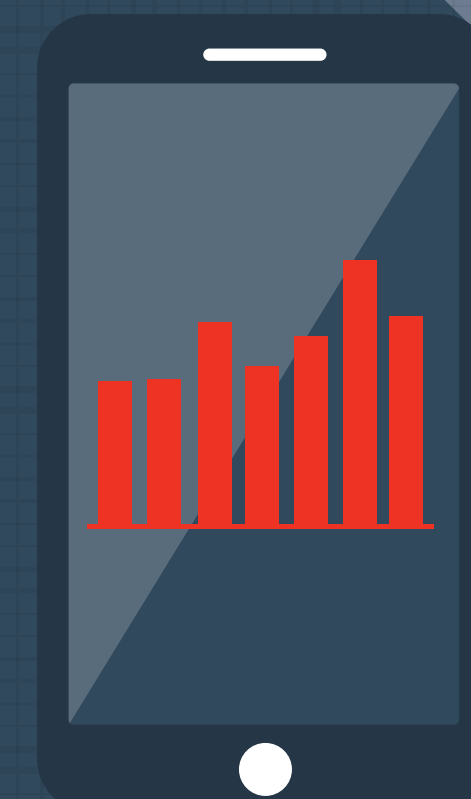
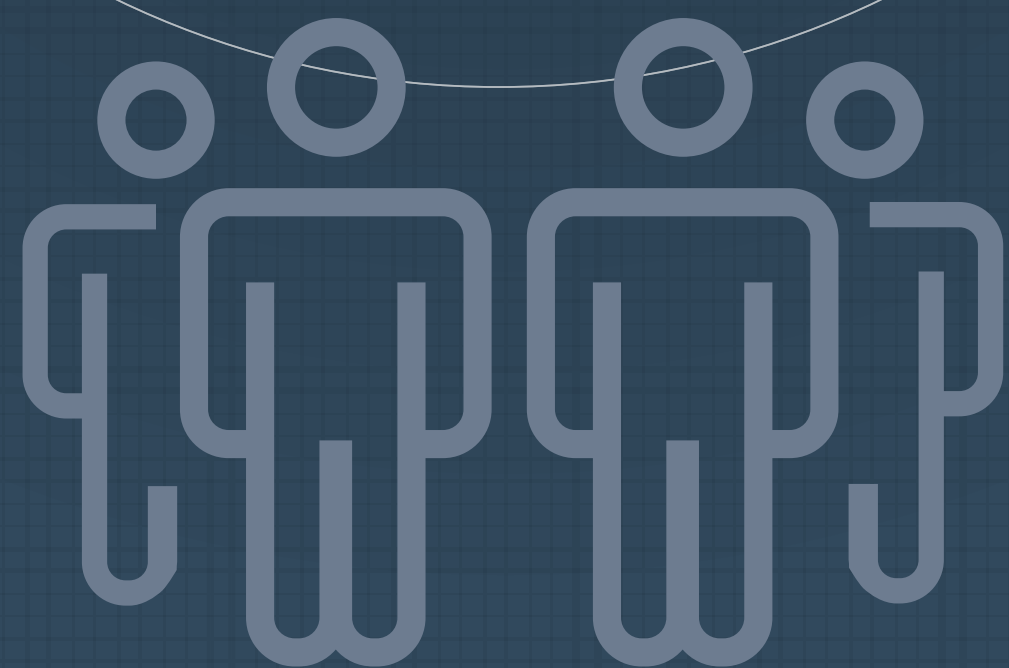




# FUTURE OF MEASUREMENT REPORT

SEPTEMBER 2019



AN INDUSTRY REVIEW OF DIGITAL CONTENT AND ADVERTISING MEASUREMENT



# **FUTURE OF MEASUREMENT**

**THE IAB AUSTRALIA'S FUTURE OF MEASUREMENT IS AN INDUSTRY RESEARCH INITIATIVE AIMED AT IDENTIFYING AREAS TO IMPROVE THE QUALITY OF DIGITAL MEASUREMENT AND PROVIDE PRIORITIES FOR INDUSTRY MEASUREMENT PROJECTS INTO THE FUTURE.**

## **THE REVIEW METHODOLOGY**



**QUALITATIVE  
DISCUSSIONS**



**INDUSTRY  
SURVEY**



**OVERSEAS  
MARKET REVIEW**



**TOWN  
HALL**

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# BACKGROUND TO THE REVIEW

The Australian online advertising market has grown significantly in size and complexity, and hence audience and advertising measurement needs to continue to evolve to ensure diverse commercial opportunities and monetization of digital audiences.

