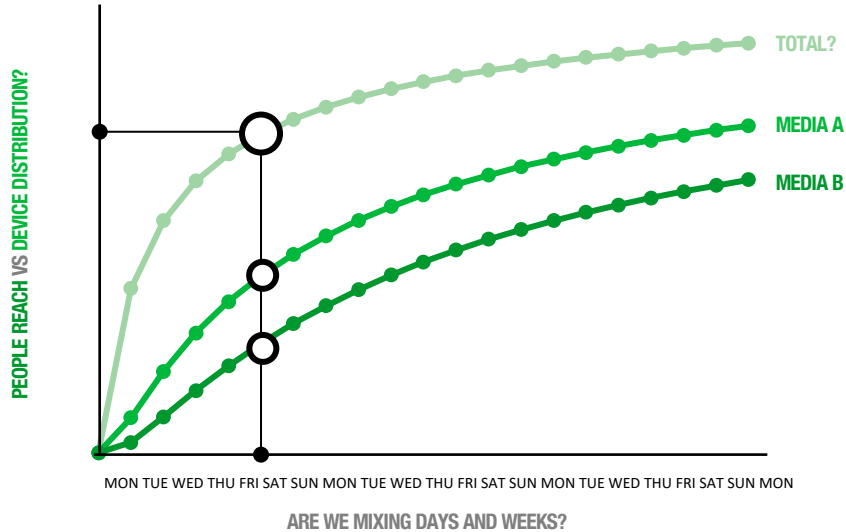
Cross Media Measurement purpose

We need the same currencies for media planning and ad buying if we want correct reach and frequency



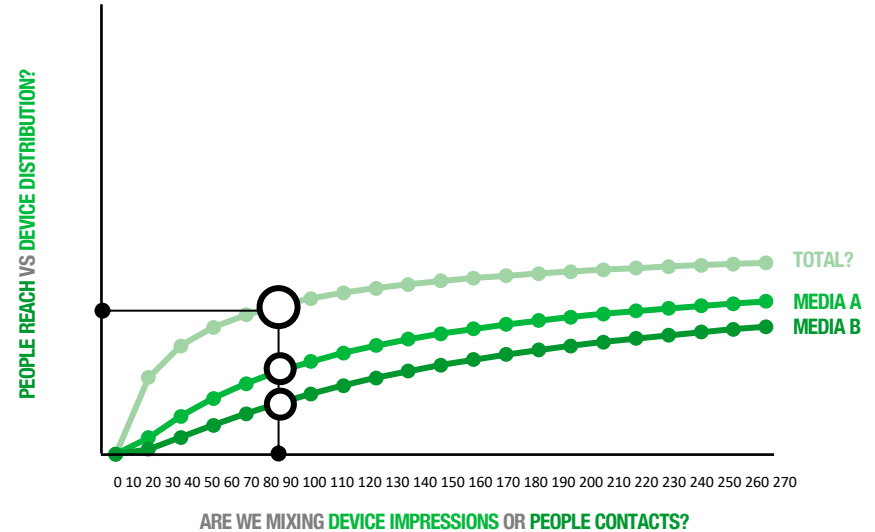
MEDIA PLANNING

MEDIA A + MEDIA B = TOTAL MEDIA REACH?



