



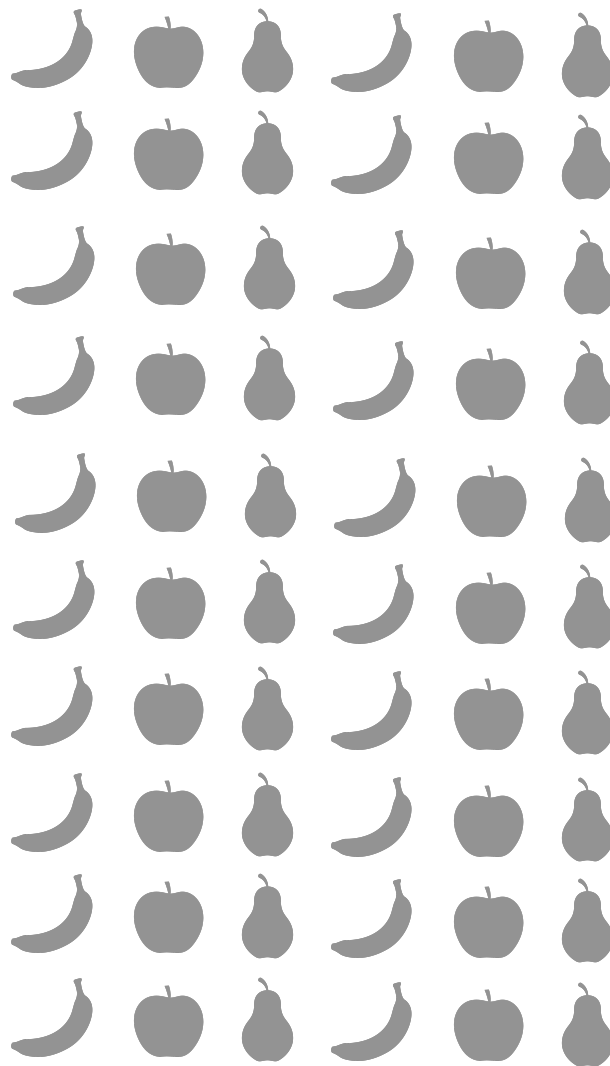
Cross Media Measurement

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

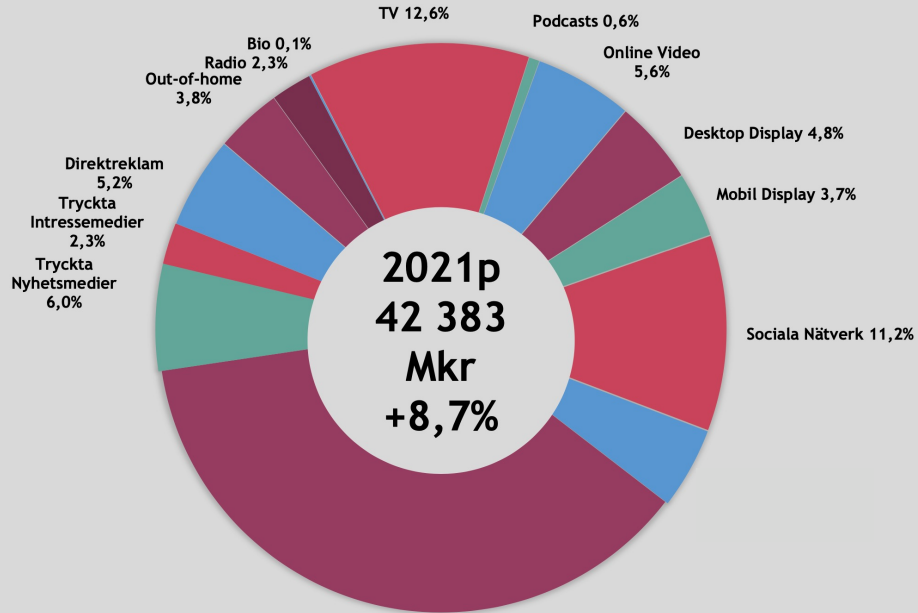


Audit – Brief Bought And Reported



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

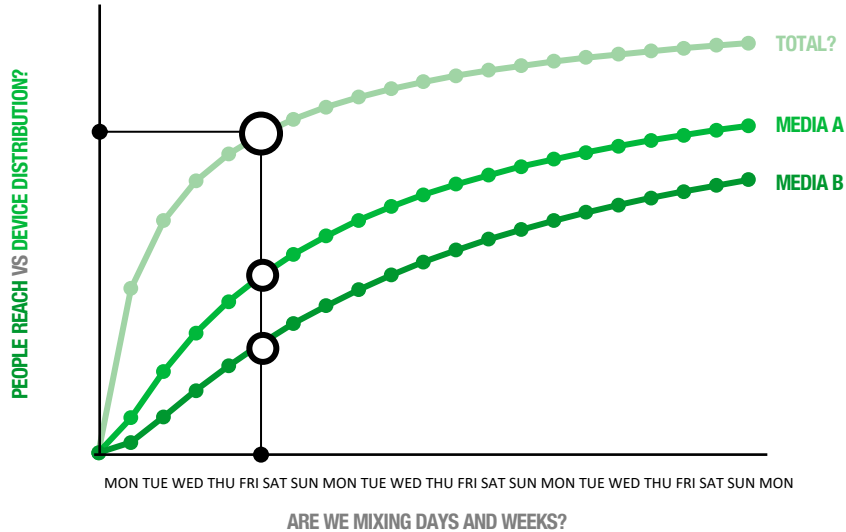
Cross Media Measurement purpose

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



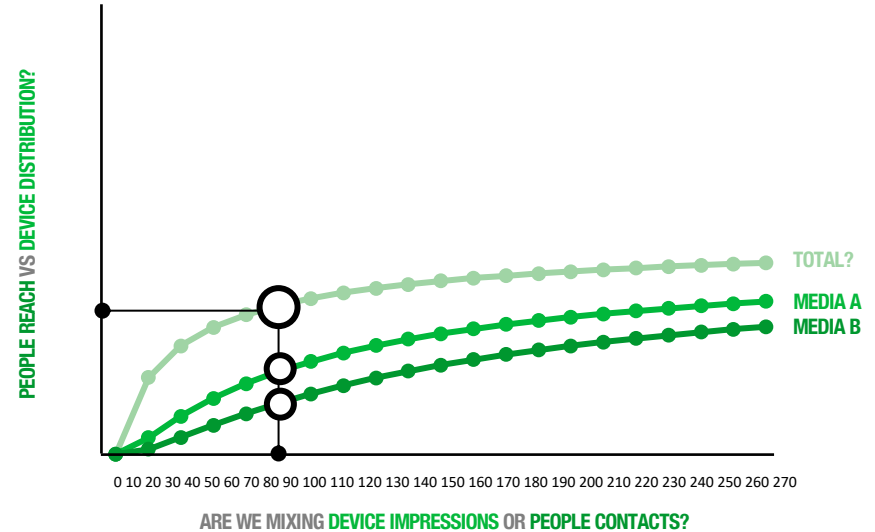
MEDIA PLANNING

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



1



DEVICE
REACH

VS



PEOPLE
REACH

2



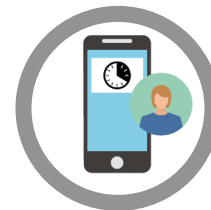
MEDIA
REACH

VS



AD
REACH

3



VISIBLE
AD REACH

VS

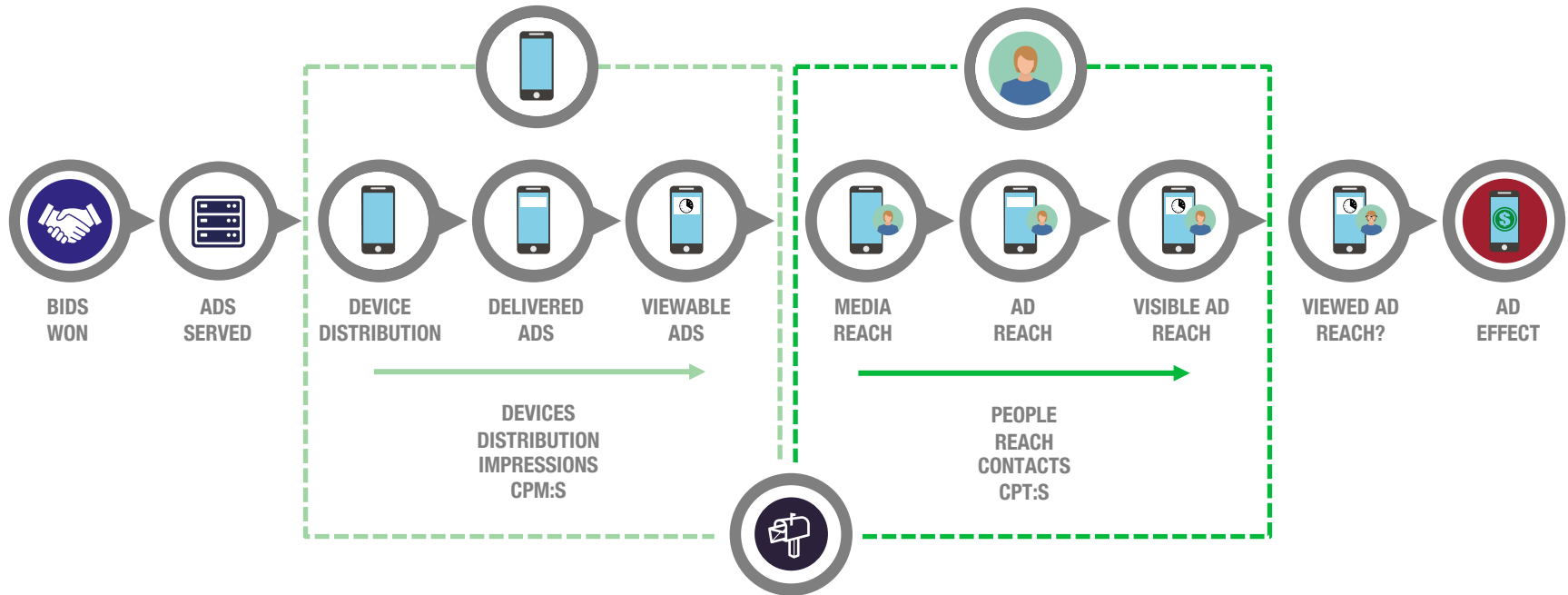


VIEWED
AD REACH

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

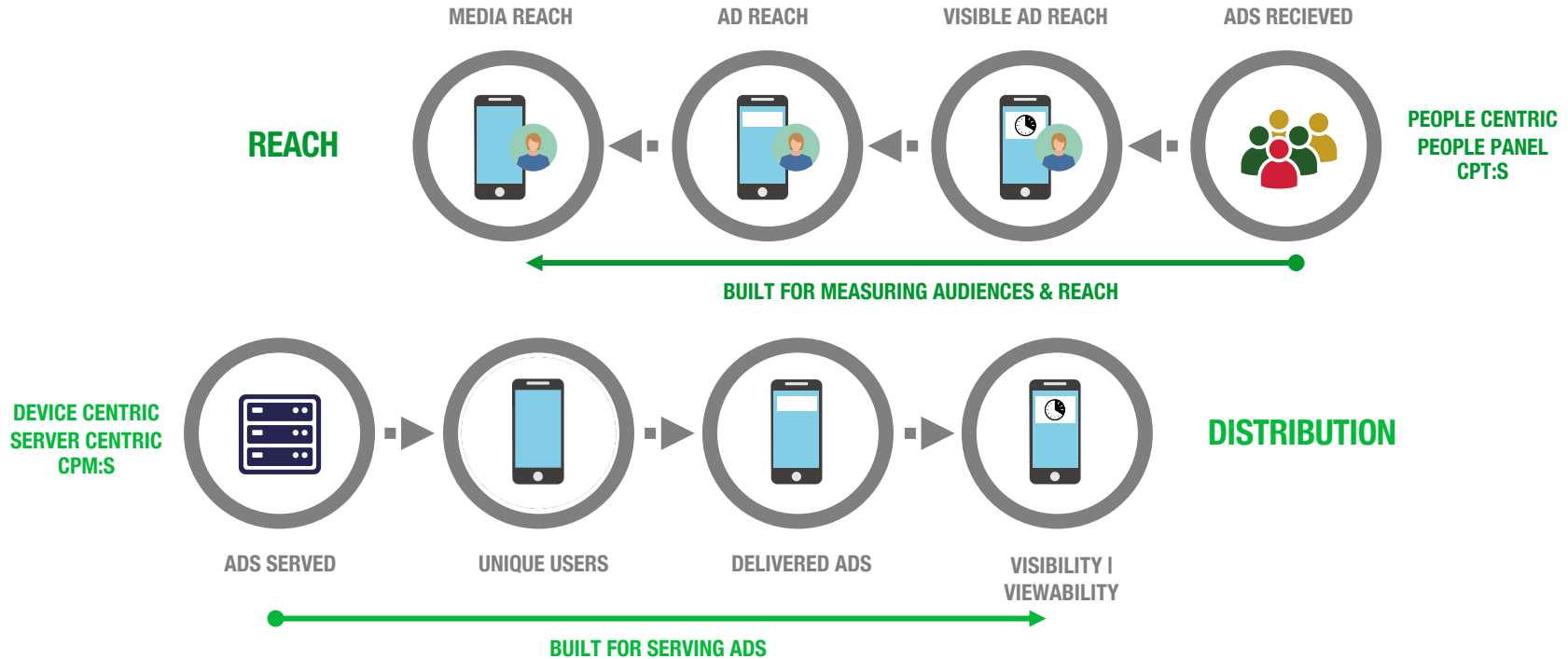
The price for 1000 rendered- or played ads on devices or apps.

