

Establishing principles for a new approach to Cross-Media Measurement

An Industry Framework



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Background to the programme & this document

Coordinated by global brands and leading national advertiser associations, and with involvement from partners from across the ecosystem, we have been facilitating a programme to expedite the implementation of a new wave of cross-media measurement solution.

This began with the formation of a working group participated in by all stakeholder groups in the industry, including: advertisers and advertiser associations, media agencies, broadcasters, measurement companies, platforms, trade groups and standard setting authorities.

ANA and ISBA have been developing their own cross-media measurement initiatives in tandem and have been key partners on our programme.

An examination of work where tangible and valuable approaches to solve this problem have been created was conducted. Credit should be given to the many organisations who've created cross-media measurement solutions for clients and the industry.

Building on top of this work, we have been pursuing the definition of global, advertiser-centric but industry-wide principles and frameworks, that can underpin future measurement services, with a view to going further than what is currently in place anywhere in the world. Advertisers want globally consistent measurement of the highest standards. All stakeholders need measurement solutions which are future-proofed to accommodate the rapidly changing privacy environment.

This principles-based framework is a starting-point. A global framing, and set of requirements, for local industry discussion.

This Framework has been written by WFA and members but is the product of workshops and industry consultation. And as industry conversations evolve, this document should develop too. We consider this Framework to be a living document – one that is regularly edited and updated through dialogue between global and local markets, and as learning is surfaced.

This document was last updated in September 2020.

“Procter & Gamble has been a proponent of media audience research since the earliest days of broadcast media and is proud to be at the forefront of this breakthrough initiative in partnership with digital platforms, television broadcasters and other major advertisers. We need complete, open, transparent and future-proofed cross media measurement to enable consumers to have a better viewing experience with less annoying repetition, advertisers to be confident that their media budgets are being invested effectively and efficiently, and media companies to be rewarded for delivering high levels of reach and engagement. This is mission-critical, the time is now, we know it won't be easy, but there has never been a stronger plan, and we need everybody to join in to make it happen.”

Kanishka Das

Senior Director,
Global Media Analytics & Insights,
Procter & Gamble

This programme has been steered by a selection of advertisers and advertiser associations but has the support of the entire WFA membership, including:



Introduction

Trusted media measurement solutions have been developed around the world through cross-industry collaboration. It is testament to the collaboration of buy and sell-side parties that many of those services still exist today.

But media consumption habits have evolved and existing measurement solutions offer limited convergence in the way media exposure is measured, and little opportunity to understand the true coverage of a message.

The result is that the current systems do not represent the true picture. We need advertising to work, and to do that we need the data to understand it.

The business case for improved cross media measurement is clear:

- Separate measurement systems preclude an understanding of true Reach and Frequency. This means there are considerable amounts of impressions bought which are driving diminishing or even negative value to advertisers. There is scope to prevent the wastage of billions of dollars through better measurement which, in turn, improves ROI;
- Equally, an improved consumer experience can be delivered through avoiding the excessive ad frequencies which some have been exposed to. This is critical to avoid an apathetic (or outright hostile), reception towards advertising from our audiences.
- Lastly, improved measurement enables the sell-side to better value their inventory to attract ad spending;

To this end, audience measurement has once more become a key priority for the WFA, as outlined in our [Global Media Charter](#). This is a cause advertisers believe all in the industry should support.

Our objective is to expedite the implementation of a new wave of cross-media measurement solution. And our approach has been to start with the advertiser. We believe that most progress can be made, and consensus arrived at, when the industry aligns around advertiser needs.

Measurement solutions are local, of course, and cannot be imposed on a given market. Our programme, which is on-going and which this document introduces, has focused on the development of industry-agreed principles and frameworks which markets can adopt and adapt when ready, with a view to introducing some global consistency.

WFA, ANA, ISBA plus the other associations and advertisers in the WFA network, ask all parties to engage meaningfully in discussions around delivering a new paradigm in media measurement. We also ask all parties to consider three key principles as they approach these discussions: respect, focus on the future and compromise.

