



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



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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



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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



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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)



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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.



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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.



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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



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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



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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



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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



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Radio | 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 DESCRIPTION:

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 | Kantar

Circulation | 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

