



# Cross Media Measurement Project 2021

**Sveriges  
Annonörer**



## Project details

The Cross Media Measurement project (CMM) is a global initiative by WFA (World Federation of Advertisers). In Sweden this project is led by The Association of Swedish Advertisers (SA - Sveriges Annonsörer).

The purpose of the project is to clarify what is sold and what gets reported when it comes to purchasing ad space. We need to be able to compare metrics and investments in different media categories in order to know the net reach of the campaign and have control of media investments and build a cross-media measurement tools or systems.

In 2021, the project carried out a comprehensive survey of how various advertising categories, as well as individual media, sell their ad space. The project will present an Advertising Value Chain model suitable for all media categories, enabling comparisons cross media.

This initiative is sponsored by: TV4, JCDecaux and Google.

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## **Executive Summary**

The Cross Media Measurement (CMM) is a global initiative by WFA (World Federation of Advertisers). The purpose of CMM is to clarify what is sold and what gets reported when it comes to purchasing ad space.

The situation today with many separate measurements of different kinds make reporting a reach and frequency of a campaign impossible. Better measurements could decrease over-exposure and thus negativity towards advertising among consumers. It would also minimize advertisers overinvesting due to lack of total campaign results as well as enable better valued inventory attracting investments on the sell side.

The evolution of the online media and the fast pace in which it is changing means ever more and new measurements are used to sell ad space to the advertisers. At the same time it is vital that advertisers have full transparency in the buying process in order to allocate their resources in an optimum way. Both between media in the same category as well as between different types of media. This is by no means a new problem, it has existed before the widespread use of online media. However, earlier standardization within media categories and fewer categories meant the problem was more manageable. The magnitude of change that Internet has brought about means that the problems has magnified substantially.

The problem in the purchase process is regarding what is being transacted? Are we talking reach or frequencies, are we talking people, accounts or units, are we talking CPT or CPM? Each media category has their own set of definitions even though they quite often use the same name. Between media categories and even within each category amongst individual media, there are differences regarding definitions of reach, ways of buying ad space and ways to follow up ad space purchase.

### **Project deliverables**

WFA has been pursuing the definition of global, advertiser-centric, industry-wide principles and frameworks that can underpin future measurement services. In order to deal with this, there is a need to clarify the situation today and map out a way forward for local markets. The project in Sweden has resulted in a number of delivered reports and models such as:

### **The Advertising Value Chain**

This model of the advertising value chain shows all the different stages where ads can be counted in the buying process "The Advertising Value Chain".

### **Fact sheets**

The fact sheets go through a number of media and measurement institutes and their methods of measuring ad delivery. This is to give a clear view on who uses what measurement and to enable comparisons between them.

### **Training Module for Advertisers**

This education package will be offered to advertisers as well as other stakeholders in the business such as media agencies and media/platforms.

## **Audit of ad purchases and deliveries**

An audit of a selection of major Swedish advertisers' campaigns involving eight advertisers has been done to assess what is bought and what is reported. The Audit used the mapping of the advertising value chain, transposed into a table of the categorisations in order to visualise the current status in the advertising market amongst eight big advertisers. Differences in expectations and delivery in the advertising value chain are highlighted. The Audit showcases that there are several problem areas needed to be sorted out. This is used as an input for the future roadmap of the project and suggestions for the governance of the Cross Media Measurement initiative.

## **Proposal for Governance Model**

Suggestions for a governance body is based upon the notion that a new measurement or survey is not necessary today. Instead, the governance body should work like an audit firm, laying down the groundwork and standardizations for the industry to rally around, to utilize, expand and merge the already existing surveys and panels. While doing this, new opportunities and initiatives in cross-media measurements should of course always be monitored and evaluated.

# Cross Media Measurement glossary of most common definitions

## Differences between people contacts and device impressions

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

### 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, 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, that is 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

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## Introduction

The Cross Media Measurement (CMM) is a global initiative by The World Federation of Advertisers (WFA). In Sweden, this project is under the supervision of The Association of Swedish Advertisers (Sveriges Annonsörer) a member organization of the WFA. The core mission of The Association of Swedish Advertisers is to help their members improve their marketing efforts and ensure these efforts support the organization and their goals. In an ever more complex market the members need common guidelines and information for their ad campaigns in order to perform at their best.

One area that is becoming more complex is ad space purchases. The evolution of the online media and the fast pace in which it is changing means ever more and new measurements are used to sell adspace to advertisers. At the same time, it is vital that advertisers have full transparency in the buying process in order to allocate their resources in an optimum way. Both between media in the same category as well as between different types of media. This is by no means a new problem; it has existed before the widespread use of online media. However, earlier standardization within media categories and fewer categories at that meant the problem was more manageable. The magnitude of change that Internet has brought about means that the problems has magnified.

If this project results in a good set of guidelines and is adopted by the industry, we will get a number of positive effects. Foremost of which are:

- Increased awareness of the current situation
- Standardization and alignment of media currencies
- Higher confidence in reported media metrics
- Arguments for differences in prices for ads
- Industry focus on value received instead of price paid
- Higher return on media investments
- Better transparency of the ad purchasing process

## Problem statement

It is critical that advertisers have full transparency in the advertising purchases. The purpose of the CMM project is to clarify what is sold and what gets reported. Advertisers need to be able to compare the advertising between different media types and achieve control of their media investments across all different media categories.

In order to know how many people our campaign has been exposed to, we need to know the net reach, the total number of people we have reached with our investments.