eCPM

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

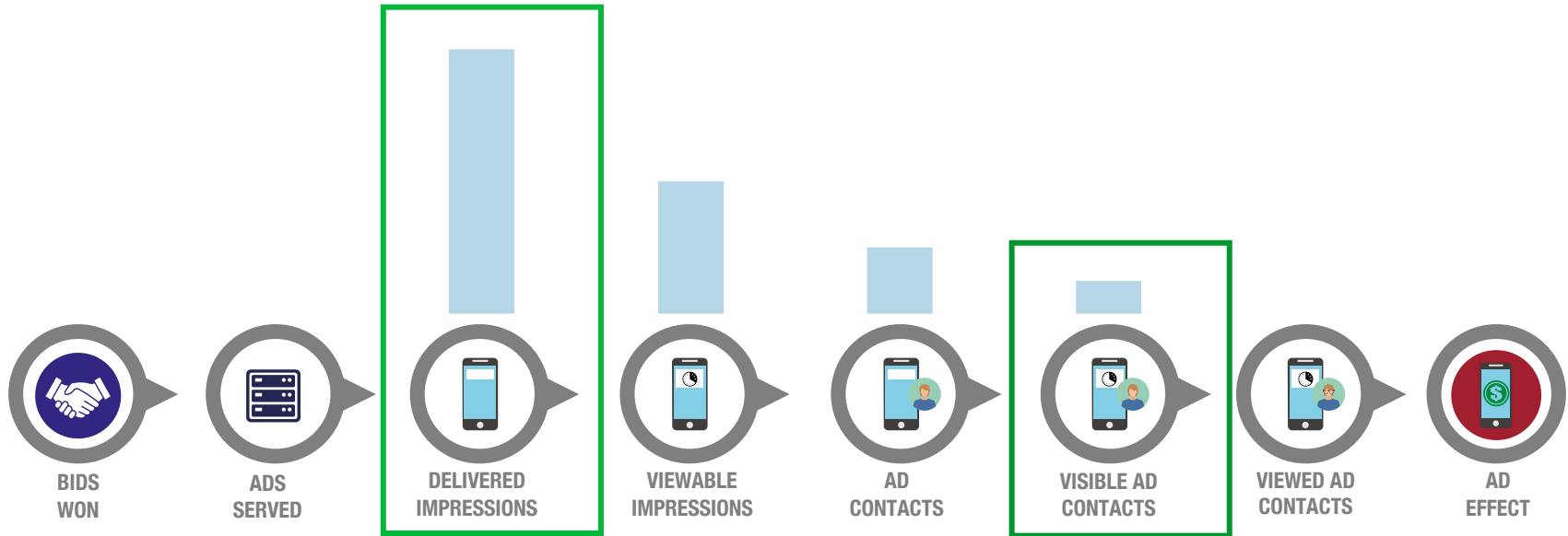
The origin of the problem

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

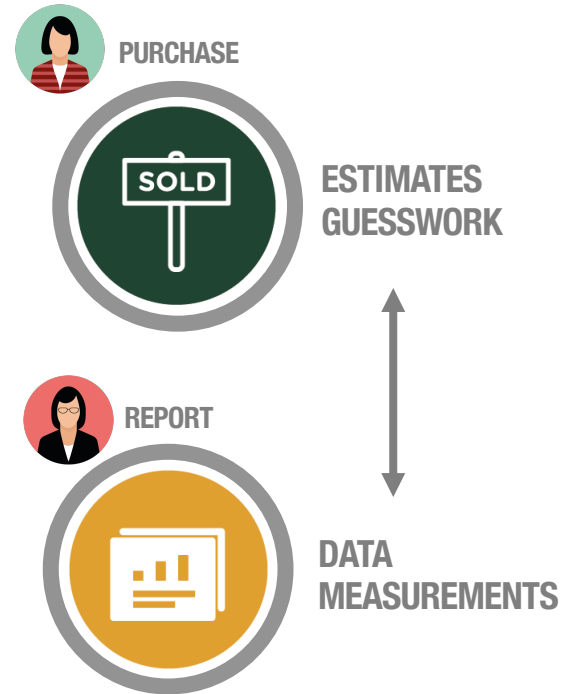
The Cross Media Measurement Project



WHY WE NEED CMM



WHERE WE ARE



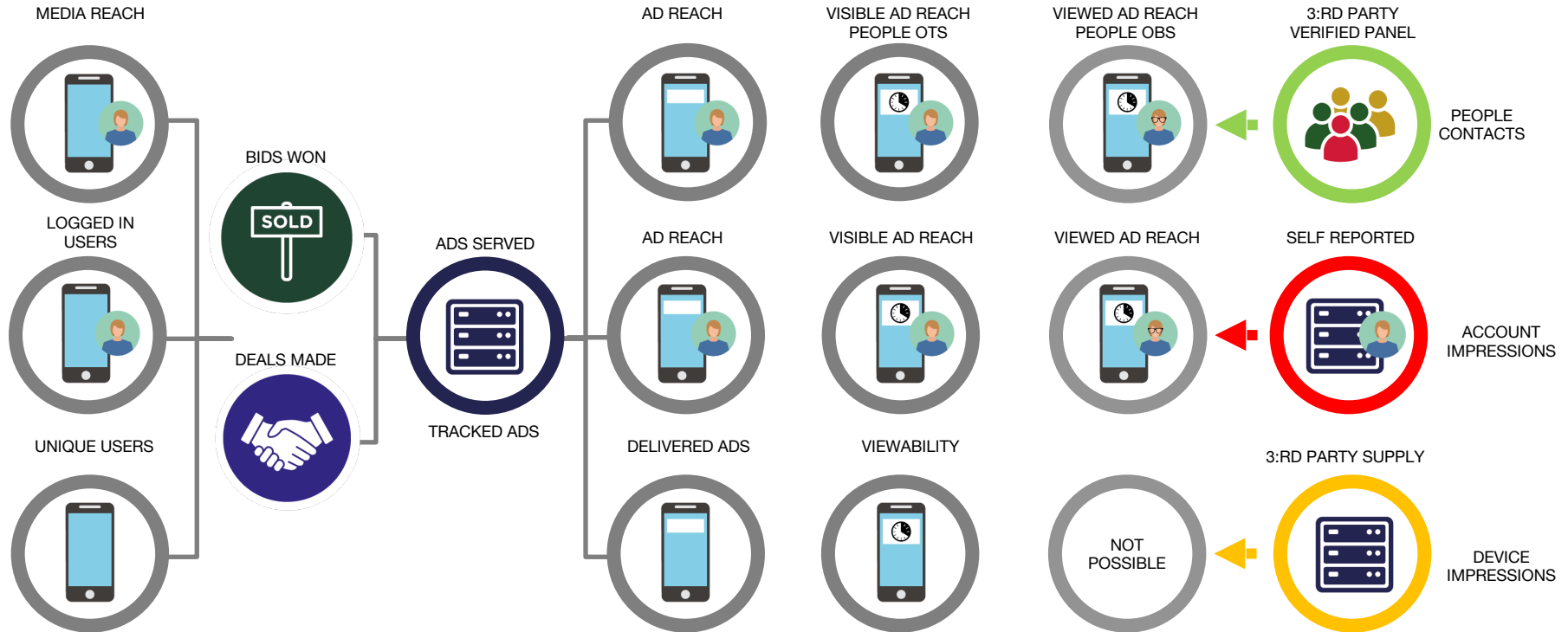


Indexing The Value Chain

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

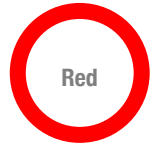
Media reach measurements show the number of people reached by the media during a specified period



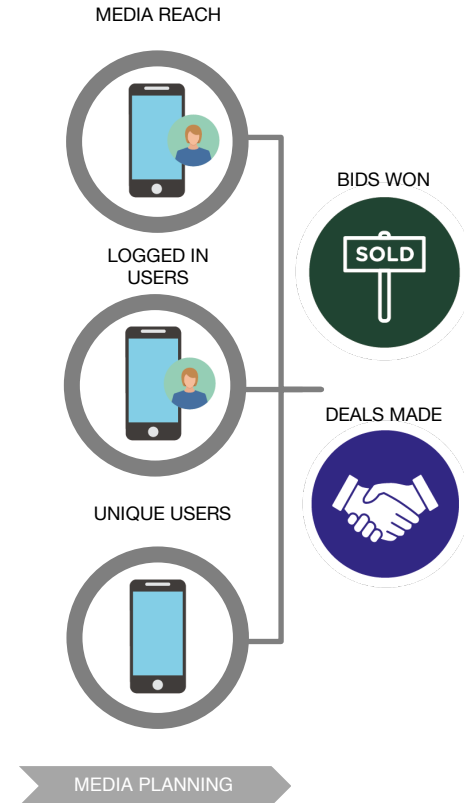
3:RD PARTY VERIFIED | AUDITED