The Future of Measurement review has been conducted to understand the priorities of the market (including advertisers, ad agencies, media owners, tech providers and research/data vendors) to drive confidence in digital advertising into the future.

The scope of our review has defined the digital measurement landscape to include content ratings, ad ratings, ad verification and ad impact.

The IAB is involved in endorsing digital content measurement currency to provide independent, comparable and trusted data that has the support of both buy and sell sides of the market. The IAB does and can play an increasing role in other areas of measurement to ensure quality, transparency and confidence.

# THE ONLINE ADVERTISING MARKET

## INCREASING COMPLEXITY IN MARKET AND MEASUREMENT





# THE DIGITAL MEASUREMENT LANDSCAPE



## CONTENT RATINGS

Measure the volume and usage patterns of Australian audiences across digital channels for the purposes of providing a competitive digital ratings landscape.



## AD AUDIENCE RATINGS

Measure the overall and target audience reach of advertising campaigns. Provides campaign reach and frequency and on target % metrics.



## AD DELIVERY VERIFICATION

Measures if attributes of a served online ad have been executed consistent with the terms specified by the advertiser. Provides viewability, fraud and brand safety metrics.



## AD DELIVERY VERIFICATION

Measures advertising effectiveness and impact on advertisers KPI's and business outcomes.



# CURRENT MEASUREMENT LANDSCAPE

The IAB is involved in endorsing digital content measurement currency to provide independent, comparable and trusted data that has the support of both buy and sell sides of the market.

Nielsen hold the IAB's preferred supplier deed for digital audience measurement. This measurement system is overseen by the IAB Measurement Council, which consists of representatives from 18 different media and agency organisations, with involvement from the Media Federation of Australia.

The products and solutions in market have been constantly evolving since the IAB developed its first audience measurement blueprint in 2007.

Today content ratings delivers a deduplicated cross-platform view of digital content audiences across desktop, laptop, smartphone, tablet (app & browser), across all content types (text and video) and reported daily, weekly and monthly.

The digital currency has been fused with print readership currency since 2013.