Key questions in the purchase process will be regarding what is being transacted? Are we talking reach or frequencies, are we talking CPT or CPM?

Each media category has their own set of definitions even though they quite often use the same name. Between media categories and even within each category amongst individual media, there are differences regarding:

- Definitions of media reach and ad reach
- Ways of buying ad space in different media categories
- Ways /metrics to follow up said ad space purchase and deliverables

What is reach? When using the term reach most advertisers envision a picture of a person seeing their ad, but quite often this is not the case. Even amongst the traditional media the term is often used to describe how many people could potentially see the ad.

What is usually measured is how many people got in contact with the ad, i.e. where exposed to the ad and had the opportunity to see the ad - not if they actually saw it.

Online created an even more confusing environment. Previously we could not be absolutely sure how many people been exposed to our message, but we standardized it with surveys, panels and probability that a person had been exposed to the ad. The digital environment of the online world meant that we now could see the actual number of ads going out. We got much more detailed data but this regarding the number of devices or unique browsers and apps rather than the persons behind the screens.

There are several questions that needs to be answered when evaluating an ad space purchase, are we talking contacts with people or impressions with devices.



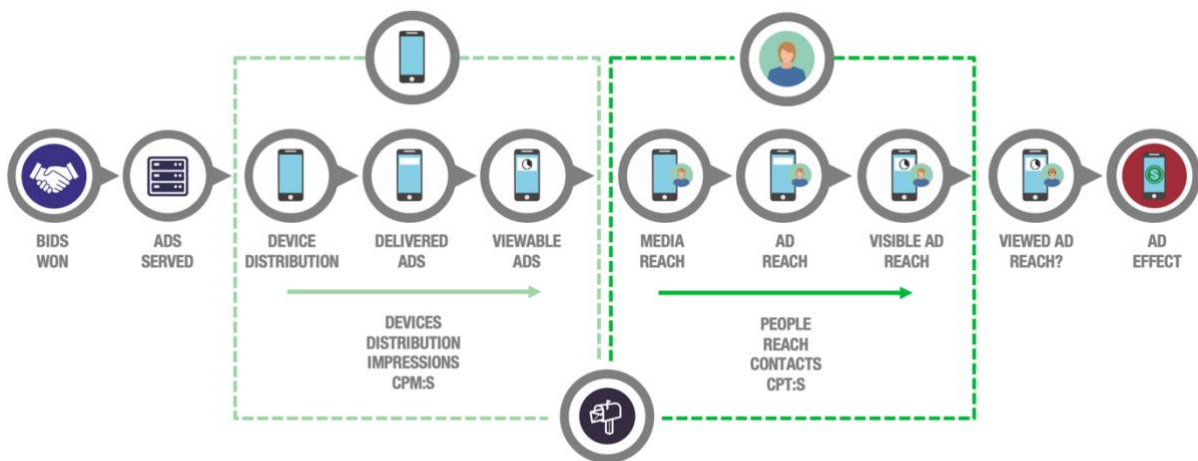
## Terminology confusion

### Served or delivered impressions

When buying digital space an ad server handles the serving of the ad to the right space where placement is bought and transferred to the space where the ad is to be shown. The measurement can show when the ad leaves the ad server – thus the ad is a served impression or tracked impression as its usually labelled. This is not the same a delivered ad impression, i.e. reaching an actual browser.

For an impression to be delivered the ad needs to reach the browser /device where the ad space is bought and start loading to that page. How much of the ad that actually has been loaded and if it is in-screen or below scroll is not included in the definition of a delivered impression. An additional measurement of viewability is then needed that defines if the ad is in-screen, for how long it is in-screen and how much of the ad has been loaded.

### Cross Media Measurement Value Chain - The "post" delivery process



### Views, impressions, and contacts

Impression is a term used when describing that an ad has reached a unit as stated above.

The term view means an ad played on a device. It is usually used for video. It can mean anything from the video starting to load to a site (one pixel) to a full view meaning the whole ad is played to its full length. In digital media post-reports often show how much of the ad has been played in percentages.

The word view does not mean that we know someone has watched the ad, it means the ad has been played. To know whether it has been in-screen and shown for a defined time and percentage loaded we need to add a visibility measurement. This still does not guarantee someone has seen the ad, then we need eye tracking added to the measurement.

A contact is a visible ad delivered to a person.

## **Media reach versus ad reach**

Media reach is the amount of people reading a specific paper, listening to a radio channel or podcast, watching a TV-channel, TV-program, YouTube-episode etcetera.

The number of people reading a magazine – the media reach – is not the same as the number of people opening the page where the ad is displayed – the ad reach. The same is goes for a digital news site where the ad will be rendered on a proportion of the daily page, for example a 25 percent share of impressions.

Media sites, magazines, influencers are often sold using the total weekly/daily media reach. This is not the same as the reach a specific ad will receive.

## **CPT vs CPM**

Both expressions mean cost per thousand or mille. CPM is usually used for devices i.e. browsers, units, apps. CPT is usually based on contacts with persons. The CPM cost counting impressions is normally lower than CPT counting people since it easier to buy insertions than reaching people.

## **Viewers, followers and engagement**

When dealing with influencers in social media, YouTube, podcasts etc there are several dimensions of measurements in use.

A YouTube-channel or a podcast has a number of subscribers or followers but only a part of the group watches/listens to an average episode. An episode could also get a higher number of viewers/listeners than the number of subscribers. The same web user can watch or listen to the same episode several times, thus be counted multiple times.