Respect for the unique needs of individual stakeholders and the existing solutions and standards which are often based on long and fruitful industry collaboration. But with an acknowledgement that many of these need to change to meet the evolving media landscape and privacy environment.

In addition, meaningful progress will not be achieved without compromises from all quarters. We are prepared to consider compromises in order to bring the solutions we need into fruition. And naturally the sell-side - broadcasters, publishers and platforms alike - will need to come to the table willing to make concessions too.

With the right mindset we can make enormous progress and we look forward to your support and collaboration.



Stephan Loerke

CEO, WFA



Phil Smith

Director General,
ISBA



Raja Rajamannar

Chief Marketing & Communications Officer
and President, Healthcare Business,
Mastercard & WFA President



Bob Liodice

President & CEO,
ANA



Executive summary

Beyond the Advertiser Scope & Ambition or ‘North Star’, this Framework outlines principles that any future-focused cross-media measurement service should comply with. These are summarised below.

Media measurement is a local business and must remain so. But, as with many dimensions of the media landscape today, cross-media measurement will likely include local and global considerations in the future. For each of the below it’s anticipated that there will be some, limited, global (or central) considerations, and many market-level decisions to be made.

Governance

Any cross-media measurement service should be neutral. It should be constituted under a funding and governance structure that includes both buy and sell-side partners and reflects a fair representation of constituents that allows for the promotion of independence and convergence.

Transparency and independence of the service should be enshrined in the governance through independently administered audits and reviews.

These rules should apply equally to any and all measurement conducted locally and centrally.

Technological infrastructure

Advertisers want to measure their entire campaign – not a sub-set of it. Practically speaking, our programme has identified that census data from publisher logs may be a powerful way to introduce considerable depth and breadth to the digital side of audience measurement. This data would need to be calibrated and validated by the use of an independent single source panel to ensure accuracy, as well as scale, is delivered upon.

Critically, any technology and methodology should be fair and not prejudice or discriminate in favour or against any particular publisher, media or platform. In addition, the measurement’s Technological Infrastructure and subsequent methodology should adhere to and preserve all the principles defined by the governance and privacy requirements.

Technology should be designed to deliver de-duplicated Reach and Frequency across publisher, platform and media, in a continuous fashion. Beyond Reach and Frequency it makes sense for there to be a roadmap for the technology to support the measurement of brand and sales outcomes.

Standards & metrics

The service should enable comparability through default reporting based on consistent global Standards and Metrics. Standards set by organisations such as the Media Rating Council (MRC) in the US and Centre d’Étude des Supports de Publicité (CESP) in France, provide consistent audience building blocks from which comparable evaluation of media can be made.

In addition, the service should support the processing of all measurable impressions, to ensure marketers can produce additional, derived metrics.

Privacy

Cross-media measurement services should adopt a consistent global approach to privacy but with local market requirements considered above and beyond the global requirements. Checks and balances should be established to protect user privacy (including preventing the re-identification of users), while ensuring data fidelity is preserved as much as possible in order to provide the capability and use cases required by advertisers.

Measurement solutions will also need to remain adaptable to the changing nature of privacy regulation and consent requirements.

“Unilever is a truly global organisation covering 180 countries. Introducing consistency to how audiences are measured across markets and media channels is extremely attractive. Allowing us to plan holistically and benchmark efficiency and effectiveness, not just at a local but also comparatively at a global level. We are excited that as an industry we have this great opportunity to make it happen.”

”

Sarah Mansfield
VP Global Media, Unilever

Scope & Ambition (the Advertiser ‘North Star’)

As a group, we have identified four key, prioritised, buy-side needs from cross media measurement. These needs are balanced by critical, advertiser supported, industry requirements.