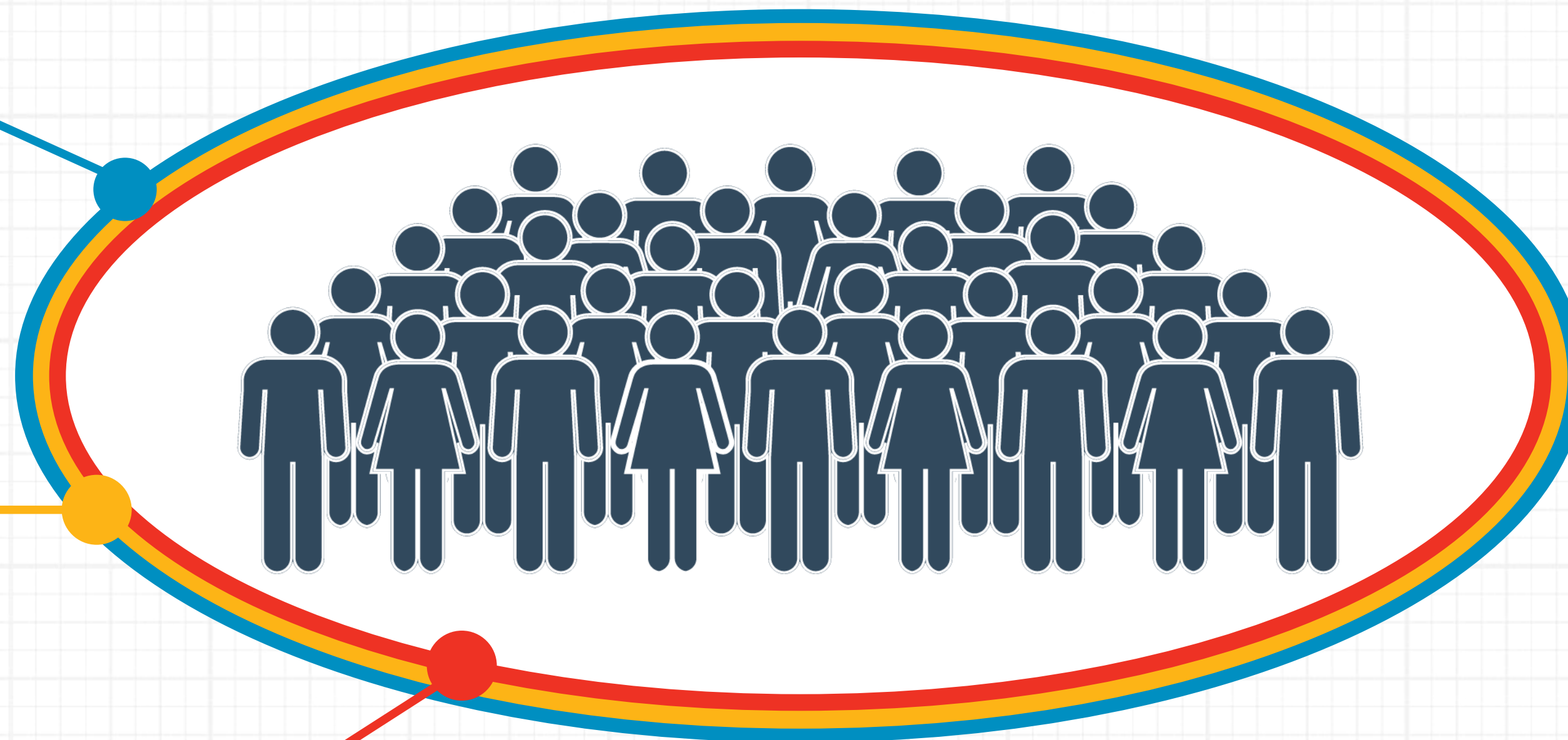
# **THE BASIS OF A MEASUREMENT CURRENCY**