In social media an account can have a large group of followers, but every organic post will only reach a percentage of this group due to the algorithms used by the media.

## **Gross versus net reach**

Gross reach is the total number of contacts delivered during a specific time. With a universe of one million people and a campaign of three million contacts the gross reach in this case is 300 percent.

Net reach is the amount of the group being exposed to the campaign at least once. If 500 000 people where reached at least once during the campaign, the net reach would then be 50 percent. With these two figures we can calculate the average frequency of the campaign i.e. the average number of times people had the opportunity to see the ads.

$3\,000\,000 / 500\,000 = 6$  frequency (OTS)

## **GRP vs TRP**

GRP means Gross Rating Points and is the same as gross reach but used mainly for TV measurements. The Points in GRP or TRP is one percentage of the group or universe. To simplify comparisons, it can be used for online-video if measured by MMS.

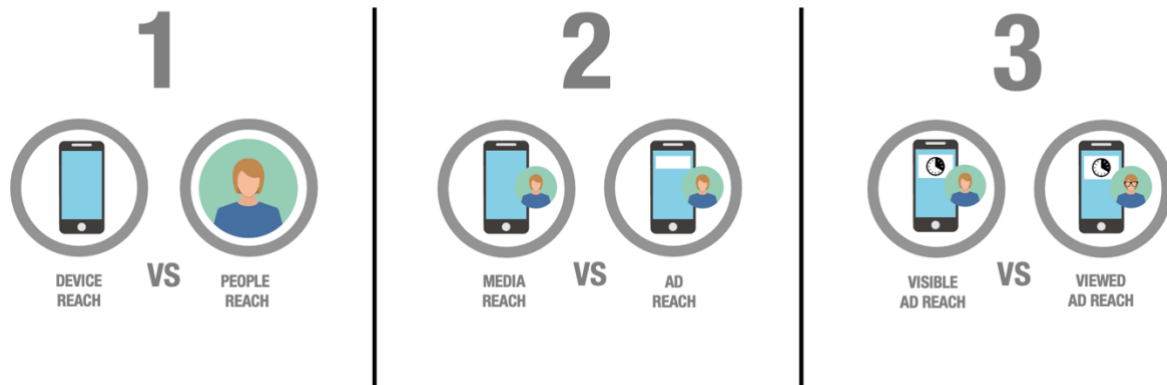
TRP means Target Rating Points and is gross reach but measured within a specified target group, for example men 25-59 years old.

## **OTS or OBS**

OTS stands for Opportunity To See and OTH for Opportunity To Hear. This is commonly used for TV and radio ads and means the average number of contacts with people i.e., how many times people have had the opportunity to see the ads.

OBS (observation) means someone having observed the campaign /ad and is often measured through recognition in a survey. It can also be measured through eye movement cameras detecting if a person looked at the ad or not.

## The current problem that causes confusion



It is not always clear to the advertiser what he or she is buying when we are using the term reach as devices and people are not the same thing. There is also the problem with media reach versus ad reach. Just because someone is reading a newspaper does not necessarily mean they will actually open the page where the ad is placed. If the ad is visible it does not necessarily mean that it is seen. This confusion creates big problems in ad reporting.

### Device reach vs People reach

All digital media and ad servers deliver impressions measured on device level. To be able to measure reach with people we need to measure contacts through a people panel. Logged-in accounts are not the same as reached persons, as people can have multiple accounts.

### Media reach versus ad reach

Media reach is the amount of people reading a specific paper, listening to a radio channel or podcast, watching a TV-channel, TV-program, YouTube-episode etcetera.

The number of people reading a magazine – the media reach – is not the same as the number of people opening the page where the ad is displayed – the ad reach. There are similarities to a digital news site, where the ad is usually delivered to a proportion of the daily ad inventory, for example a 25 percent share of ad impressions.

### Visible ad reach vs Viewed ad reach

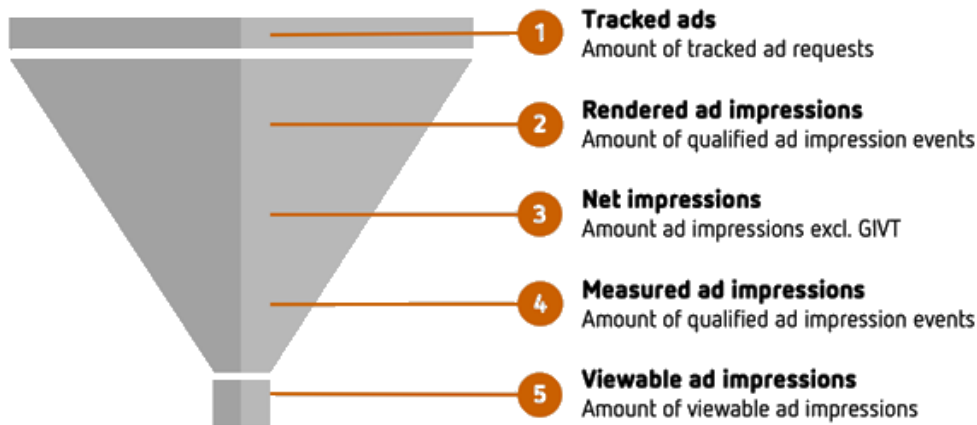
Visible ad reach, is the number of persons that was exposed to visible ads, thus possible to be seen.

Viewed ad reach, is the number of persons that actually saw the ads. This data is currently unavailable by current standards in the market.