Media reach and distribution is reported and verified by a 3:rd party industry body.



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



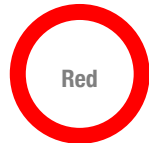
Ad reach measurements show the number of people reached by the ads during a specified campaign period



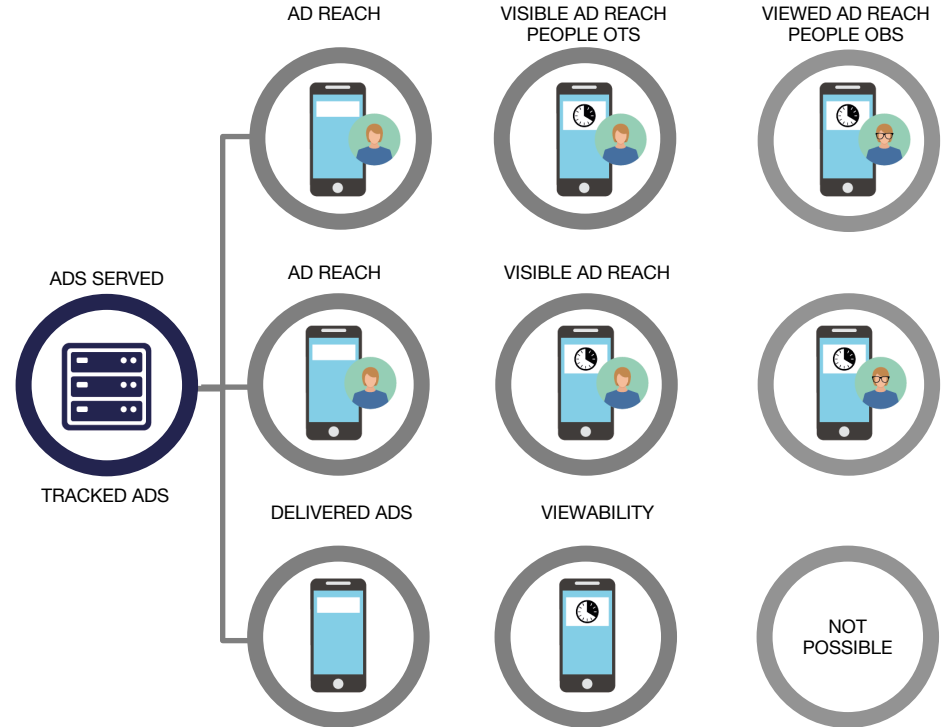
3:RD PARTY VERIFIED | AUDITED
Ad reach and distribution is reported and verified by a 3:rd party industry body.



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

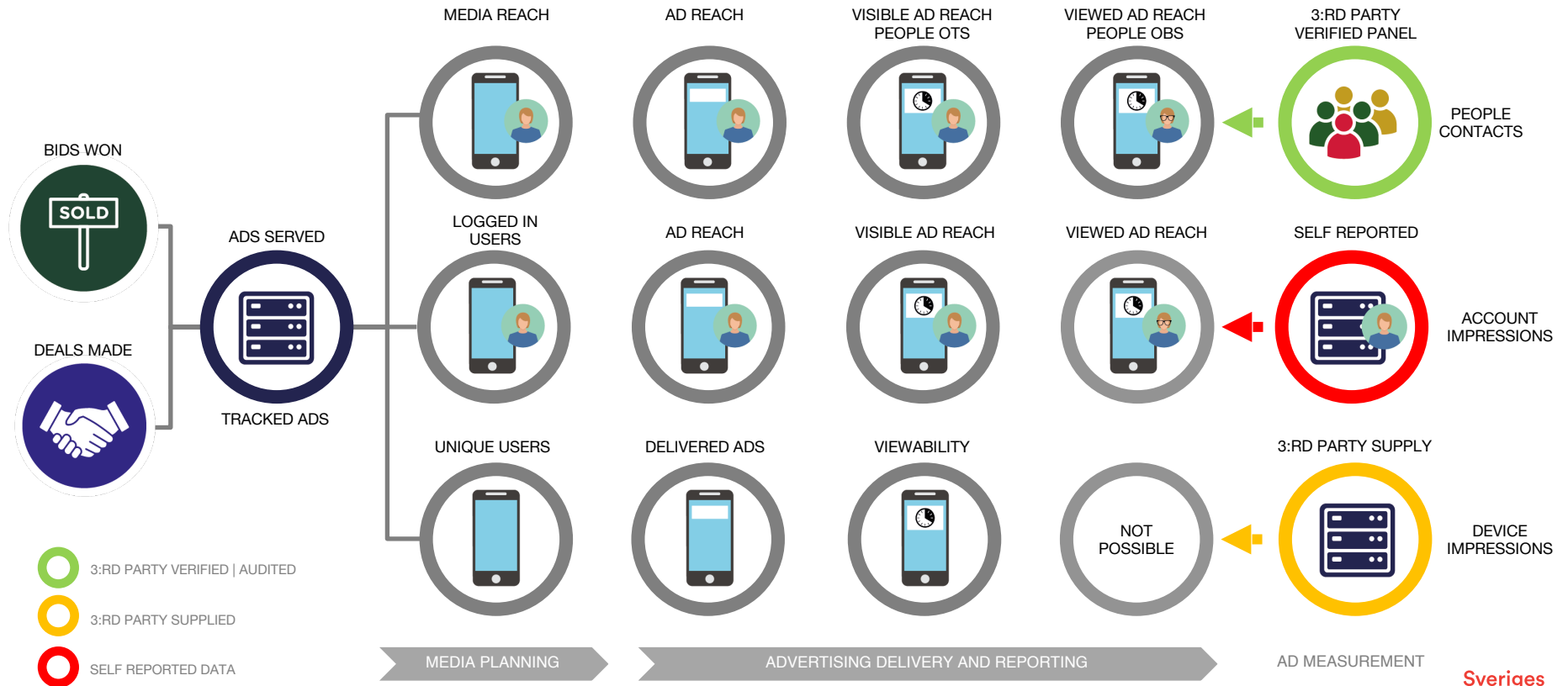


SELF REPORTED DATA
Ad reach and distribution is self-reported by the platform/media. Can be accredited but is not verified by a 3:rd party.