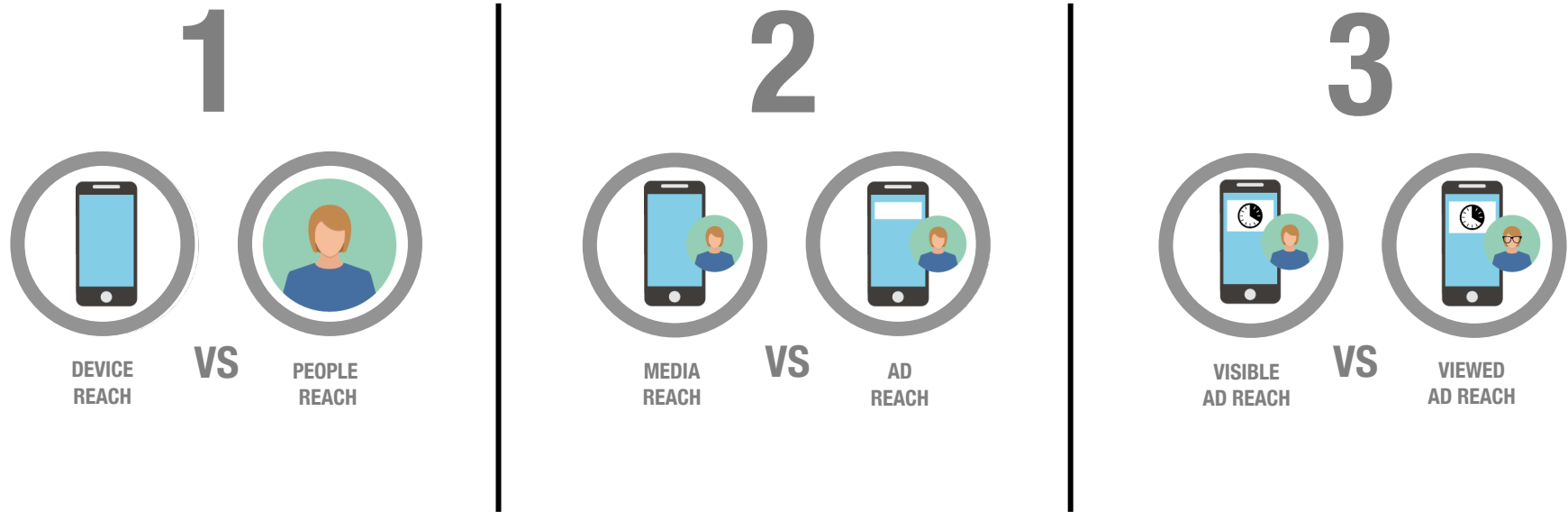
AD REPORTING

MEDIA A + MEDIA B = TOTAL AD REACH?



The current problem that causes confusion

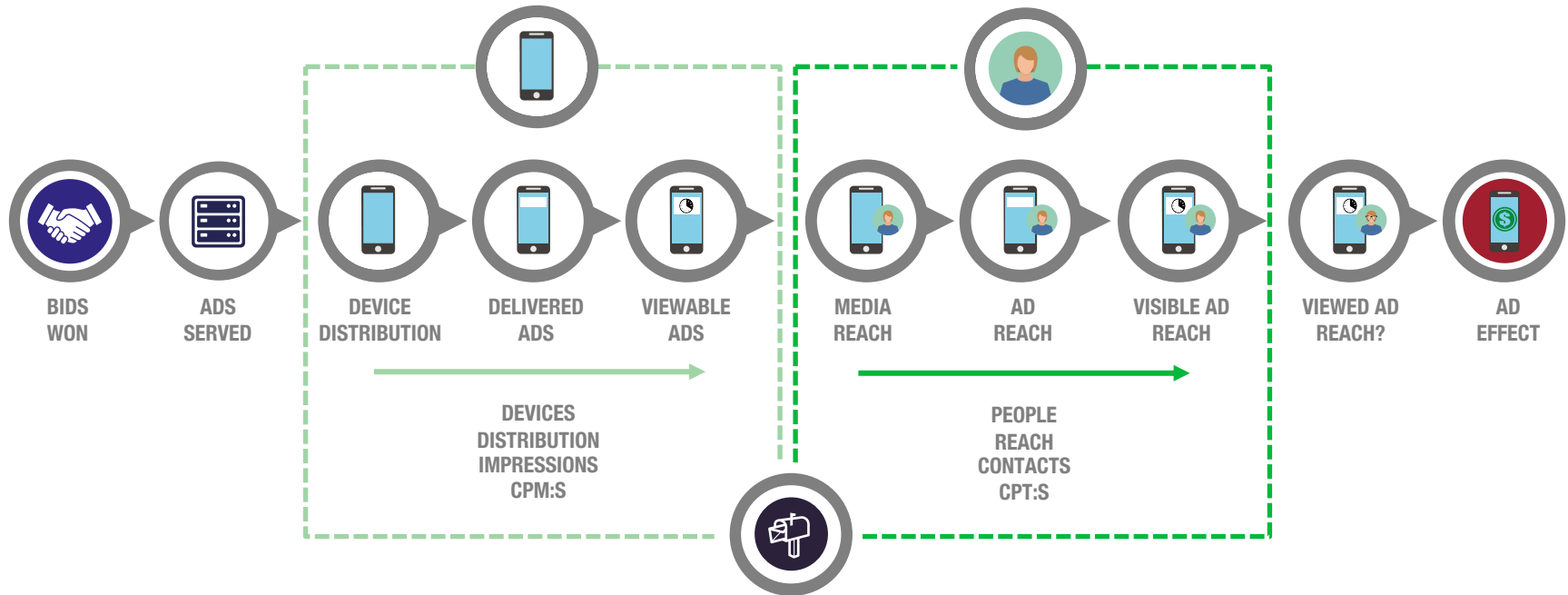
We mix devices with people, media reach with ad reach, visible ad reach with viewed ad reach