## Report Level Problems

### Different levels of ad deliveries

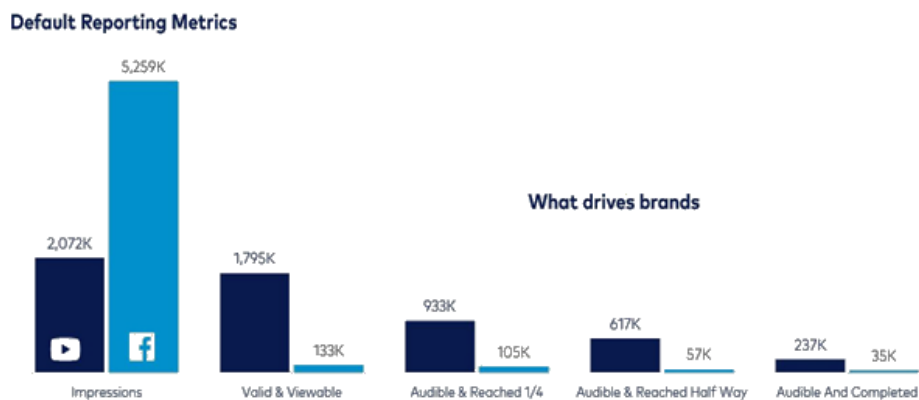
Depending on where in the funnel we are measuring the campaign we will end up with rather different results. This has always been the case and although not one measurement is necessary better than another one, these differences need to be taken into account when purchasing ad space and evaluate different media investments.



Picture courtesy of EBIQUITY: THE POWER OF ADVERTISING – TAKING A FRESH LOOK AT MEDIA METRICS AND SPEND (2018)

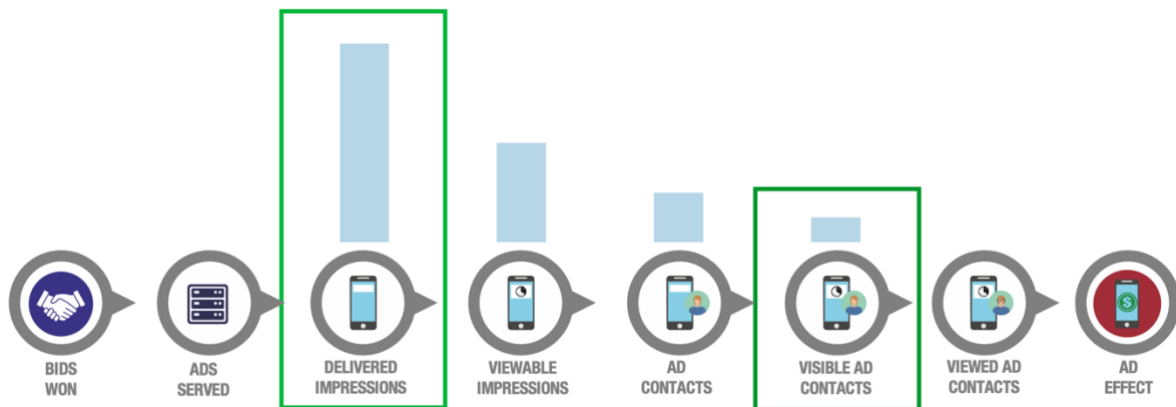
### Default reporting metrics can skew audible and completion rates

According to a study made by Ebiquity the changes in deliverables were quite substantially different depending on what measurements were used. They compared a campaign in YouTube and one in Facebook. Using IAB's standards, the difference on "impressions" was roughly 2:5, when measuring on "Valid and Viewable" impressions the difference changed to 2:0.1 in opposite favour. This is yet another example on the importance of industry standards and common measurements.



Picture courtesy of EBIQUITY: THE POWER OF ADVERTISING – TAKING A FRESH LOOK AT MEDIA METRICS AND SPEND (2018)

**The problem that occurs when hen we mix impressions with contacts...  
Delivered ad impressions are not the same as ads contacts with people**



This figure illustrates the price difference that occurs when we move from CPM to CPT. This is just an example, but in many cases differences can be much bigger than shown here. That is since CPT refers to contacts with people, while CPM refers to delivered ad impressions.

**Potential areas of confusion – We are missing alignment between advertising value chain and ad planning and reporting**



We are lacking alignment between the advertising chain and the purchasing process from advertisers and media agencies. This creates confusion and problems when we buy ads and when media reports figures.

## Objectives

The international part of the project is initiated and run by major global advertisers and organisations together with the WFA. The local initiative in Sweden is in line with the global principles by WFA. The local initiative is considered important since we saw a need for a thorough understanding of media reach figures in all different media categories, not only tv and online-video. We wanted to construct a valid way of comparing different media with each other correctly. This would then form the basis for a cross media measurement tool or method.

The objectives of the project are:

- Increased awareness amongst advertisers of the current situation
- Alignment and standardization of media currencies
- Higher confidence in media metrics reported
- Arguments for price differences (all reach is not equal)
- Industry focus on value received instead of price paid
- Higher advertising return on media investments
- Being part of the global framework from WFA, described below

## World Federation of Advertisers framework for Cross Media Measurement



*This project is part of the WFA project to create an industry framework to cross-media measurement. This WFA project is coordinated by global brands and leading national advertiser associations, and with involvement from partners from across the ecosystem.*

*The idea is that progress can be made, and consensus arrived at, when the industry aligns around advertiser needs. The barriers to delivering better solutions are more political and commercial than technological.*

*The approach from WFA to break the deadlock, has been to start with the advertiser. WFA believe that most progress can be made, and consensus arrived at, when the industry aligns around what advertisers need.*

*WFA has an ongoing dialogue and collaboration with the industry and partners as the local initiatives that is shared internationally.*



## Scope and limitations

This project, albeit applicable to other markets, is focusing on the Swedish media market.