This balanced set of needs should form the basis for the design and implementation of ideal solutions:

“ Cross-media measurement is a true team sport – it’s going to require many in the industry to make progress together. The industry needs a common playbook to pull towards and we’ve worked hard to deliver that. We’re confident that we can align the industry around advertisers’ needs, we’re going to win. ”

Ben Jankowski

SVP Global Media, Mastercard



Global principles



Advertiser needs (‘North Star’)

Full lifecycle measurement
Planning/Reporting/Optimisation

Continuous
Tagless, always-on data capture

Comprehensive
TV & digital (but not limited to video)

Full-funnel
Outputs & outcomes measurement

Industry requirements (Advertiser supported)

Privacy-safe
Respect for consumer & no risk of re-identification

Fair & objective metrics
Neutral service with metrics for comparability

Trust & transparency
Enshrined through regular audits

Advertising & content
Measuring ads and editorial context/content



Local adaptation

Advertiser needs ('North Star')



#1 Full lifecycle

De-duplicated cross-media Reach & Frequency across the full lifecycle of media management

Advertisers need cross-media measurement solutions which enable three phases of measurement:

1. Pre-campaign audience and channel planning and forecasting;
2. Intra-campaign audience and frequency management and optimisation;
3. Post-campaign audience reporting and evaluation.

De-duplicated Reach & Frequency by publisher, media and platform, should be provided for each of these phases.



#2 Continuous

Tagless, always-on data capture

Tagless and continuous measurement can, effectively, drive all three of the measurement phases above.

Advertisers who have opted-in and met other requirements (e.g. subscriptions, cleared legal and data sharing aspects, etc) should be able to access measurement on an ongoing basis, rather than campaign-by-campaign, limited duration, fee-based campaign tracking.

In a world where browsers are imposing limits to how cookies and trackers can be used, tag-based systems are becoming increasingly untenable.



#3 Comprehensive

Television & digital (but not limited to video), with all campaign data captured

The initial priority for cross media measurement should be to design a service that measures and reports to assets inclusive of TV ('Linear' and OTT) and digital media formats.

Advertisers want to measure their entire campaign not just specific formats. Infrastructure should be designed which has the capacity to capture audience data on ads which extend beyond video.

In addition, advertisers want to be able to measure all their campaigns, not just the largest ones. The industry should develop solutions sophisticated enough to capture audience data on relatively small campaigns which might sometimes fall outside the field of vision of panels.

In summary, advertisers want to capture audience data on all measurable impressions



#4 Full-funnel

Reach & Frequency comes first but outcomes reporting also in scope

Advertisers need foundational data on the Reach & Frequency achieved by their campaigns. But they seek to go further with the provision of standardised cross-media outcomes data tethered to cross-media impressions data. For example, Brand and Sales Lift studies, Multi-Touch Attribution (MTA) and Marketing Mix Modelling (MMM) studies.

“

In this increasingly complex environment, a joined-up approach to accountable, independent cross-media measurement is vital. We're hugely encouraged to see advertisers providing the North Star requirements and platforms, publishers, broadcasters and agencies working together towards this goal.

”

Phil Smith

Director General, ISBA

Industry Requirements (supported by advertisers)



#5 Privacy-safe

Solutions for an evolving regulatory landscape which have respect for privacy at the heart

Naturally publishers (and other data contributors) should be able to ensure that their users' information is handled in a privacy safe way, in accordance with other sections of this document.

Measurement services should be built to protect consumer privacy while delivering upon the maximum level of advertiser needs. Cross-media measurement systems should also be sufficiently agile to adapt to an evolving landscape where regulatory forces and browser, platform and operating system changes may affect functionality.



#6 Fair & objective metrics

Metrics for comparability (but not limited to one metric)

Comparing, counting and de-duplicating ad exposures is the foundation of cross-media audience measurement. Commonly understood, comparable and equitable definitions of an impression are needed to do this.

We support the principle of having default global reporting metrics, such as that recently published by the MRC in their Cross-Media Audience Measurement Standards¹. But future-proofed cross-media measurement systems should carry sufficient data on all measurable impressions to enable more than one metric to be used. The existing reporting conventions as defined by local markets, for example, but also others as required by marketers.



#7 Trust & transparency

Enshrined through regular audits

The technical design and any implemented version should be sufficiently transparent to build trust in the measurement service. This needs to be enabled through thorough audits and verification.



#8 Advertising & content specific

Advertising measurement is key but context and editorial should also be measured

Measurement priority should be focussed on media exposure that is either advertising specific or capable of carrying advertising.