ADVERTISING DELIVERY AND REPORTING

The Advertising Value Chain



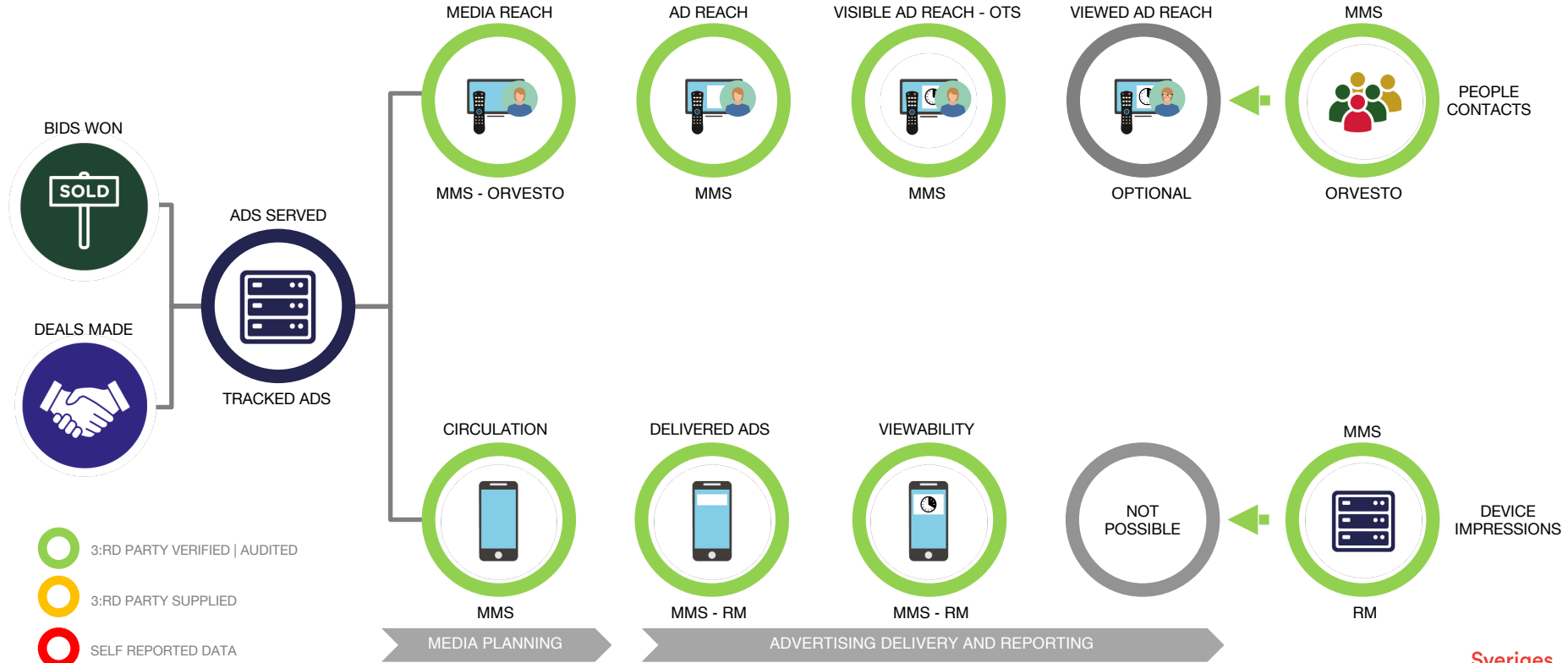


The Advertising Value Chain

Ad deliveries for all media types

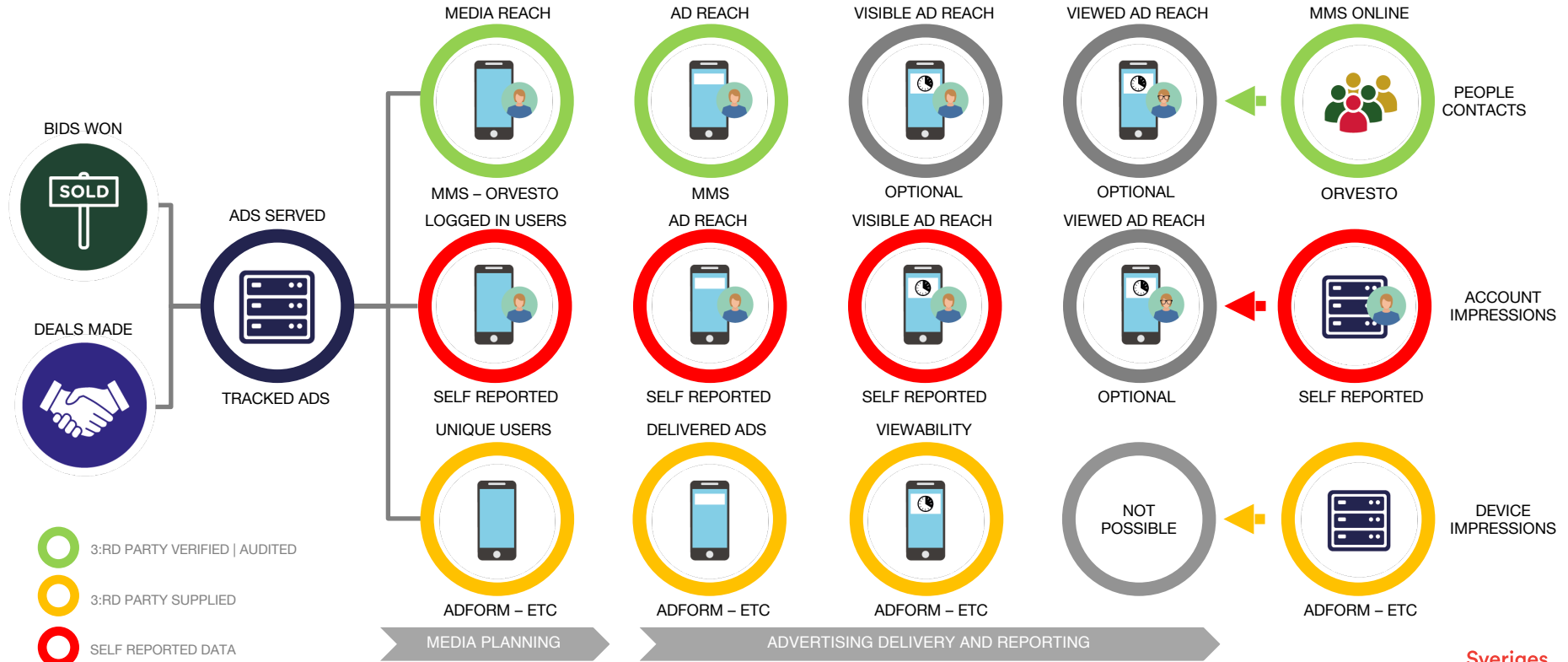
Broadcast television

All types of tv ads and sponsored collaborations