Furthermore, the focus is on reporting and measurements regarding the media purchase and planning process, not in regard to effectiveness or media context.

The purpose of the project is to clarify what is sold and what gets reported when it comes to purchasing ad space. We need to be able to compare metrics and investments in different media categories in order to know the net reach of the campaign and have control of media investments and build a cross-media measurement tools or systems.

## Deliverables

The deliverables for phase 1 of the Cross-media measurement project 2020-2021 are:

- **A: Definition of the Project Phase 1 – 2020**

In the start-up phase of the Swedish Cross Media Measurement initiative during 2020, the Project Team and the Project Committee set out the direction for the project and clarified what advertisers need in the ad purchase and deliveries from media and media agencies. Everyone agreed that reach is people (not devices, browsers and apps), and that it's hard to evaluate ad investments based on the information currently provided. To get a better understanding of what can be measured a model was created, mapping out the advertising value chain. The model was scrutinised and developed so it would work for all media categories.
- **B: Mapping of the advertising value chain – 2021**

During 2021 the advertising chain has evolved and expanded to make sure all media categories can use the same model thus enabling cross-media comparisons. The model has been provided with a supplement of a red, orange and green categorisation showing if the figures are self reported, measured via a separate third party accredited system or measured and audited by a third party industry standard. The advertising value chain model has become the foundation of the Swedish Cross Media Measurement project.
- **C: Fact sheets**

The fact sheets create a simple overview of existing measurements methodologies and deliverables for different media. It gives an easy overview in a set format of different measurement companies. Some media and platforms have filled in the fact sheets as well, the fact sheets are available for all media to fill in. This creates better transparency and comparison concerning measurements and reporting for the advertising market in Sweden.

- **D: Audit report of the advertising value chain**

The advertising value chain model gives a fast overview of the figures available for all media categories. To find out how the model relates to actual ad purchases we decided to make an audit of some of Sweden's largest advertisers.

In the Audit we use reports from four stages in the media buying process:

- The brief from the advertiser to the agency
- The plan and rationale from the agency (or in-house) to the advertiser
- The currency used when buying the ad space
- The report back to the advertiser on what has been bought and delivered

The audit shows that there are systematic reporting errors due to unspecified definitions and metrics.

- **E: Industry education**

The delivery of the advertising chain, the fact sheets and the Audit will be the base for a training module that will be launched during Q2 2022. It is important to educate the market and create insight of the current status and possibilities for improvement. The end goal is to move the market towards providing true cross-media measurements.

- **F: Proposal for governance model**

Suggestions for a direction of the future governance body has been presented to the Project Committee and Partner Board. The Cross Media Measurement will go into the next phase during 2022, aiming to set up an independent organisation responsible for moving the project forward.

- **G: WFA sanction**

The Project Team has presented the work in Sweden to the Global team in WFA during October 29. The purpose of the meeting was to present the work with the advertising chain model, fact sheets and the audit, share our work and view on how to move on. WFA Global Principles have been the backbone of the work done and we have approval from WFA for our work.

## Milestone status review

### Cross Media Measurement Project Phase 1 June 2020 - Dec 2021



#### **A: Definition of the Project Phase 1** ✓

During 2020 a lot of work went into setting out the direction for 2021.

#### **B: Mapping of the Advertising Value Chain.** ✓

During the first part of 2021 the Project Team and Project Committee worked out the advertising value chain model and discussed how it should be mapped out.

#### **C: Fact sheets** ✓

The fact sheets are an extension with drill downs in the advertising chain.

#### **D: Audit Report of the Value Chain** ✓

The audit results consist of eight big advertisers that are buying ads cross media. We have used the advertising chain model for the audit to show how definitions are used in ad purchases and deliveries.

#### **E: Training Module for Advertisers**

A plan for training content and training sessions will be delivered by the end of 2021.

#### **F: Proposal for Governance Model** ✓

The Project Team has presented its thoughts to the Project Committee and Partner Board on how to move the Cross Media Measurements forward into the next phase.

#### **G. WFA sanction** ✓

The Swedish Project Team and WFA had a meeting the 29: Th of October 2021.