It's noted that some digital publishers provide an environment where the editorial context for advertising is User Generated and 'feed' based. In these environments the measurement of 'content' is potentially less relevant. But cross-media context and editorial measurement are important components for media planning purposes, and are key environments to be measured for broadcasters, and should form part of the wider measurement scope where possible.

¹MRC Cross-Media Audience Measurement Standards (Phase I Video) - September 2019

[[http://mediaratingcouncil.org/MRC%20Cross-Media%20Audience%20Measurement%20Standards%20\(Phase%20I%20Video\)%20Final.pdf](http://mediaratingcouncil.org/MRC%20Cross-Media%20Audience%20Measurement%20Standards%20(Phase%20I%20Video)%20Final.pdf)]

Detailed principles

We've identified that there are four key (and inter-related) areas that any cross-media measurement service should be bound against;

- Governance
- Standards & Metrics
- Privacy & Security
- Technological Infrastructure

The remainder of this document is dedicated to providing non-exhaustive industry principles for how each should, ideally, be organised to deliver against the advertiser's North Star ambitions. These principles have been shaped through workshops and industry discussion.



The current media measurement ecosystem exists in a compartmentalised fashion, with measurement defined and executed by media type. This measurement is traditionally funded by the sell-side constituents. These compounding factors mean that measurement solutions across media are not consistent with different methodologies, metrics and standards.

To enable true cross media measurement for advertisers, both the political and economic barriers to convergence should be addressed. These include the need to create a funding structure that does not disincentivise publishers to collaborate, and a governance model that allows a fair and transparent approach without prejudice and bias to any publisher, medium or activity.

Governance should be enacted at a local level, to reflect local market conditions and dynamics. Respect should be given to the local markets' established legal, governmental and regulatory preferences and structures that intersect with media measurement execution and standards-setting practices².

Neutrality, independence & objectivity

The measurement service should be designed and implemented in a neutral and independent fashion without bias or prejudice to a media or publisher. This independence should form part of the constitution of the governance with contractual agreements with any third-party measurement partner or suppliers bound by this principle.

All decisions made by the governance structure, be they methodological, commercial or strategic, should be aligned with the principle of adhering to neutrality and independence. Formal acceptance of this principle should be documented as a condition of participation within the governance structure, and should be executed in practice through an agreed voting/resolution process. This structure should provide a fair representation of the industry, across buy and sell-side constituents.

“ We at the Coca-Cola Company really want a Cross-Media Measurement system which is an objective, holistic and industry-wide solution. Measurement won't be trusted if it's biased or subjective; it will fail. For the industry to accept it we must create systems which are truly neutral and representative. And it starts with cross-industry participation and responsible governance. ”

Greg Pharo

Global Director,
Media Analytics & Advertising Research,
The Coca-Cola Company

Representation

The governance structure should incorporate the full spectrum of the media ecosystem, covering both buy and sell-side parties, as well as any non-commercial publishers (where relevant).

No media, publisher or brand, represented within the measurement governance should be able to create unfair working practice or decision making that may bias the service and conflict with the principle of neutrality and independence.

“ We believe that all measurement should be independent, objective and representative. Industry collaboration to create a trusted cross-media measurement solution based around these principles while preserving the privacy of consumers is a key enabler. Good governance is essential to achieve this ambition. ”

Zee Bhunnoo

Group Head of Marketing Science
& Commercial Analytics,
Nestlé

² For example, in the United States, the U.S. Department of Justice has granted special privileges to the Media Rating Council to act in this regard.

Transparency

The measurement service should be underpinned by a transparent approach that is visible to the industry with clear guidance and description of how the measurement works, its standards, metrics and execution. Any bias, error, or confidence that exists within the measurement methodology should be clearly documented and transparent to all constituent members of the measurement service, including users of the service.

The service should be regularly reviewed, assessed and interrogated by a transparent and open technical committee or governance/oversight function, with any decisions or actions documented and visible to members or stakeholders and the industry.

A regular audit of the measurement services, including validation of data collection practices and input datasets, should be conducted to ensure best practice is met and quality levels are high. This should be bound as part of the constitution. Results of any subsequent audit should be available to all members.