Due to lack of common definitions, standards, measurements

Cross Media Measurement Value Chain

The advertising delivery process



Cross Media Measurement definitions

People contacts is not the same as device impressions



PEOPLE 	CONTACTS	EXPOSURES	REACH	CONTACT-FREQUENCY	OTS	CPT
DEVICES MEDIA 	IMPRESSIONS	VIEWS	UNIQUE USERS	IMPRESSION-FREQUENCY	VIEWABILITY	CPM

We can not compare impressions with contacts cross media

Cross Media Measurement glossary



MEDIA REACH

The number of people reached by the media during a specified period.

AD REACH

The number of people reached by the ads during a specified campaign period.

UNIQUE (WEB) USERS

The number of unique devices, browsers or apps making server requests during a specified period.

CONTACTS

The number of visible ads exposed to people.

IMPRESSIONS

The number of ads requested from servers and Rendered on devices

VIEWS

The number of ads requested from servers and played on devices.

AVERAGE FREQUENCY (OTS)

The average number of contacts with people i.e. how many times people have the opportunity to see the ads.

VIEWABILITY

The level of rendering, coverage or completion of the ads on devices, browsers or apps.

CPT

The price for 1000 contacts with people i.e. the contact cost.

CPM

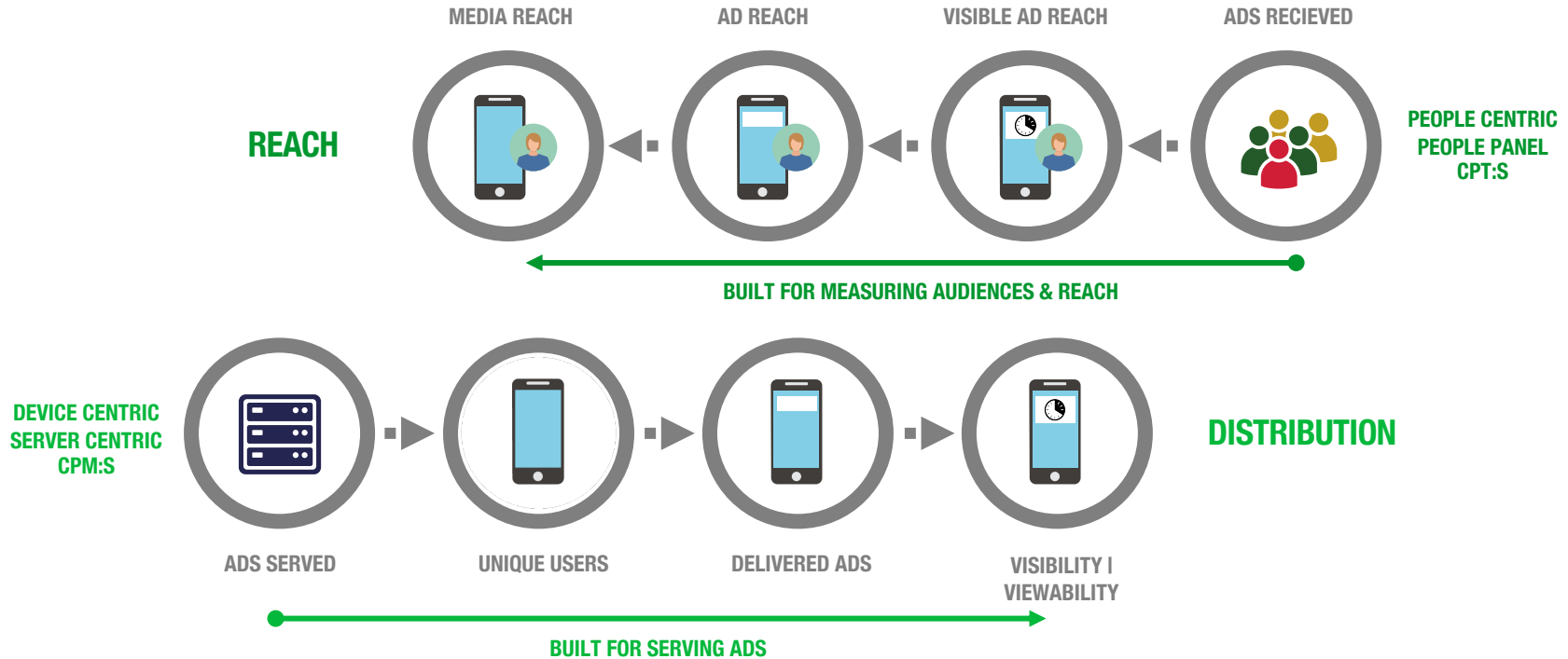
The price for 1000 rendered- or played ads on devices or apps.