**REQUIRES INDUSTRY SUPPORT & COLLABORATION**

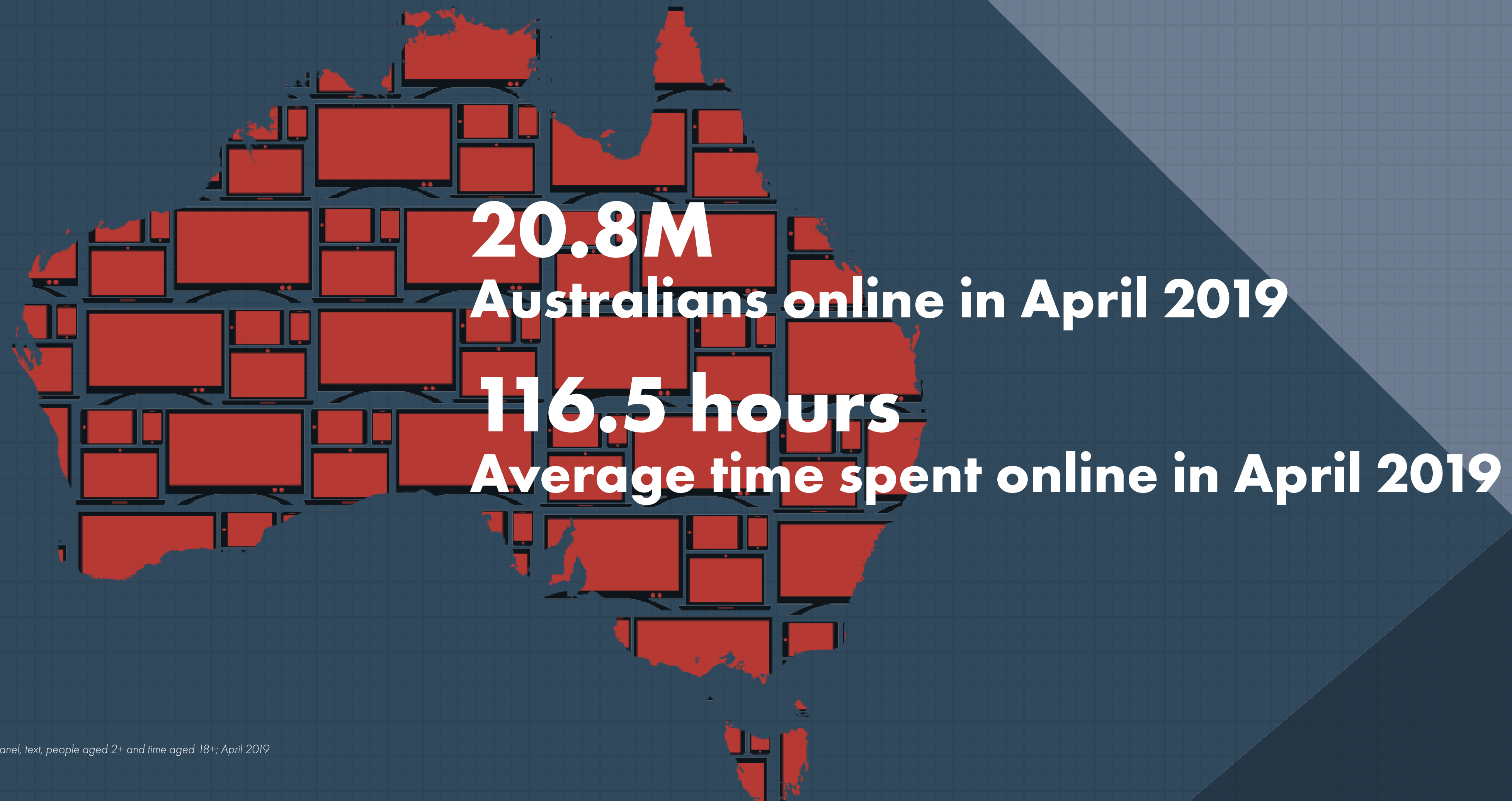
**AANA**

**mfa**  
media federation of australia

**iab.**  
australia

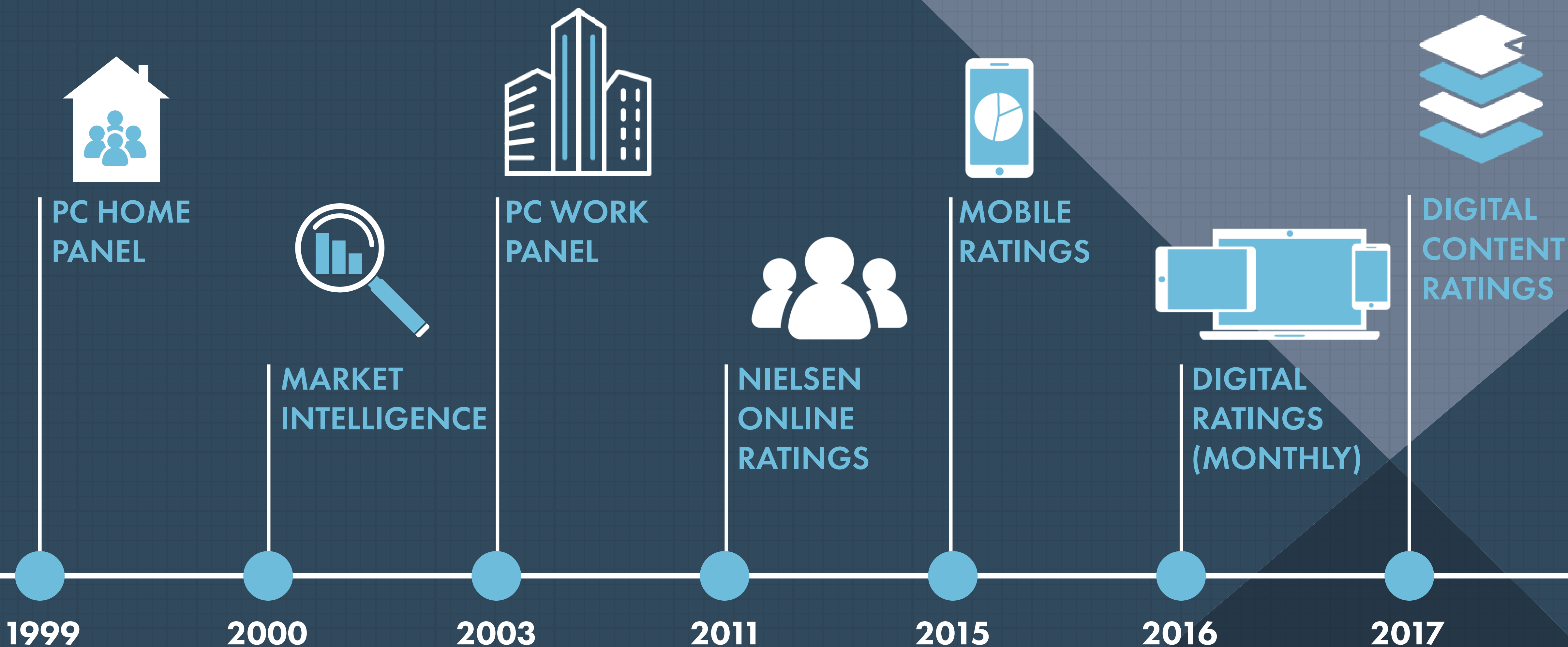


- INDEPENDENT
- COMPARABLE
- TRUSTED DATA
- TOTAL MARKET VIEW
- TRANSPARENCY
- AGREED BY MARKET – BUY & SELL SIDE



Source: Nielsen Digital Panel, text, people aged 2+ and time aged 18+; April 2019

# THE DIGITAL MEASUREMENT LANDSCAPE



## **CROSS-MEDIA CURRENCY FUSION TODAY**



**IAB endorsed  
digital currency.**

.....



**A cross-media  
measurement solution  
designed to deliver a  
comprehensive single  
source data set.**

.....



**Accredited  
readership for  
the news media  
industry.**





# RESEARCH FINDINGS

To understand stakeholder priorities for digital measurement into the future, the IAB conducted a qualitative and quantitative research study.

In March 2019 we conducted an industry survey amongst more than 140 stakeholders from media owners, agencies, advertisers, tech providers and research/data vendors.

Our survey is a localized version of a study conducted by the IAB Europe in March 2018 (n=650). In the results following we have compared markets where applicable.

Findings from the industry survey have been supported by in-depth qualitative discussions with 40 industry stakeholders from advertisers, ad agencies, media owners, local and overseas industry bodies and leading research vendors.

The research covered priorities for driving greater online brand advertising investment, expectations with regards to ad verification, how brand advertising is being measured and challenges facing the industry.