Future-focused development plan

The governance body should underpin the service with a strategic development plan to ensure evolution and adaptation of the service that meets the needs of the industry and reflects the changing way in which media is bought, consumed and delivered. This is also important to review improvements in the technology used to deliver the measurement.

The strategic development plan should be reviewed and validated at regular intervals by the governance body.

Reviewed funding & commercials

It has long been the practice that media vendors provide measurement at their cost as it provides them with the ‘currency’ for valuing the media time or space they sell.

Funding for cross-media measurement services should be established that underwrite the service, with a model that reflects tangible value to members. Funding models for cross-media measurement may have to evolve from the past. While it’s not within the scope of this document to recommend a new funding structure, clearly there are options for the industry, including balanced direct funding, taxes and levies, subscriptions, certification fees and others.



Standards & metrics

How media exposure is reported and evaluated continues to be a source of frustration within our industry, and as marketers, being able to understand the true value of our spend across media continues to be one of our biggest issues. This problem is exacerbated by the limitations of disparate data, reported against different standards and metrics.

Any cross-media measurement service must be underpinned by agreed standards for key metrics. Global standards aid simplicity and create both cross media and cross market comparability, but ultimately it is for local stakeholders to decide what standards and metrics are applied in their market.

While default reporting should be based on common, defined standards (per below), cross-media measurement systems should also support other derived metrics that the market, marketer, agency, or media owner can use.

There is synergy in an approach that provides for both marketer flexibility for evaluation and consistency and comparability in reporting. Underpinning such an approach are a number of key principles for a cross media measurement service.

All measurable impressions in scope

The building block for any measurement is to measure and process all 'measurable impressions' (subject to privacy requirements). Impressions should carry sufficient metadata to enable system users to interpret whether the impressions qualify for certain standards applying to both video and non-video formats. From here, default minimum reporting metrics can be produced to provide the consistency and comparability that the industry requires.

In addition to this, the system should enable marketers to produce non-standard derived metrics. For example, a measurement system could produce default metrics using the MRC cross-media standard, and additionally allow marketers to generate comparisons using different, more rigorous viewability thresholds.

Critically, the metadata attached to these impressions should meet certain levels of quality, assessed by an independent auditing process, as prescribed in the Governance for the measurement solution.

“

There has been a lot of debate in the industry about what the right metric is to use for the measurement of audiences across screens. We believe that cross-media measurement solutions should measure and capture data on every impression. Some of those impressions will qualify for cross-media comparison and some will not. Let the marketer or agency or media owner subsequently decide how they value those impressions. This is the right foundation for a cross-media measurement solution, but at Mars we seek to go even further, linking impression data all the way to business outcomes.

”

Sorin Patilinet

Global Media Insights Director,
Mars

This flexibility in approach, ensures any measurement service is able to support both reporting and evaluation functions, allowing marketers to define impressions at bespoke definitions.

Viewable impression metrics

Among other metrics, any cross-media measurement service should support the reporting of the MRC's Cross-Media Measurement Standard (video) of 100% of pixels on Screen plus minimum 2 seconds continuous delivery. While it's clear that linear TV ads are unlikely to suffer from occlusion issues in the same way that digital ads can be, it makes sense to develop an equivalent approach to viewability measurement on linear TV (to digital viewability) to enable true comparability.

Duration

More research and validation is required on the extent to which duration data can be used across different media and platforms. But it is our view that duration data should be reported at the second-level in a manner that allows the creation and application of such metrics to be decided and assessed by each individual advertiser, publisher /platform or measurement service, while industry norms continue to evolve at both the global and local level³.

³ It's understood that this is challenging for some broadcasters/measurement companies. Reasonable approximations for second-level data should be allowed, based on encoding granularity.

Target audience definitions

Target audience definitions should be established at the local market level and reflect the nature of trading categories that exist within those markets and the use cases advertisers are keen to employ.

At a minimum, audience categories should include common cohorts derived by age, sex, geography, and household-based co-occupancy demographics (presence of children etc).

