

August 2023

What's the Deal with **What's Next in Measurement?**



What's the Deal with...?

Innovations in video measurement are occurring in abundance with lightning speed. Marketers now have more choices than ever to utilize advanced measurement to plan, buy and measure the success of their video campaigns.

With measurement being such an exciting space brimming with advancements, we've compiled some of the most common themes and questions we've heard from marketers.

Our new series "*What's the Deal with...*" has been built to simplify and provide clarity in five key areas of measurement so that you can make the most informed measurement decisions.

This **5-part series** will answer common questions asked about these aspects of measurement

Viewership
Data
Collection

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Identity

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Engagement

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Outcomes

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What's Next

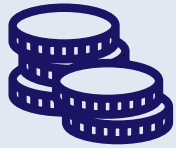


What's Next in Measurement?

There are many innovations and initiatives being pursued within the video advertising industry that will empower marketers to better engage audiences and measure the impact of their multiscreen TV campaigns.

Through this series, we've discussed 4 of the most important topics in measurement today: **Viewership data collection**, **Identity**, **Engagement** and **Outcomes**. In this final piece of the series, we look at *what's next* for these critical components of measurement and how marketers can use that innovation to grow their brands.

How Knowing What's Next Will Help Grow Your Business



Be the first in your business category to capitalize on new measurement capabilities and increase market share



Enables you to put the customer first by staying ahead of future privacy laws



Leveraging advancements in ad technology enables more opportunities to drive customer targeting and engagement



Adapting measurement strategies to follow viewing behavior enables you to maximize reach and engagement



Sharpen your campaign's resonance with innovative ways to measure and enhance creative messaging



Common Questions about What's Next in Measurement

- 1 What advancements should I expect in viewership data collection?
- 2 What aspect of **identity** will see greater adoption?
- 3 What new possibilities will there be in quantifying **engagement**?
- 4 What will improve my ability to understand and optimize **outcomes**?
- 5 How will AI continue to impact measurement?



1

What advancements should I expect in viewership data collection?

- ▶ The future of TV measurement will likely be dependent on both big data and panels, with panels acting as a complement to modern measurement. In many instances big data would serve as the source of viewing data in order to get the most comprehensive picture of viewership. It will be vital that big data being leveraged is calibrated and validated to ensure accuracy



Measurement Panel

Overview

Viewing habits, behaviors and demographic info are collected from a small group of people to represent a larger group

Benefits

When stable, panels can be used to provide a common view of the TV landscape

Challenges

Can lack in representation of certain television household types such as OTA



Calibration Panel

Overview

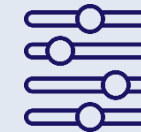
Used along with another data asset (such as big data) and is used to understand where the gaps or biases are within that dataset

Benefits

Can provide a path to demographic, geographic and television household type representation in TV measurement

Challenges

If there are issues with the panel, those biases can be passed into the dataset they are meant to benefit



Validation Panel

Overview

Used to show mathematically that you're solving for the gaps in the measurement (such as representation or bias)

Benefits

Can be used to prove that relevant changes/adjustments have been made to solve bias issues

Challenges

Requires a well-trained Machine Learning Model

2

What aspect of identity will see greater adoption?

- ▶ While Universal IDs have been around for several years, the increased adoption and interoperability of Universal IDs will play an important role in enhancing audience targeting and measurement capabilities



Multiple Universal IDs

Universal ID (UID) - Unique identifier that allows publishers and advertisers to recognize and authenticate users across publishers, platforms & devices, providing a holistic view of audiences.

There are several Universal IDs in the marketplace that can serve as a futureproof way to target and measure audiences for CTV and programmatic campaigns.

Universal ID Examples



UID 2.0



Open ID



Ramp ID

Universal IDs can help marketers to...



Eliminate dependency on 3rd party cookies



More seamlessly partner with publishers and data providers to match first-party data on PII in a privacy compliant and secure manner



Achieve greater precision in audience targeting



Increases accuracy of cross-channel measurement

3

What new possibilities will there be in quantifying engagement?