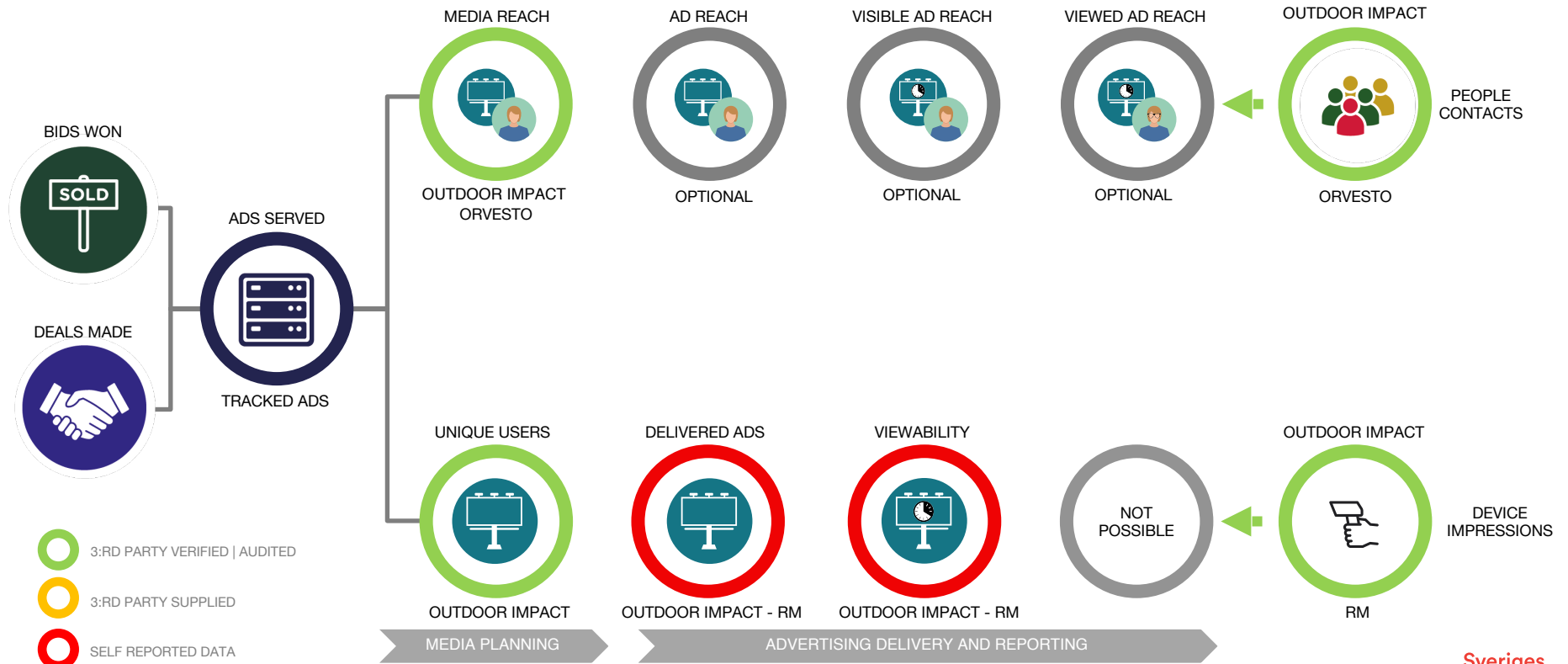
Online video

All types of online-video ads and native



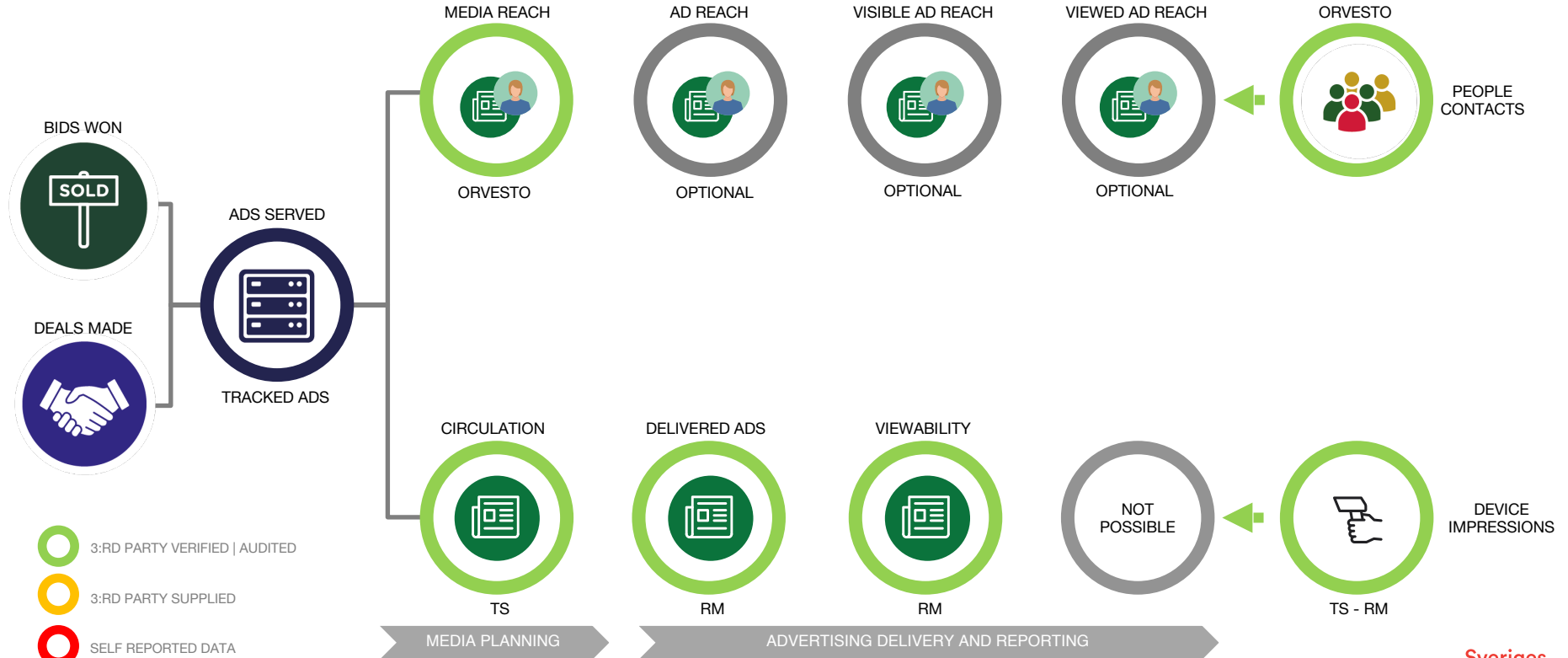
Outdoor

All types of outdoor advertisements



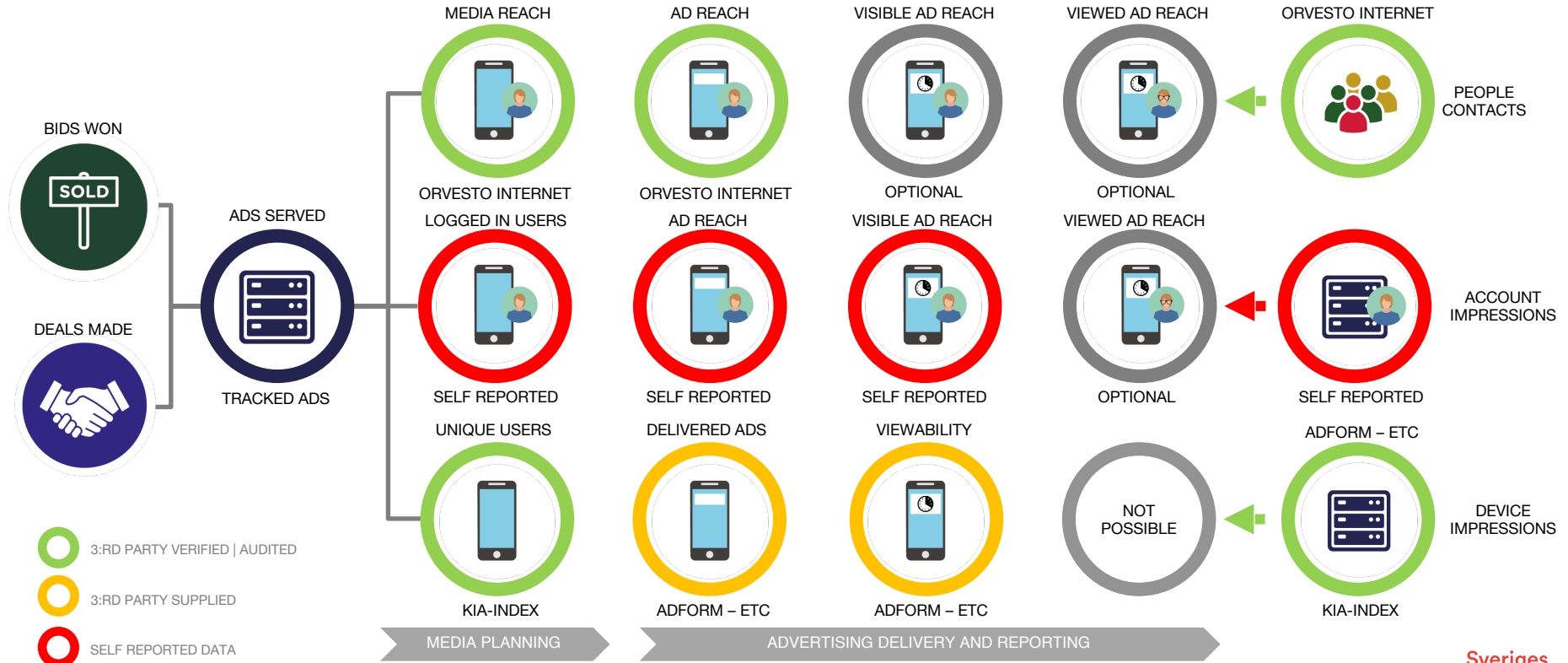
Print (papers)