Comparability for reporting

The measurement service should promote default standards and controls for comparability, for example ensuring the evaluation of coverage using consistent 'reach' criteria, such as the cross media viewable impression.

A range of industry standards should be used for the reporting of campaigns across publisher and platform. However, measurement services should respect any current local conventions for reporting media that already exist (in addition to global standards), such as those reported and traded upon in existing 'currency' services.

Flexibility for evaluation

In addition to applying consistent metrics and audience definitions for campaign reporting, a cross media measurement service should also allow full flexibility to adjust criteria in reflection of the way media plans have been built (e.g. evaluating a reach and frequency build across different media using different reach criteria).

This flexibility will allow marketers to evaluate campaigns across publisher and platform based on the definition of their respective 'channel plan'. These flexible controls and guidelines should be defined and governed at the local market.



Privacy & data security

It is critical to ensure that data obtained on users or individuals is used solely for the purpose for which the user or individual intended. Of primary focus for measurement is the consent of the user for the collection of their data and permission for its subsequent use.

Privacy & consent requirements

User data providers should be able to provide their users with transparency and control as to the collection and use of their data. Explicit verifiable consent should be required to share panellist data.

Consent requirements should be underpinned by the governance structure of the cross-media measurement service which must also adhere to all applicable local requirements (above and beyond global requirements).

Data security

Because aggregated and encrypted measurement data may enable the re-identification of individuals when combined with other data, technical measures should be in place to limit opportunities to re-identify users.

“ Naturally cross-media measurement solutions need to be designed in a way where the privacy of users is protected in accordance with the strictest regulations. Equally, the use-cases of the most ambitious advertisers need to be delivered upon. This can be a difficult equation to balance which calls for cooperation and innovation.

”

Norman Wagner

Head of Group Media,
Deutsche Telekom AG

Implications from privacy

These requirements and safeguards may have implications upon technical solutions. In particular, the ability to deduplicate at the granular (user) level, whilst preserving user privacy. Cross-industry collaboration on technical solutions can, and should, be developed to provide the appropriate protection of user identity while achieving accepted levels of accuracy in measurement and evaluation and while meeting the needs of marketers.

Different technical and infrastructural executions may be necessary for different advertiser use-cases. For example, the privacy safe integration for sales outcomes, may differ to that required for post campaign evaluation.

Technological infrastructure

Current media measurement services exist as separate solutions, providing rigour to their own medium, but without any inter-relationship across different media. The design of these services are specific to the media in question, with different approaches and techniques.

It is necessary to design and build infrastructures and solutions that measure and report media in a consistent manner so as to truly understand campaign effectiveness. This manner should ensure that all processes, aggregations and profiling of audiences are conducted in a transparent way that do not discriminate or prejudice any media over another.

As we say in the North Star section of this document, cross-media measurement technology should be focused initially on TV and digital but should have the interoperability to scale to additional media in future. Additionally, the technology should be capable of delivering across the full lifecycle of media management and should enable tagless, continuous data processing.

The specific technological make-up of cross-media measurement is likely to vary by market. However, it's our view that (at least) the following foundational components, or class of technologies, should be included in the infrastructure of the new wave of cross-media measurement:

Truth set – single source panel(s)

A Single Source Panel (or multiple separate panels) acts as the arbiter of truth, providing benchmarks for the use and overlap of media consumption across channels and screens, in addition to census data collected directly by Data Participants.

Data participant log data

A hybrid (panel and census) approach appears to be the most suitable way to deliver upon the need for cross media measurement solutions which are accurate and scaled. In addition to a robust single source panel, it is essential that non-identifiable log data be used to provide unbiased, accurate counts of exposure to events, channels, publishers and media. It is imperative that publisher log data be transparent and verifiable.

“

The development of cross-media measurement solutions should not start from the lens of video or any other media format or channel. At PepsiCo we create campaigns across multiple formats with the view that they all serve the same objective. Let's develop measurement approaches and technologies which can measure the audience associated with all formats. And not just the formats we know of today but the formats we know will emerge in the coming years.