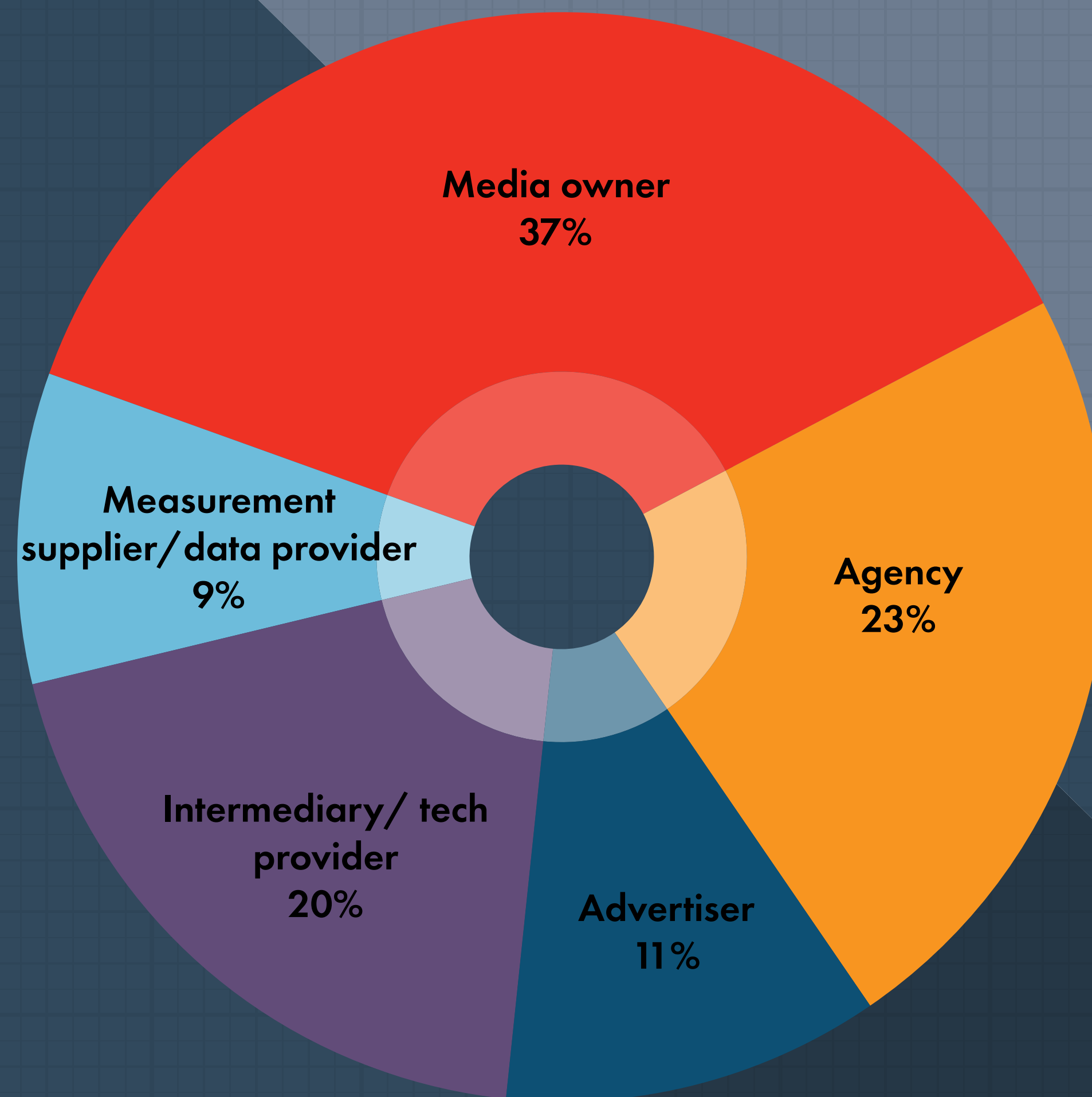


## QUALITATIVE DISCUSSIONS



40 interviews with key stakeholders amongst ad agencies, media owners, advertisers, measurement vendors, industry bodies.

## INDUSTRY SURVEY



# TOP PRIORITIES TO DRIVE GREATER ONLINE BRAND ADVERTISING INVESTMENT



AUSTRALIA

- Ability to carry out cross media evaluation
- Standardised reach and frequency for digital channels



EUROPE

- Ability to carry out cross media evaluation
- Understanding online in combination with other media for brand

Source: IAB Australia Future of Measurement Survey March 2019 n=142; IAB Europe Digital Brand Advertising and Measurement Survey March 2018 n=650  
Question: How helpful are the following in attracting more brand advertising investment to digital channels? (top 2 box)

# DEFINING QUALITY AD IMPRESSIONS

	MEDIA OWNER	TECH PROVIDER	AGENCY/ADVERTISER
#1	Time video ad is in view	Time video ad is in view	Time video ad is in view
#2	Proportion of video ad in view	Proportion of video ad in view	Proportion of video ad in view
#3	Reach of the campaign	Proportion and time in-page display ad is in view	Reach of the campaign

Source: IAB Australia Future of Measurement Survey March 2019 n=142  
Question: How important are the following criteria to help define what constitutes the quality of a 'contact', 'exposure' or 'impression'? (top 2 box)

# DEFINING QUALITY AD ENVIRONMENTS

	MEDIA OWNER	TECH PROVIDER	AGENCY/ADVERTISER
#1	Brand safety	IVT	Brand safety
#2	Quality of content	Brand safety	IVT
#3	Ad clutter IVT	Ad clutter	Ad clutter

Source: IAB Australia Future of Measurement Survey March 2019 n=142  
Question: How important are the following criteria to help define what constitutes the quality of the advertising environment? (top 2 box)

## **DESIRE FOR AUDIENCE DATA & VERIFICATION TO COMBINE**



*"A brand optimization metric that is valuating both inventory quality and audience reach. ... vCPM is already a metric that is being used, but combining this metric with in-demo% ... Making sure that the campaign is delivering on viewable inventory, to a in-demo audience, against the best price." - Agency*