- ▶ Greater availability and adoption of innovative ad formats will create greater opportunities for marketers to engage with and measure audiences

Innovative ad formats are advertisements that audiences can engage directly with by using their remote control, connected device or scanning a QR code with a mobile device.

The proliferation of streaming has made them more commonplace and therefore more valuable to marketers as they look for more opportunities to engage with and measure audiences.

Three Ad Formats with Exciting and Innovative Ways to Quantify Engagement



Interactive

Enables audiences to take immediate action with a brand by actively participating with an ad

Example

Audiences can "choose their own adventure" with an ad, share their brand sentiment via an in-ad survey, or download an app via a QR code



Shoppable

Enables audiences to make a purchase directly through an advertisement or piece of content

Example

Shop the product(s) of a brand used directly in content such as cookware on a cooking show or clothing worn by your favorite sitcom character via a remote control, or by scanning a QR code



Dynamic Placement

Enables audiences to connect with a brand in a contextual environment through the placement of ads directly within content in a targetable and unobtrusive way

Example

Brand logo being placed on a score board during a sports telecast or a beverage being consumed by their favorite sitcom character

4

What will improve my ability to understand and optimize outcomes?

- ▶ Enhancement and industry wide standardization in the metadata of both content & ads will enable deeper and more consistent opportunities to measure, understand and optimize the outcomes of cross platform campaigns



Metadata

Metadata is data about other data. In video advertising metadata can be information that describes the context, quality, and other characteristics of content and ads. Common examples of metadata are network, daypart, program name, and program genre.

Benefits of Innovative Metadata

- Better understand the alignment of context between ads and content and how that impacts outcomes
- Use learnings to guide future creative development
- Develop synergy between brand placement in content and ad space

Example Metadata Providers



Innovative Metadata Examples

- **Content Type** – Professional vs. UGC
- **Mood** – Happy, Energetic, Sad, Serious, Funny etc.
- **Characteristics** – Major and minor themes (ex. Futuristic, period piece, computers)
- **Character Types** – Animated, Actors
- **Dominant Facial Expression** – Smiling, Crying, Serious etc.
- **Program Popularity Score**
- **Program and Ad Engagement Score**
- **Brands shown in content**



5 How will AI continue to impact measurement?

- ▶ Adoption of artificial intelligence (AI) and machine learning (ML) will continue exponentially as their ability to unlock and power new measurement capabilities expands

AI and Machine Learning Technologies Improving Measurement



Computer Vision

A field of AI focused on training computers to interpret, understand, and derive meaningful information from digital images and videos

Example

Screen OCR (Optical Character Recognition)

- A tool used to recognize, capture and translate images and text from a screen
 - Can be used to inform and enhance viewership data by determining what brand names and/or logos are shown on screen



Synthetic Data

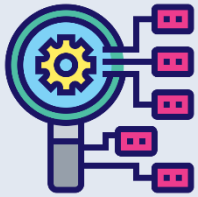
Utilizes known information about a population to train a model to make accurate predictions about others in the population that you don't have a full set of data for

Example

VID (Virtual People Identifiers) Models

- VIDs are synthetic individuals that mimic the general population through the assignment of probabilistic demographics
- A way to label impression data consistently across all data providers enabling de-duplicated cross platform reach and frequency
 - Can be used to complement and enhance calibration panels

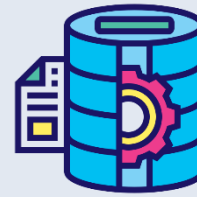
Best Practices to Prepare for What's Next in Measurement



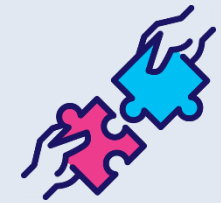
Utilize universal identifiers to connect and measure cross platform campaigns



Integrate innovative ad formats into your campaign to drive engagement



Leverage advancements in metadata to refine your optimization strategies



Partner with measurement providers that are leveraging cutting edge technologies

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What's the Deal With Outcomes?



What's the Deal With Identity?



What's the Deal With Viewership Data Collection?



What's the Deal With Engagement?



25 Ways TV Grows Brands
Powering Performance Through Full-Funnel Business Outcomes



Untangling Terminology Within Video Measurement

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



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