eCPM

The price for 1000 rendered ads according to specific industry standards.

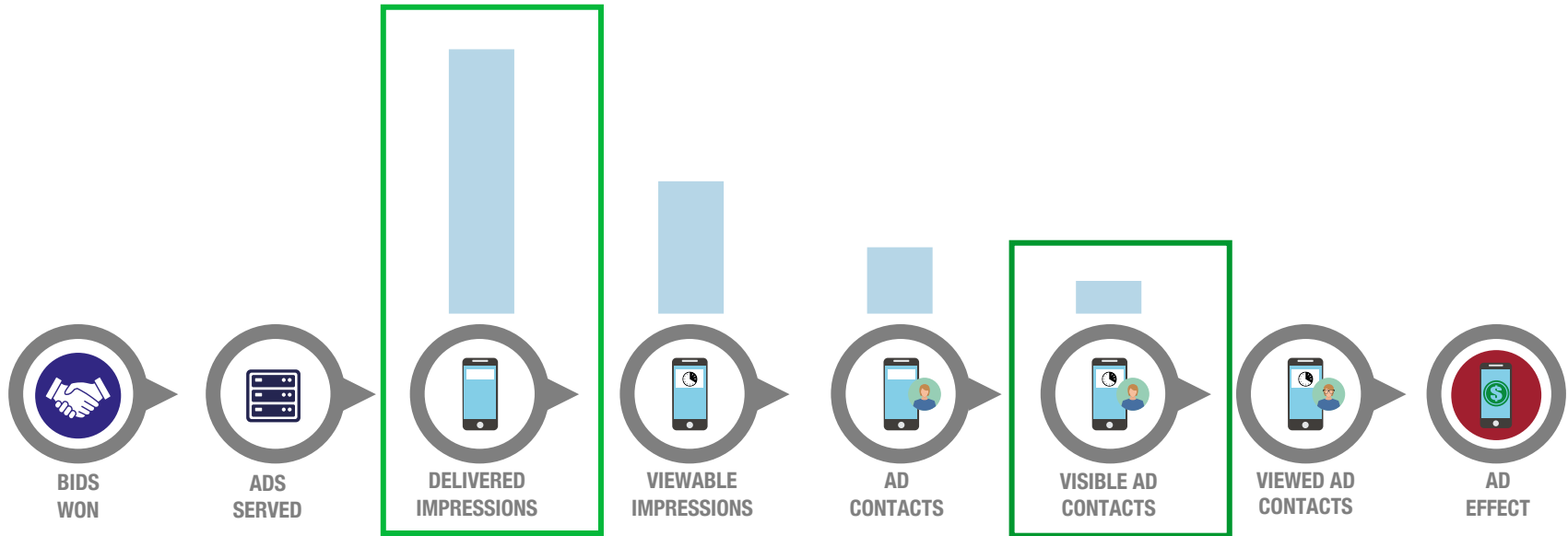
The origin of the problem

Device centric vs people centric



If we mix impressions with contacts

Delivered impressions are not the same as contacts with people



MORE IMPRESSIONS AT LOWER "CONTACT" COSTS



Potential areas of confusion

Ad planning and reporting does not consider different places in the value chain



SERVERS



DEVICES



MEDIA
REACH



AD REACH



VISIBLE AD
REACH



VIEWED AD
REACH



BRIEF



CONTACTS VS
IMPRESSIONS ?



PLAN



CONTACTS VS
IMPRESSIONS ?



PURCHASE



CONTACTS VS
IMPRESSIONS ?



REPORT



CONTACTS VS
IMPRESSIONS ?