All print ads appendices and advertorials



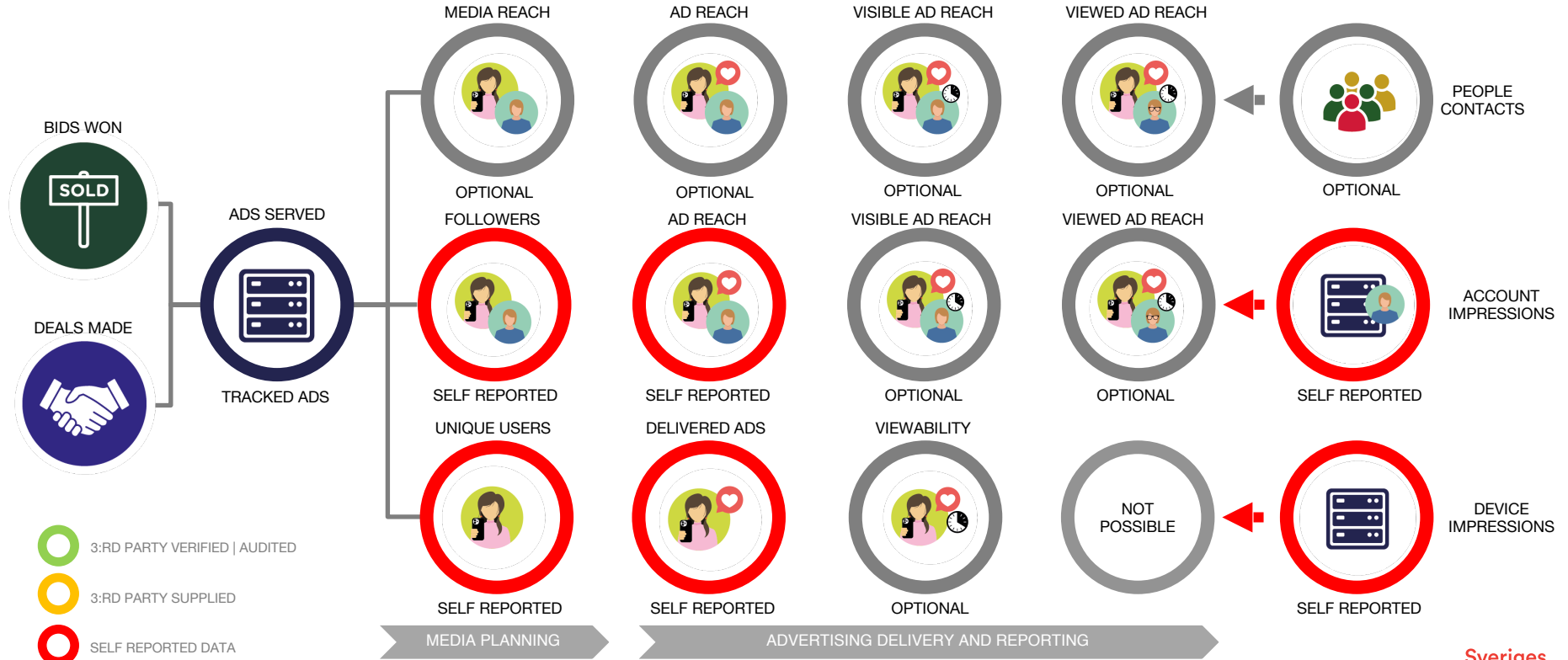
Online display

All types of banner ads and native, incl social media



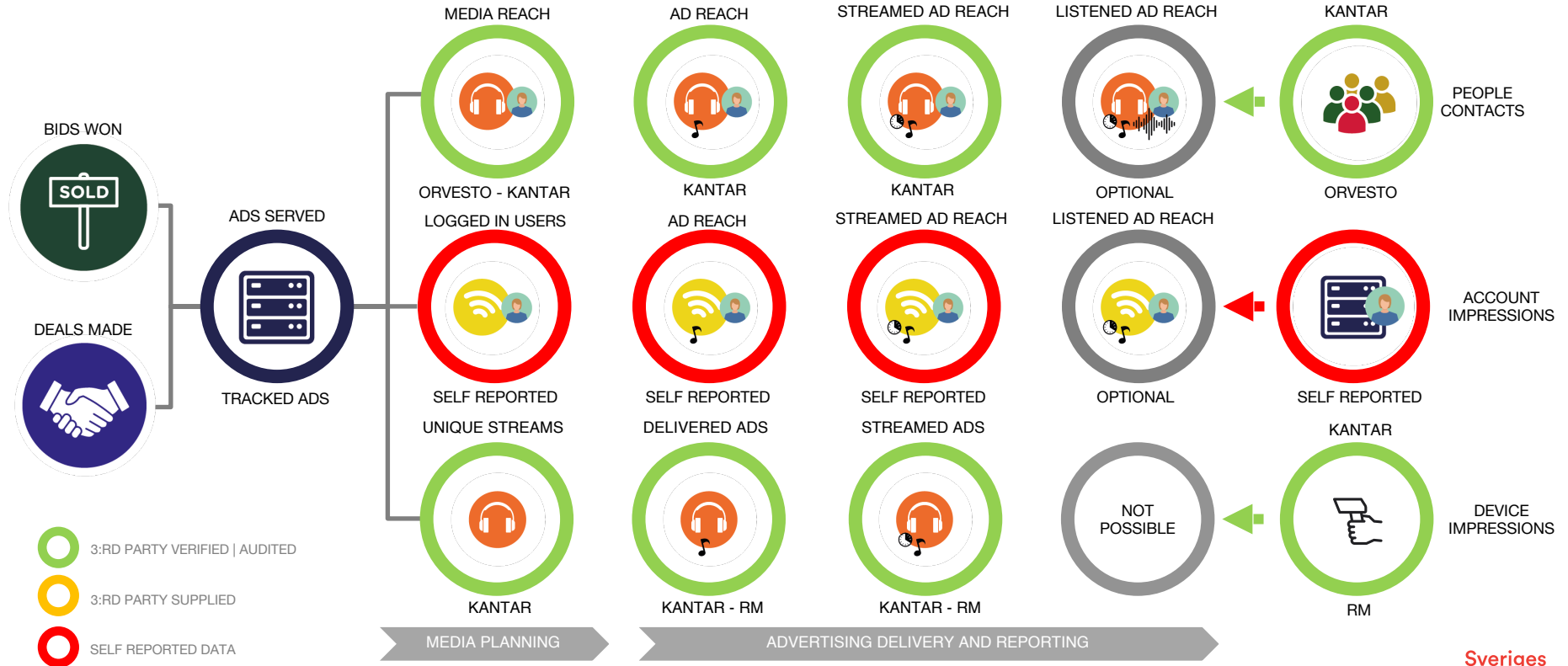
Influencers

All types of influencer partnerships



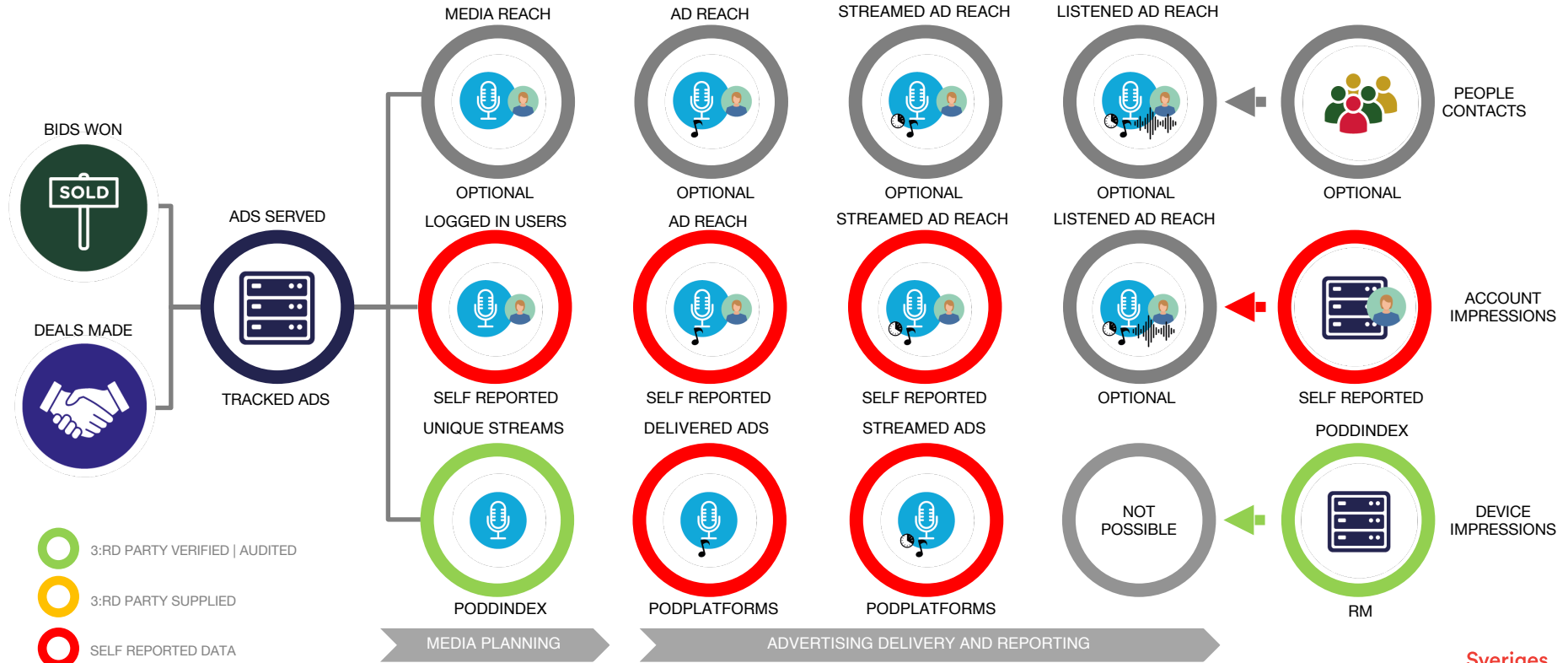
Radio | Streaming

Advertising in live and streamed audio



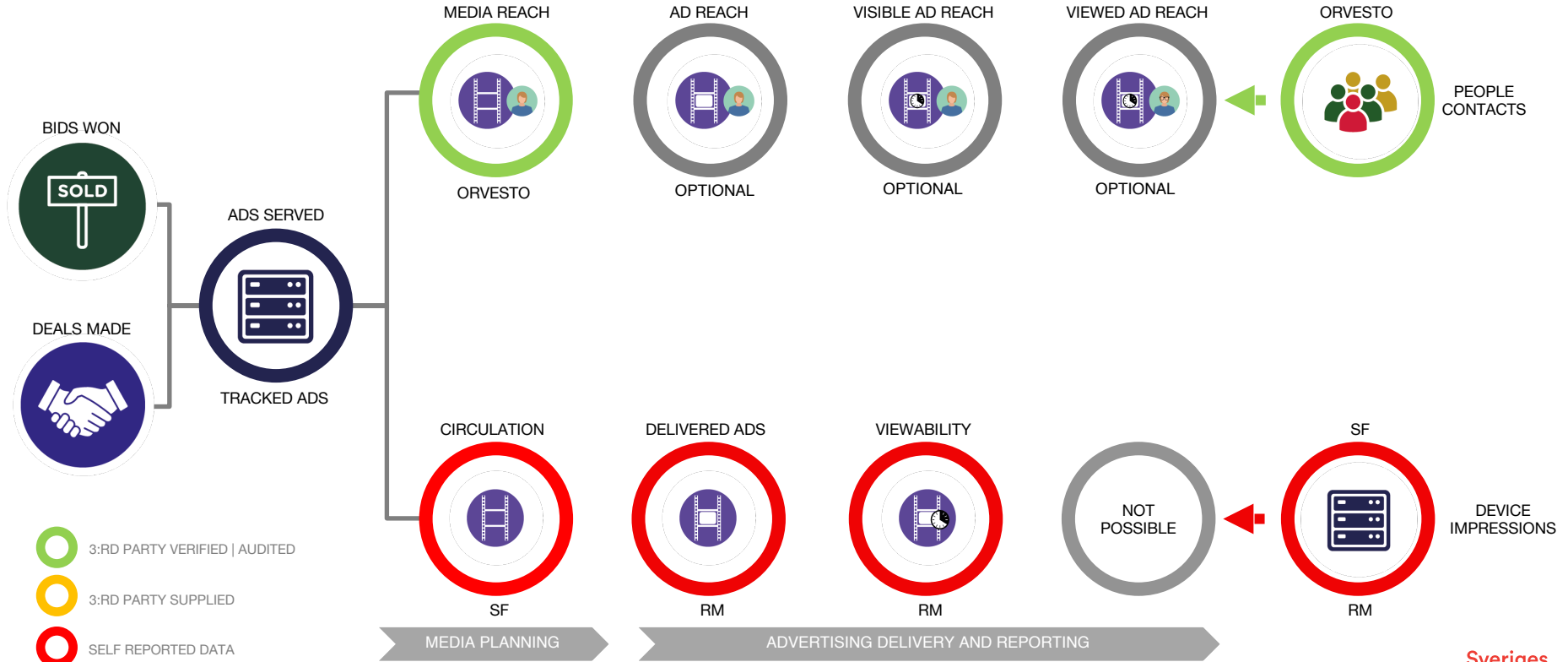
Podcasts

Pre-rolls and in pod ads



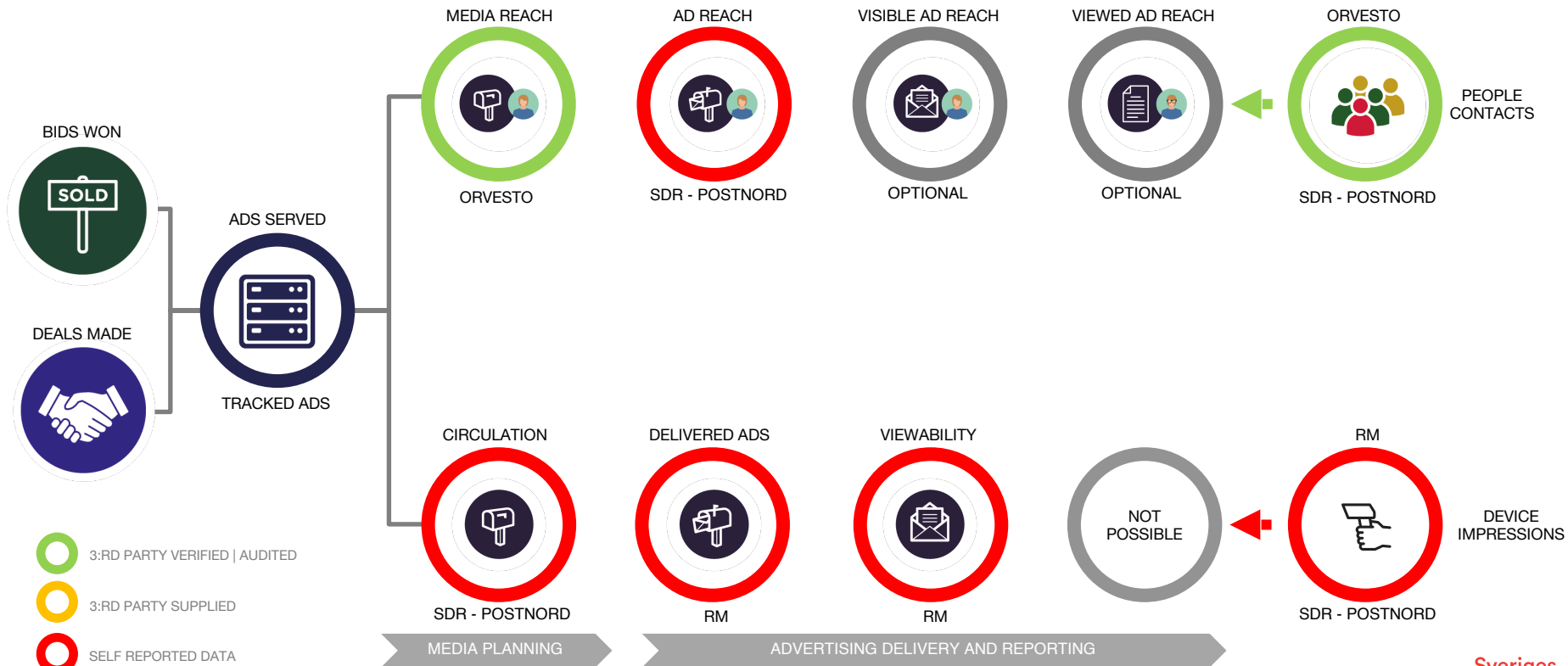
Cinema

Advertising in live cinema



DM | DR

Advertising delivered to the mailbox





Advertising Fact Sheets

Measurement bodies



3:rd party verified | audited

MMS I TV

Media reach and visible ad reach

MEDIA:

Broadcast Television

METHOD:

People panel data (3:rd party verified)

AD PLANNING AND BUYING METHOD:

Target Rating Points (TRP:S)

AD REPORTING METRICS:

People viewable ad reach

People viewable ad frequency

Context

TARGET GROUP DECRPTION:

Gender and age (plus extra demographic variables)

DATA COLLECTION:

Electronic people meters

3000 households | 6400 people

120 TV-channels

Collected daily

Second by second

Ads reported by minute



3:rd party verified | audited

MMS I online video

Media reach and ad reach

MEDIA:

Online video on desktop, mobile and TV-screen

METHOD:

People panel data (3:rd party verified)

AD PLANNING AD BUYING METHOD:

Target Rating Points (TRP:S)

AD REPORTING METRICS:

People delivered ad reach

People delivered ad frequency

Completion rate

TARGET GROUP DECRPTION:

Gender and age

DATA COLLECTION:

People data of recruited panellists and census data

5000 people (est. 50.000 modelled with census data)

Collected daily

Ads reported by second

Started streams & time



3:rd party verified | audited

Outdoor Impact static

Media reach

MEDIA:
Static outdoor billboards

METHOD:
Mixed method: third party actual travel data + third party verified panel survey data

MEDIA PLANNING METRICS:
Estimated people reach
Estimated people frequency
Target rating points

AD REPORTING METRICS:
Not applicable (supplied by media owners)

TARGET GROUP DESCRIPTION:
Basic: Gender, age, geography
Advanced: Interest, income, education, type of residence etc.

DATA COLLECTION:
Third party actual (measured) data on public travel behaviour (by form of travel) – multiple sources
Third party (Ipsos) verified panel actual travel behaviour by day and daypart (1 000 IP/year, ongoing data collection*)
Third party (Ipsos) verified panel survey data on travel behaviour and target group background information (3 000 IP)

* Data collection paused in April 2020 due to Covid-19; will resume when travel situation is deemed back to normal