”

Atin Kulkarni

Senior Director,
Global Media and Consumer Data,
PepsiCo

Linear & non-linear tv data

Electronic measurement techniques should be employed to collect TV viewing at second-level granularity (or a reasonable approximation of this) and measure both linear and non-linear broadcast and non-broadcast channels and events, including subscription VOD and online platforms. The single source panel should link with publisher log data from participating publishers where available.

Return path data (RPD)

In addition to the measurement of TV via a single source panel, the measurement solution should ingest and calibrate data using available TV operator data or Return Path Data (RPD). This data, ideally provided at the second level granularity, will allow for accurate replication of standards and metrics, whilst allowing greater flexibility of advertiser evaluation.

De-duplication methods or models

The modelling of reach and frequency, as well as subsequent de-duplication should be transparent and unbiased in its approach. Any model results should be replicable by independent third parties (and results should be evaluated for rigour and relevance at regular intervals), in accordance with the local governance structure. These audits should ensure the process is unbiased and does not discriminate or prejudice against any media, channel or platform.

There are multiple approaches to underpin cross media reach & frequency measurement and de-duplication, each with varying degrees of operability and capability. Some examples of those being discussed and evaluated include:

- Secure Universal IDs obtained across publisher log data and calibrated to a single source panel;
- Single source panel data to assign publisher server log data with Virtual People Respondent IDs based on behaviours and demographics;
- Multiple media panel fusion (inclusive of a single source panel) and calibration to aggregated publisher server log data.

The relative benefits, complexities and costs of the different technological approaches are acknowledged. It is likely that only hybrid solutions, which link and de-duplicate impressions at the granular level utilising panels as a source of truth, will be scalable to all of the advertisers' North Star needs.

As such, measurement services should look to evolve and develop practices that can harness granular data as part of their solutions, as privacy safe methodologies are developed.



Next steps: a technical proposal for cross-media measurement

The ambition from this work is that global principles should expedite the implementation of more consistent local measurement which meets the advertiser North Star. There will always be local divergences but we look forward to on-going discussion with global and local stakeholders to introduce as much global consistency with cross-media measurement as possible.

No more can the TV measurement infrastructure be extended into the digital space than the other way round. The TV ecosystem has a long history in panel-based audience measurement. Digital presents the opportunity to measure the census of impressions and actions at a granular level.

Much alignment on approach among the sell-side is required.

As a follow-up to this document, companies participating in this programme, including the digital platforms, were asked to collaborate on a technical design proposal as a starting point for industry discussion. The development of this proposal was overseen by members.

The proposal is an open sourced approach available to the industry which meets the advertiser North Star vision, and principles, outlined in this document.

The proposal has merits but needs thorough, global industry scrutiny and validation before it can be considered as a viable solution for a market. It's highly likely that the proposal will need to be developed and altered to reflect the needs of all local and international stakeholders.

This process has begun through an international peer review exercise. The peer review was successful at clarifying how the technical proposal works with a wide audience, but there are outstanding questions.

Two advertiser associations (ANA and ISBA) are now exploring how the work of the peer review can be taken a step further with extensive local validation, with a view to resolving questions unanswered in the peer review, ahead of implementation. In particular, focus will be concentrated on how it's proposed that TV audience data will be successfully integrated and de-duplicated with digital data, within the technical proposal.

“ The development of Global Cross Media Measurement principles which the ANA has been deeply engaged in is a much needed and critical initiative that will accelerate local adaptation of cross media measurement. The global guidelines empower local markets to build common and comparable cross channel measurement solutions that are complete, objective and transparent.

”

Bill Tucker

Group EVP,
ANA

WFA looks forward to on-going dialogue and collaboration with the industry as the learning from these local initiatives is shared internationally and as the new wave of cross-media measurement solutions are brought into life. As a living document, this Framework will be continually updated to reflect the unfolding local validations and implementations.

For enquiries about the technical proposal and any of the programme referred to in this document, please get in touch at crossmedia@wfanet.org

Acknowledgements

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**Hogan
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Note: All benchmarks, survey results, agendas and minutes are reviewed by Hogan Lovells International LLP, our competition lawyers

WFA Competition law compliance policy

The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to. As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.

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