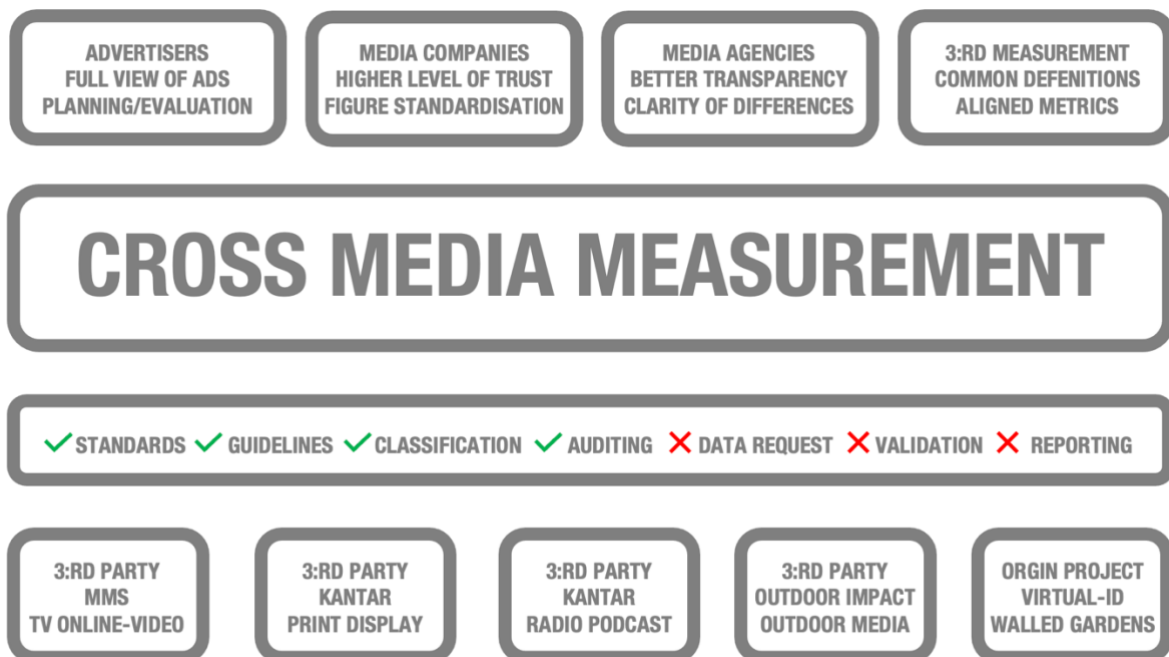
# Descriptions

## A: Definition of the Project Phase 1

In Phase 1 the Project Committee has agreed on the following:

- The long term ambition is to make it possible to compare media reach in different media channels through clear definitions of measurement methodology and terminology.
- By CMM standards, reach is to be defined as people reached, not units or browsers. People reach requires statistical modelling of panel data, as in the WFA initiative.
- The project is focused on ad deliveries not on the outcome of media investments nor the context of the placements, this is up to each advertiser to decide and measure.

## Cross Media Measurement project framework



## **B: Mapping of the Advertising Value Chain**

In order to compare reach figures from different media, a mapping of what types of measurement data is available and is being used are shown in the model.

Suggestions on the structure of the value chain were then taken to the project committee and was approved by the participants in the project.

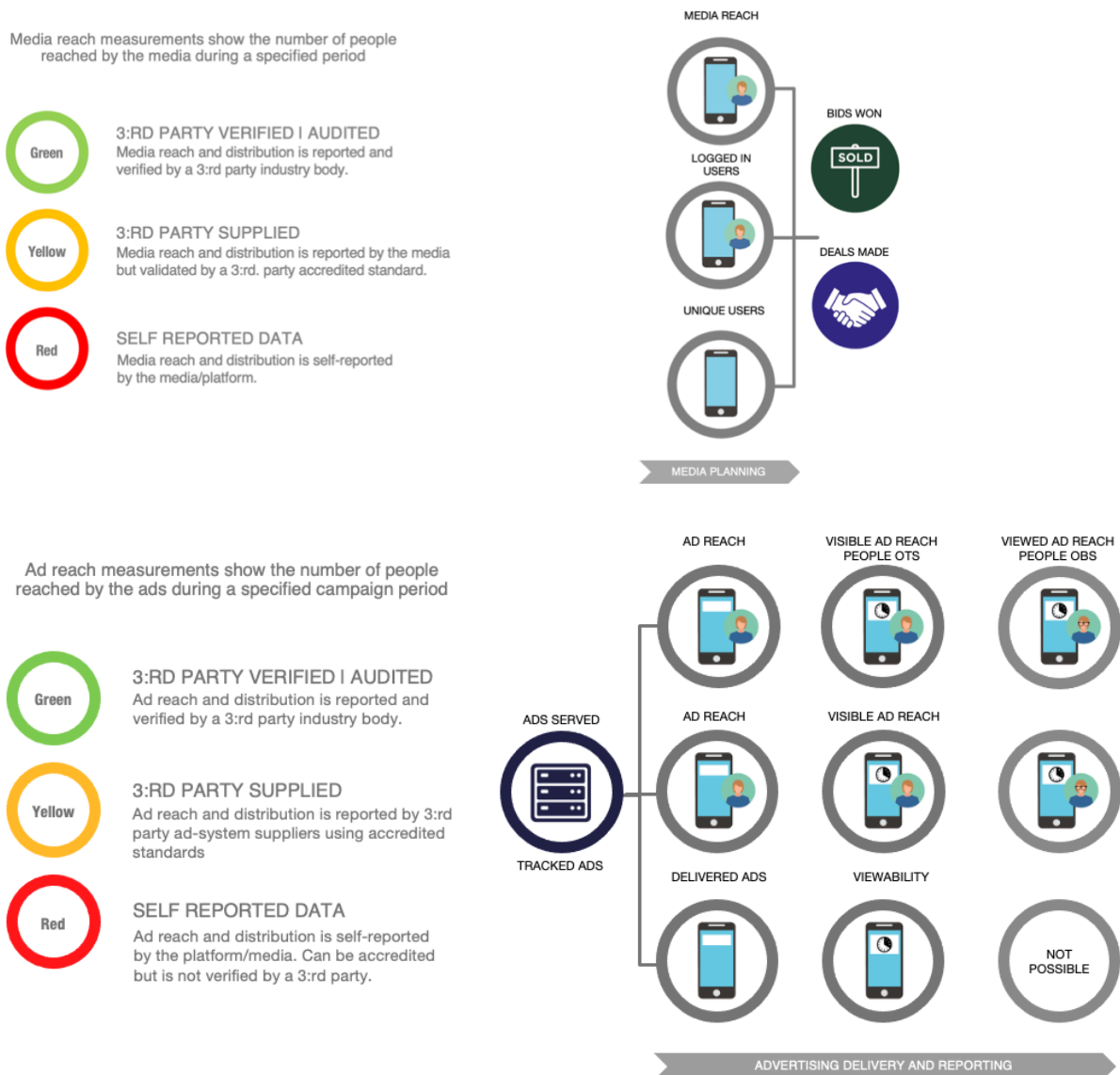
### **This model has three distinct levels or dimensions:**