*"Standards regarding definition of exposure to digital advertising ... or minimum thresholds to be reached before 'opportunity's to see' converts to true exposure." - Measurement supplier/Data provider*



*"One panel that can verify audiences delivery across the market based on an ad appearing in a contextually relevant, brand safe environment including YouTube and Facebook" - Agency*



# INDUSTRY DRIVEN DATA DESIRED IN PROGRAMMATIC ENVIRONMENTS



AUSTRALIA



EUROPE

ALL

ADVERTISER

AGENCY

#1

Brand awareness

Purchase intent

Brand awareness

#2

Purchase intent

Brand awareness

Reach & frequency

#3

Reach & frequency

Reach & frequency

Ad recall

ADVERTISER

AGENCY

#1

Brand awareness

Reach & frequency

#2

Reach & frequency, CPM

Brand awareness

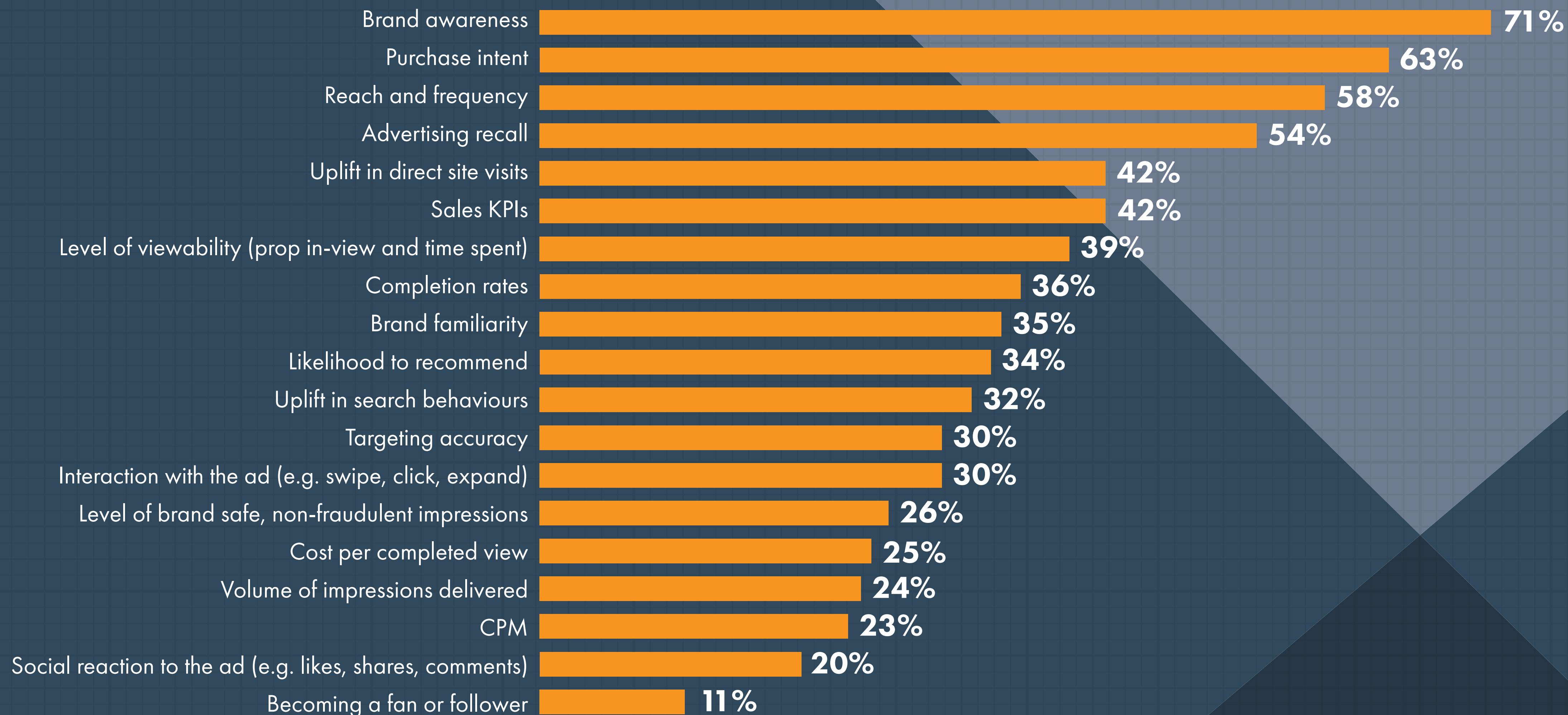
#3

Sales KPIs

CPM

Source: IAB Australia Future of Measurement Survey March 2019 n=142; IAB Europe Digital Brand Advertising and Measurement Survey March 2018 n=650  
Question: Thinking in terms of brand advertising campaigns, which key performance indicators do you use to assess campaign success?