3:rd party verified | audited

Outdoor Impact digital

Media reach

MEDIA:
Digital outdoor billboards

METHOD:
Mixed method: third party actual travel data + third party verified panel survey data

MEDIA PLANNING METRICS:
Estimated people reach
Estimated people frequency
Target rating points
Share of Voice (ad length/loop length)

AD REPORTING METRICS:
Not applicable (supplied by media owners)

TARGET GROUP DESCRIPTION:
Basic: Gender, age, geography
Advanced: Interest, income, education, type of residence etc.

DATA COLLECTION:
Third party actual (measured) data on public travel behaviour (by form of travel) – multiple sources
Third party (Ipsos) verified panel actual travel behaviour by day and daypart (1 000 IP/year, ongoing data collection*)
Third party (Ipsos) verified panel survey data on travel behaviour and target group background information (3 000 IP)



3:rd party verified | audited

Orvesto konsument | Kantar

Media reach

MEDIA:

TV, Papers, Magazines, Cinema, Outdoor, Radio, DM, Online Media
Podcasts, Influencers, Touch Points, Social Media, word of mouth. Etc

METHOD:

Random sample Age 16-80 (from national census) survey data

MEDIA PLANNING METRICS:

Estimated audience (individuals) reach
Estimated audience (individuals) frequency
Timing of exposures (Cross media)
Self estimated media consumption
TV, Radio, Digital calibrated with audience & media survey enabling
traditional cross media planning. All audiences are plannable and buyable
in a programmatic environment

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Gender & age, Generations, geodemographics, geography, interests,
lifestyles, lifestages, OCEAN, SEL, Lifevalues, Future shapers. Purchase
habits, expenditures, CPG, FMCG travel, bank, insurance, cars, Attitudes
to media, advertising etc, Client specific segmentations etc.

DATA COLLECTION:

Randomized digital online (60%) and postal mail survey (40%)
40.000 respondents annually.
Data collected daily and delivered in databases 4 times a year with cross
media data delivered an additional 4 times yearly.



3:rd party verified | audited

Orvesto internet | Kantar

Media and ad reach

MEDIA:

Digital media consumption

METHOD:

Random sample. People Panel Data recruited from Orvesto Konsument
and Sifo panel

MEDIA PLANNING METRICS:

Estimated audience (individuals) reach
Estimated audience (individuals) frequency
Timing of exposures
Fully plannable on desktop, mobile and app.
Average weekly, daily and hourly reach

AD REPORTING METRICS:

People delivered ad reach (both total for campaign and in target groups)
Excluding global apps and platforms (Facebook, Google).