NO COMMON: DEFINITIONS, STANDARDS, MEASUREMENTS

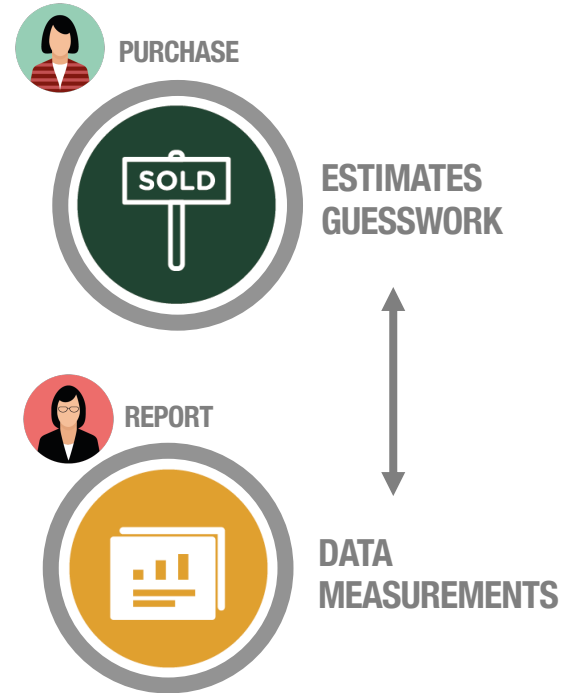
The Cross Media Measurement Project



WHY WE NEED CMM



WHERE WE ARE



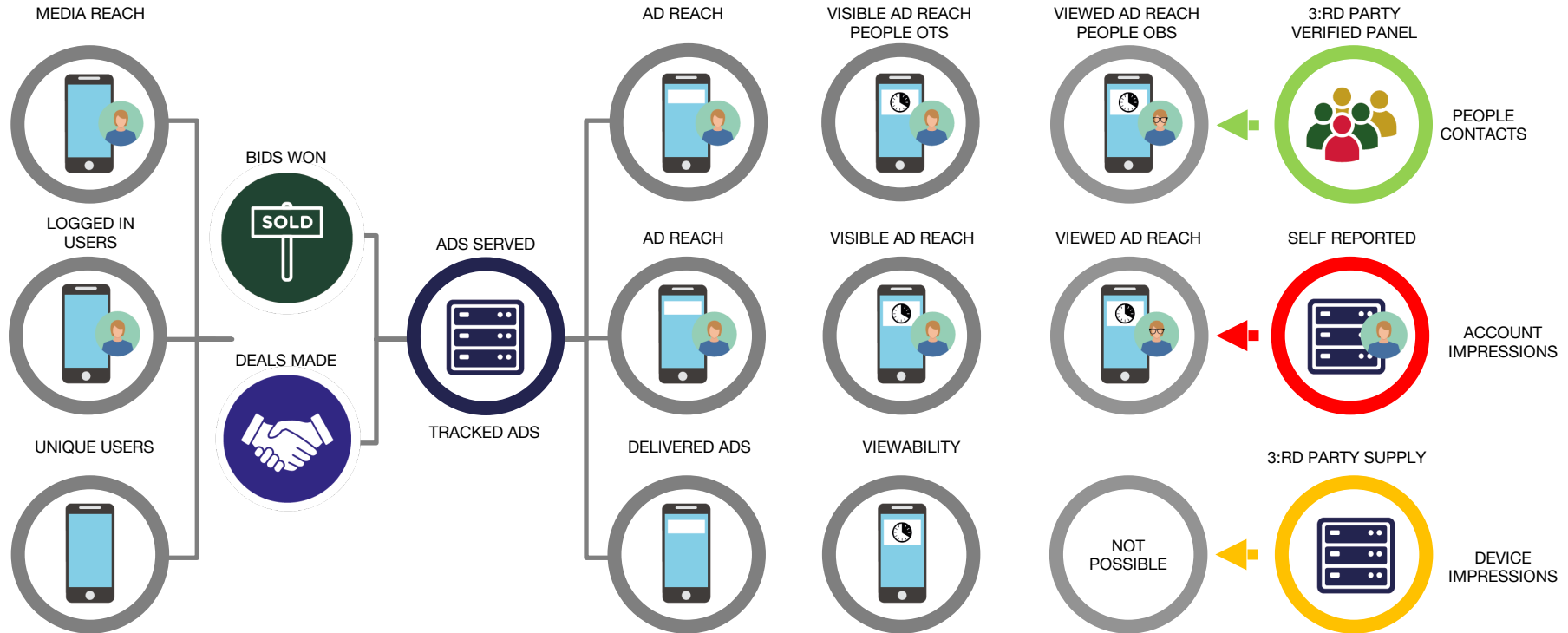


Indexing The Value Chain

Can we tell what ads
we're paying for

The ad buying process

From media planning to ad buying reporting and measurement



MEDIA PLANNING

AD BUYING

ADVERTISING DELIVERY AND REPORTING

AD MEASUREMENT

Media reach measurement

Media planning

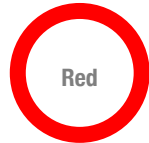
Media reach measurements show the number of people reached by the media during a specified period