- 1) Different levels of reach measurement – moving columns from left to right in the picture below, creating a better measurement closer to a person seeing the ad for every step.
  - a. media reach
  - b. delivered ad reach
  - c. visible ad reach
  - d. viewed ad reach
  
- 2) Different levels of reporting of said reach – the rows starting from the bottom going up, also improving the quality of the measurement with each step up.
  - a. people reached
  - b. logged-in users reached
  - c. units, browsers, apps reached
  
- 3) The data itself can be anything from self-reported and not audited (red) up to third-party audited and verified (green).

The column to the far right shows the symbols in the picture below where:

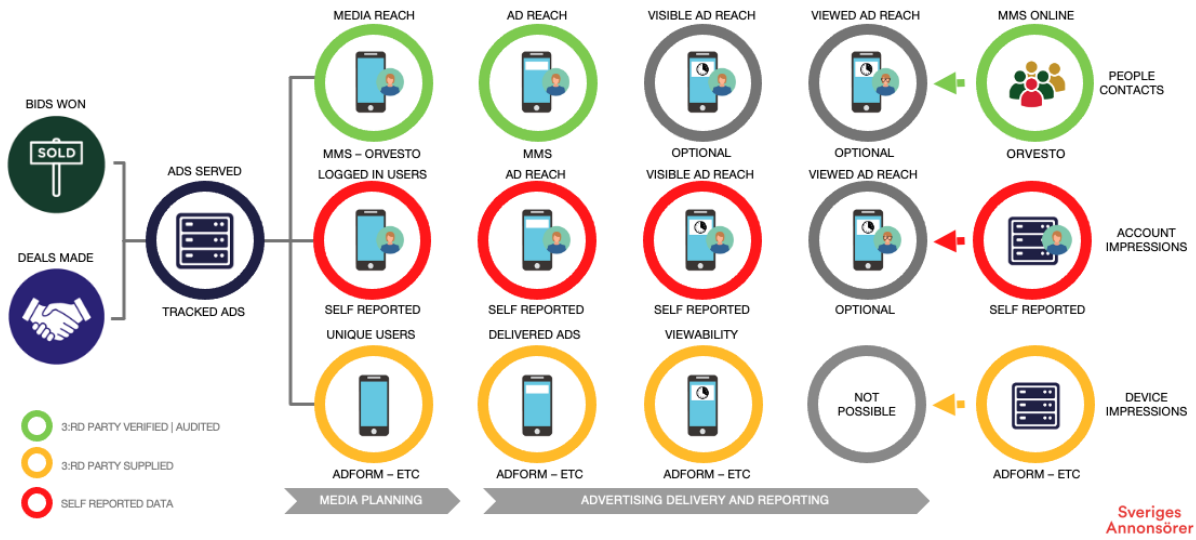
- Green means the data delivery is accredited third party measured and audited
- Yellow means the data delivery is made by a separate (not owned by the media selling the ad space) third-party accredited figures (by MRC as an example.) or different third party measurement system
- Red means self-reported data, i.e. the media selling the ad is also measuring and reporting the data

This mapping gives us transparency regarding the use of verified people, viewable contacts and whether these are audited by a third party, certified in some other way or self-reported.



The advertising value chain is a framework for ad purchase and reporting showing where ads are delivered or counted.

### C: The Advertising Value Chain model



This advertising value chain shows the different stages where ads are delivered or counted. The top level is third party verified people panel data. The second level is logged in/account mode, and the third level circulation and/or devices.

Going through the matrix, left to right. You have deals made or bids won before the ads are delivered to a media. In the left column in the matrix there is media reach that is used for planning of campaigns.

In the columns further to the right we have different types of ad deliveries and reporting. There are three different stages, first there are delivered ads, then we have visible ads, and in the column further to the right we have viewed ads (a level that's not possible at the current state with the systems on the market).

### D: Fact sheets

The fact sheets are presented as a stand-alone documentation. We have an example of them as an appendix in this report. The data was collected from major research companies in Sweden as well as the large media/platforms and ad delivery systems.

## E: Audit Report of the Advertising Value Chain

This audit has been conducted by ECI Media Management, a major auditing company with great experience in media audits in Sweden.

To confirm the current state of reporting of reach in different media today, the audit has been made of a selection of major Swedish advertisers' campaigns. The Audit involves eight advertisers with one multi-media campaign from each company. ECI Media Management looked at what was briefed, what was planned, what was bought, what was delivered and what was reported back to client.

The results were visualised using the mapping of the advertising value chain and then transposed into a table of the categorisations. Any differences in expectations and delivery in the advertising value chain have been highlighted.