TARGET GROUP DESCRIPTION:

Gender & age, Generations, geodemographics, geography, interests,
lifestyles, lifestages, OCEAN, SEL, Lifevalues, Future shapers. Purchase
habits, expenditures, CPG, FMCG travel, bank, insurance, cars, Client
specific segmentations etc.

DATA COLLECTION:

Recruited panellists
20.000 individuals
Collected in real time
Reported on monthly basis, campaign measurement day after.



3:rd party verified | audited

Orvesto näringsliv | Kantar

Media reach

MEDIA:

TV, Papers, Magazines, Cinema, Outdoor, Radio. DM, Online Media
Touch Points

METHOD:

Random stratified sample (from national census) survey data. Population consisting of employed swedes between age 21-65.

MEDIA PLANNING METRICS:

Estimated audience (individuals) reach

Estimated audience (individuals) frequency

Self estimated media consumption

Digital data from Orvesto Internet calibrated with audience & media survey enabling traditional cross media planning. All audiences are plannable and buyable in a programmatic environment

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Gender & age, Generations, geodemographics, geography, interests, lifestyles, life stages, OCEAN, SEL, Life values, Future shapers. Purchase habits, expenditures, travel, bank, insurance, cars, sectors, position, level of decision making. Attitudes to advertising, Client specific segmentations etc

DATA COLLECTION:

Randomized digital online survey – Approx. 14.000 respondents annually.
Data delivered once a year



3:rd party verified | audited

Orvesto junior | Kantar

Media reach

MEDIA:

TV, Papers, Magazines, Cinema, Outdoor, Radio. DM, Online Media
Podcasts, Influencers, Touch Points, Social Media, word of mouth.

METHOD:

Random sample (from national census) survey data. Age 7- 15

MEDIA PLANNING METRICS:

Estimated audience (individuals) reach

Estimated audience (individuals) frequency

Self estimated media consumption

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Gender & age, Generations, geodemographics, geography, interests, lifestyles, life stages, OCEAN, SEL, Life values, Future shapers. Purchase habits, expenditures, CPG, FMCG travel, bank, insurance, cars, Attitudes to media, advertising etc, Client specific segmentations etc.

DATA COLLECTION:

Randomized digital online survey – Approx. 1700 respondents annually.
Data delivered in database once a year



3:rd party verified | audited

TS | Kantar

Circulation print & digital

MEDIA:

Papers and Magazines (print & digital)

METHOD:

Self reported combined with sample audits

MEDIA PLANNING METRICS:

Circulation, divided on print , digital and total net

Payment rate (free vs paid copies)

Household coverage

Circulation divided on paid copies, free copies and single sold copies

Digital subscribers/log-in users, locked webpages/-articles

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Not applicable

DATA COLLECTION:

Distribution- and subscription ledger system, on-going reported per edition. Subscription and single sold revenues, on-going reported.

Metrics based on IFABC standard/Swedish industry standard



3:rd party verified | audited

KIA-Index | Kantar

Circulation | device distribution

MEDIA:

Online media, webpages and apps

METHOD:

Self reported combined with sample audits

MEDIA PLANNING METRICS:

Weekly technical measurement on unique devices

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Not applicable

DATA COLLECTION:

Web traffic tool

Reported on weekly basis

Pageviews, Sessions and unique web browsers

Metrics based on IFABC standard/Swedish industry standard



3:rd party verified | audited

Radio I Kantar

Media reach and streamed ad reach

MEDIA:

Broadcast Live Radio – linear FM and Web

METHOD:

People panel data (3:rd party verified)

AD PLANNING AND BUYING METHOD:

Target Rating Points (TRP:S)

AD REPORTING METRICS:

People streamed ad reach

People streamed ad frequency

Context

TARGET GROUP DECRPTION:

Gender and age (plus extra demographic variables)

DATA COLLECTION:

Electronic mobile meters (ROA)

1200 households | 1550 people (daily reporting sample)

13 national radio networks/channels and 130 local stations

Collected daily

Second by second listening

Ads reported by minute



3:rd party verified | audited

Poddindex I Kantar

Circulation I device distribution

MEDIA:

Online podcast media

METHOD:

Self reported combined with sample audits

MEDIA PLANNING METRICS:

Weekly technical measurement/ unique device (IAB Listeners)

Weekly technical listens (streams/downloads) (IAB Downloads)

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Not applicable

DATA COLLECTION:

Server Side Measurement

Reported on weekly basis

Metrics based on IAB Standard/Swedish industry standard



3:rd party verified | audited

Orvesto day in life | kantar

Media reach during the day

MEDIA:

TV, Papers, Magazines, Cinema, Outdoor, Radio, DM, Online Media
Podcasts, Influencers, Touch Points, SVOD, AVOD, YouTube, Facebook,
Netflix etc

METHOD:

Random sample (from national census) survey data

MEDIA PLANNING METRICS:

Estimated audience (individuals) reach
Estimated audience (individuals) frequency
Timing of media usage during the day/week (Cross media)
Self estimated media consumption
TV, Radio, Digital calibrated with audience & media survey enabling full
traditional cross media planning. All audiences are plannable and buyable in
a programmatic environment
Media usage and other dimensions can be analysed and described over time
of day and day type.

AD REPORTING METRICS:

Not applicable

TARGET GROUP DESCRIPTION:

Gender & age, Generations, geodemographics, geography, interests,
lifestyles, life stages, OCEAN, SEL, Life values, Future shapers. Purchase
habits, expenditures, CPG, FMCG travel, bank, insurance, cars, Client
specific segmentations etc.

DATA COLLECTION:

Digital online collection with Orvesto Konsument respondents – Single source
5.500 respondents annually.
Data delivered in data base once a year.



3:rd party supplied

Adform video

Delivered ads

MEDIA:

Online video on desktop, mobile, tablet and CTV

METHOD:

3:rd party ad serving and ad tracking

AD PLANNING AND BUYING METHOD:

Estimated devices/web users (Available Cookies or Available Devices)
Programmatic buying impression frequency capping

AD REPORTING METRICS:

Unique user/browser and/or Cross-Device impression frequency
Completion rate
Viewability rate

TARGET GROUP DESCRIPTION:

Estimated demographic, geography, interest, behavioural etc.
Data from 3:rd party data suppliers

DATA COLLECTION:

3:rd and/or 1:st party cookies



Self reported data

YouTube video

(Viewable) Ad reach & impressions

MEDIA:

YouTube video ads

METHOD:

Impressions: 1st party reported via buying platforms (Google Ads, DV360), MRC accredited and 3rd party verified (many vendors).

Viewability*: 3rd party reported (IAS, Moat, Meetrics, Sizmek, DoubleVerify, comScore, Innovid), MRC accredited, and 1st party reported (Active View).

Reach*: 3rd party (Nielsen DAR & comScore vCE) and 1st party reported (Unique Reach, built on 1P log data and 3P panels, based on published research papers**). AudienceProject reports YouTube reach as part of their AudienceReport product.

MEDIA AND/OR AD PLANNING/REPORTING METRICS:

Ad impressions, frequency, people reach, GRP, TRP
Viewable ad impressions/frequency/reach/GRP/TRP
Media reach (etc.) in progress via MMS

TARGET GROUP DESCRIPTION:

All demos by age, gender, region
Impressions also by parental status, HH income, and Google advanced audiences (eg. affinity, in-market)

DATA COLLECTION:

1st party server logs
3rd party panels

**Information supplied by media owner*



Self reported data

Facebook

Impressions, reach & brand safety

MEDIA:

Facebook and Instagram

METHOD:

1st party reported via platform (Ads Manager)

3rd party verification:

Viewability: IAS, Meetrics, ComScore, Moat, DoubleVerify

Reach: Audience project

Impression counting: Google, Innovid, Flashtalking, Sizmek

Brand safety: DoubleVerify, IAS, OpenSlate, Zefr

MEDIA AND/OR AD PLANNING/REPORTING METRICS:

Ad impressions, reach, frequency, view-rates

TARGET GROUP DESCRIPTION:

All demos by age, gender, region, time of day etc.

DATA COLLECTION:

1st party reported

3rd party panels

**Information supplied by media owner*



Self reported data

Bonnier news

Impressions and ad reach

MEDIA:

Display Ads & Online Video Ads

METHOD:

Impressions and Viewability: 1st party reported via Google Ad Manager, and 3rd party verification available from multiple vendors.

Video Impressions and Completion rate: 1st party reported in Google ad manager, 3rd party verified by Media Measurement Scandinavia through comScore and Nielsen.

AD PLANNING AND REPORTING METRICS:

Impressions, Viewability, Completion rate, Frequency, Reach

TARGET GROUP DESCRIPTION:

Demographic, Geographic, Interest & Behavioural

DATA COLLECTION:

1st Party cookies, User Database, Location Services



Self reported data

Schibsted

Impressions and ad reach

MEDIA:

Display Ads & Online Video Ads

METHOD:

Impressions and Viewability: 1st party reported via Xandr, and 3rd party verification available from Meetrics.

Video Impressions and Completion rate: 1st party reported in Xandr, 3rd party verified by Media Measurement Scandinavia through comScore and Nielsen.

AD PLANNING AND REPORTING METRICS:

Impressions, Viewability, Completion rate, Reach and Frequency

TARGET GROUP DESCRIPTION:

Demographic, Geographic, Behavioural and Interest. Matched audiences, i.e. advertiser 1st data activation enablement.

DATA COLLECTION:

1st party cookies and Location Services



Sveriges
Annonssörer