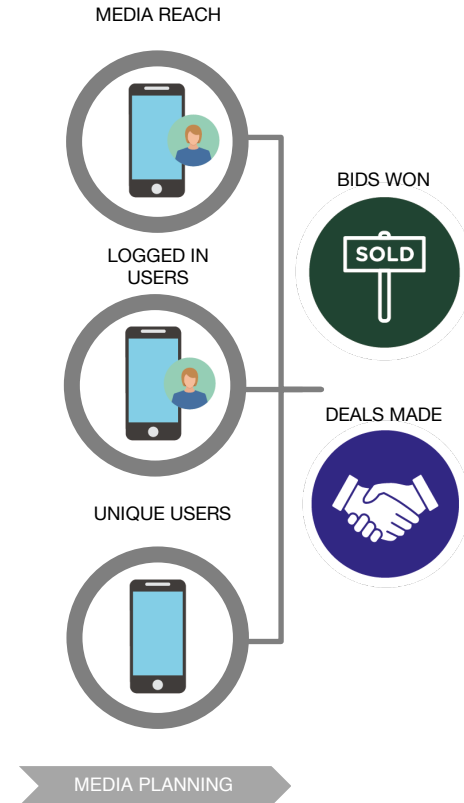
3:RD PARTY VERIFIED | AUDITED
Media reach and distribution is reported and verified by a 3:rd party industry body.



3:RD PARTY SUPPLIED
Media reach and distribution is reported by the media but validated by a 3:rd. party accredited standard.



SELF REPORTED DATA
Media reach and distribution is self-reported by the media/platform.



Ad reach measurement

Evaluation of ad campaigns



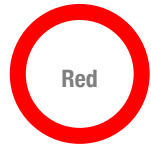
Ad reach measurements show the number of people reached by the ads during a specified campaign period