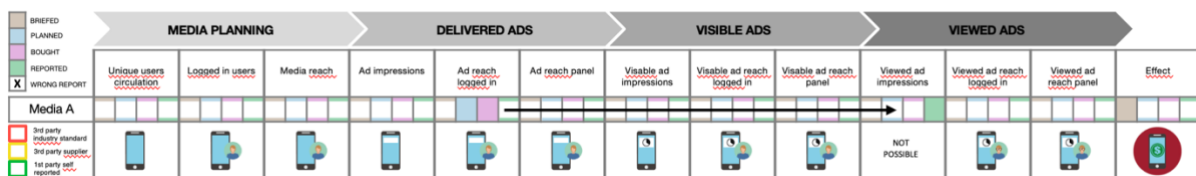
Results are reported without revealing any individual results. All data are aggregated and reported at channel level, that is display, TV etcetera.

Recommendations based on the findings in the audit are summarised in how to improve the process in each media category. The recommendations are specified to the three parties involved: advertisers, agencies and media and on a total level.

## F: Example from the Audit report – online-video

The Audit report visualizes the brief, media plan, ad purchase and ad reporting for eight advertiser's cross media campaigns in all media categories. As the example from the Audit in online-video shows the advertisers briefs on effect. The media plan and purchase were made in ad impressions or logged in environment or ad reach panels.

The reporting then moves all the way forward to visible or even viewed ads, which is not even possible. The problem with moving the delivered impressions up to viewed contacts that they get a higher perceived value in the delivery.





## **G: Industry Education**

For the project to have an impact and move the industry forward, we need to explain and communicate the Advertising Value Chain. In order to do so, a training module will be outlined based on the Advertising Value Chain. This education package will be offered to advertisers as well as other stakeholders in the business such as media agencies and media.

A common language and understanding of different levels of reporting is essential for this project to make a difference. The purpose of the education is to give advertisers a better knowledge of the advertising value chain for better planning and evaluation of their ad campaigns and the media investments.

## **H: Proposal for Governance Model**

How do we prioritize and work to encourage improvement? What options do we see going forward? Which media can we move one step up in the measurement ladder and how? How can we motivate these media to improve?

To answer all these questions, we need to know what kind of organization would be suitable to continue working on this. To build cross media measurement in line with the identified standards according to the model that has been presented.

This has been discussed within the Project Committee to get the industry approval, and has been presented to the Partner Board, followed by discussions on how to proceed into phase 2 of the Swedish CMM project and with the parties that should be part of the project.

## **I: WFA sanction**

The Swedish work was presented to the global team in WFA in October the 29: Th to get it approved and aligned with the other ongoing projects across the world.

## Conclusion

Phase 1 of the CMM-project is mapping and showing the current reporting standards in different steps. In phase 2 the target is to move in the direction which measurements should be built and evolved in the future to get aligned measurements for cross media measurements. This will motivate more media to move towards higher quality reporting.

This project shows that we have two clear but different paths to choose between going forward with the Cross Media initiative in Sweden:

### Alternative A

Devaluation where we will use and focus on measurement such as circulation, impressions and CPM. The implications of this includes:

- Near the current and present solution
- Non transparent (Algorithms | Equations)
- Inexpensive for advertisers
- Lower contact costs
- Platforms becomes bigger (higher “reach”)
- Negative for print (higher reach than circulation)
- Seller | media centric
- High acceptance by media | platforms (Status Quo)
- Small governance and financing needed

### Alternative B

Revaluation where we will focus on people reach and contact with CPT. This means:

- Solution will take time and effort (future proof)
- Transparency and trust (3: Rd party panel data)
- Costly for advertisers
- Higher contact costs
- Platforms become smaller (less reach)
- Positive for print (higher reach than circulation)
- Buyer | advertiser centric
- Potential pushback from media | platforms
- Large governance and financing needed

Out of these two options an overwhelming majority backed the alternative B. Focusing on improving the measurements rather than looking for the lowest common denominator is not only achievable but also desirable. The Project Committee agreed that we need to move to people centric measurements instead of measuring devices, browsers and apps with different calculations on top. This thus is journey that needs to be broken down in different phases. There is a plan how to execute this.

## Governance body

Suggestions for a governance body is based upon the notion that a new measurement or panels is not necessary or even productive. Instead, the governance body should work like an audit firm, laying down the groundwork and standardizations for the industry to rally around, to merge the already existing surveys and moving them closer to each other.

This future governance body should have these principles:

- CMM framework for all measurements and deliverables
- Body for common definitions, standards and reporting
- Collaborate with national Joint Industry Committees
- Advertiser driven and independent ownership
- Accredited work by WFA and MRC
- Ongoing audit of all ad delivery's
- Needs to be fully transparent



## Further research

- **Training module**  
Education packages for advertisers, agencies and media / platforms. It is vital to educate the market and move forward.
- **Proposal for governance model**  
Suggestion for a future governance body is required to ensure that we have an organisation that will conduct the work required.

## Literature list

[Ebiquity: The power of advertising – Taking a fresh look at media metrics and spend \(2018\)](#)

[WFA: Technical Proposal for Cross-Media Measurement Reach and Frequency \(2020\)](#)

[PWC/ISBA: Programmatic Supply Chain Transparency Study \(2020\)](#)

[Sveriges Annonörer: Cross Media Measurement – Advertising Value Chain \(2021\)](#)

[Sveriges Annonörer: Cross Media Measurement – Media Audit Report \(2021\)](#)