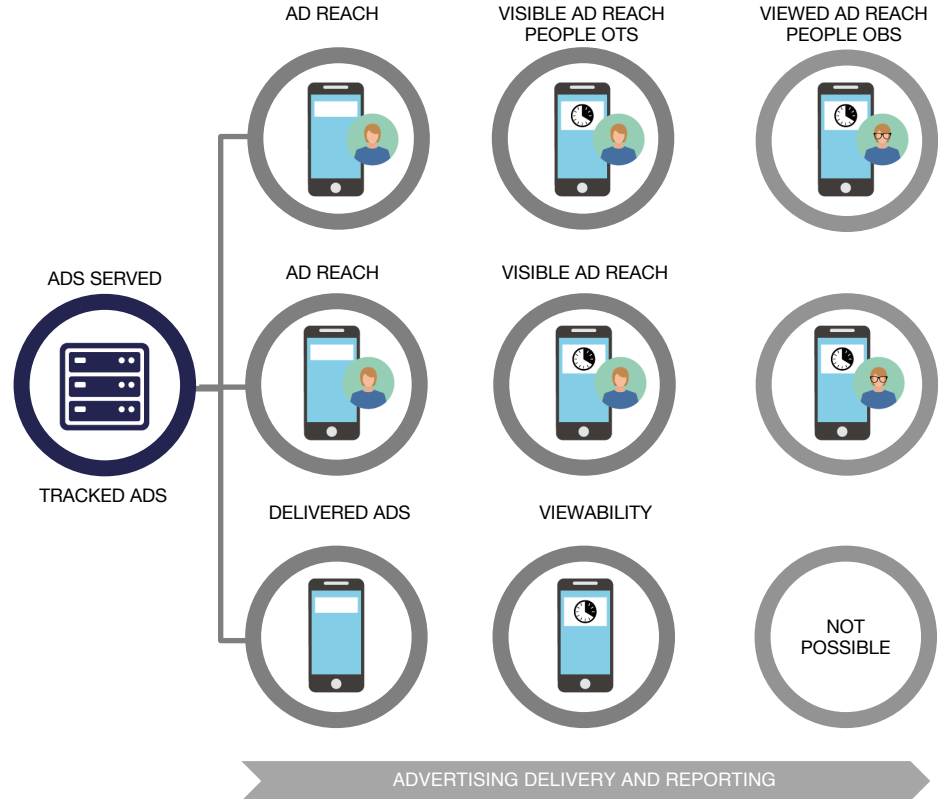
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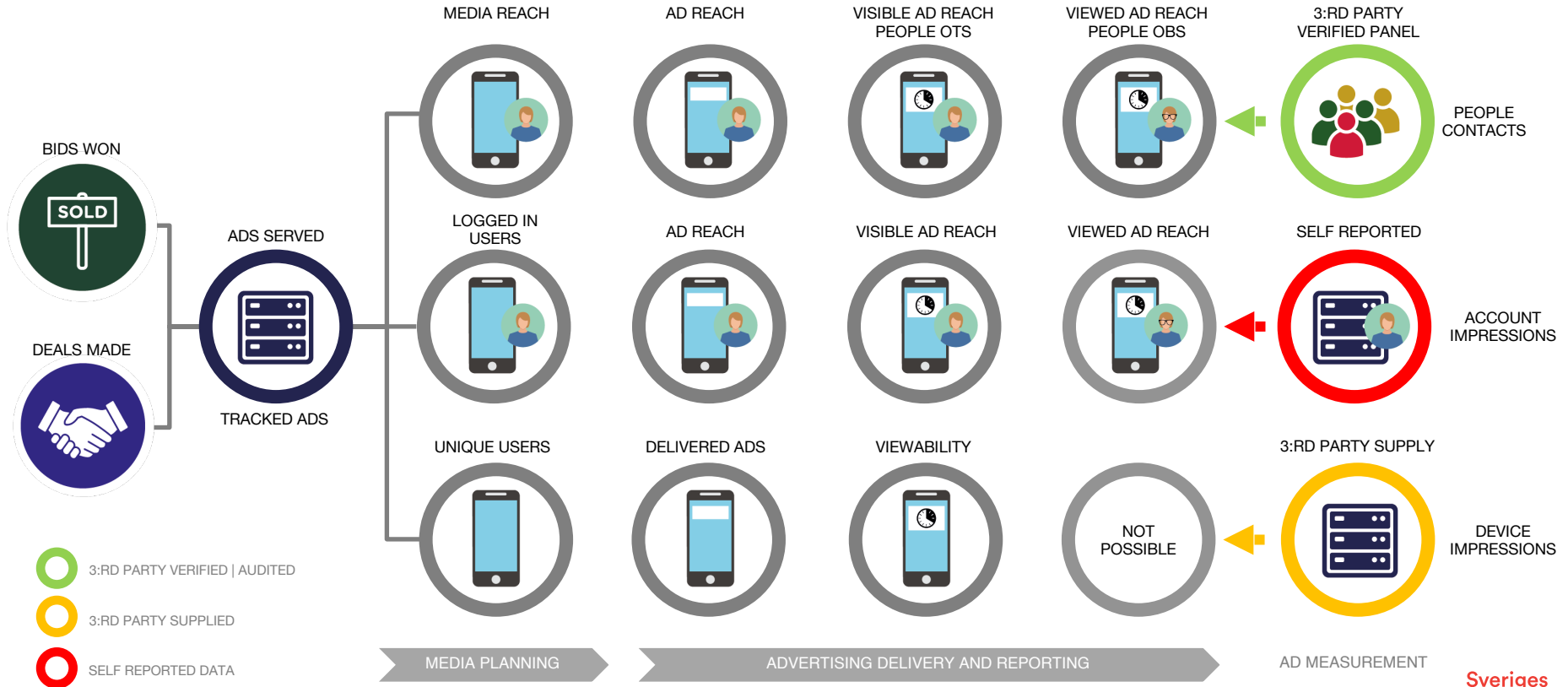
3:RD PARTY SUPPLIED
Ad reach and distribution is reported by 3:rd party ad-system suppliers using accredited standards



SELF REPORTED DATA
Ad reach and distribution is self-reported by the platform/media. Can be accredited but is not verified by a 3:rd party.



The Advertising Value Chain





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