## BRAND AND R&F METRICS MOST USED

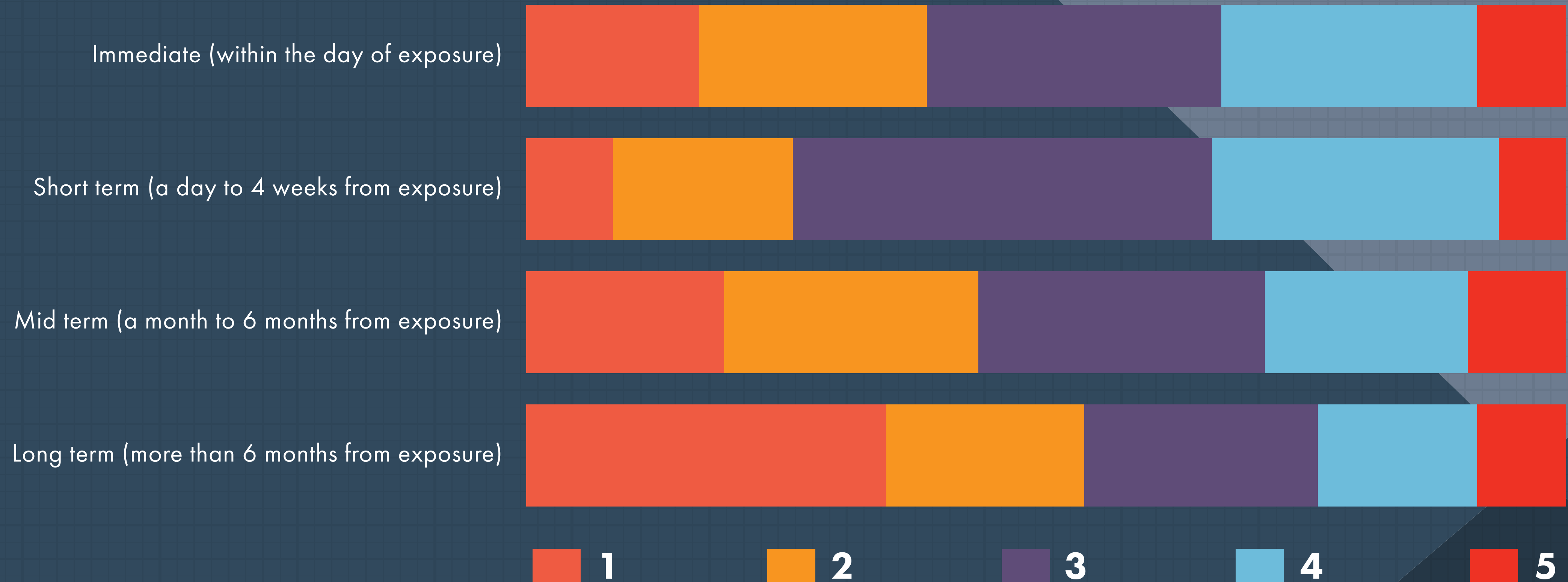


Source: IAB Australia Future of Measurement Survey March 2019 n=142

Question: Thinking in terms of brand advertising campaigns, which key performance indicators do you use to assess campaign success?

# THERE IS A NEED TO IMPROVE DIGITAL BRAND IMPACT MEASUREMENT, PARTICULARLY OVER LONGER TERM

Industry proficiency in measurement brand impact



**Overall  
average  
score  
2.8**

1 is 'not proficient' and 5 is 'very proficient'

Source: IAB Australia Future of Measurement Survey March 2019 n=142  
Question: How proficient do you feel we are as an industry in determining the impact of brand digital advertising over time?

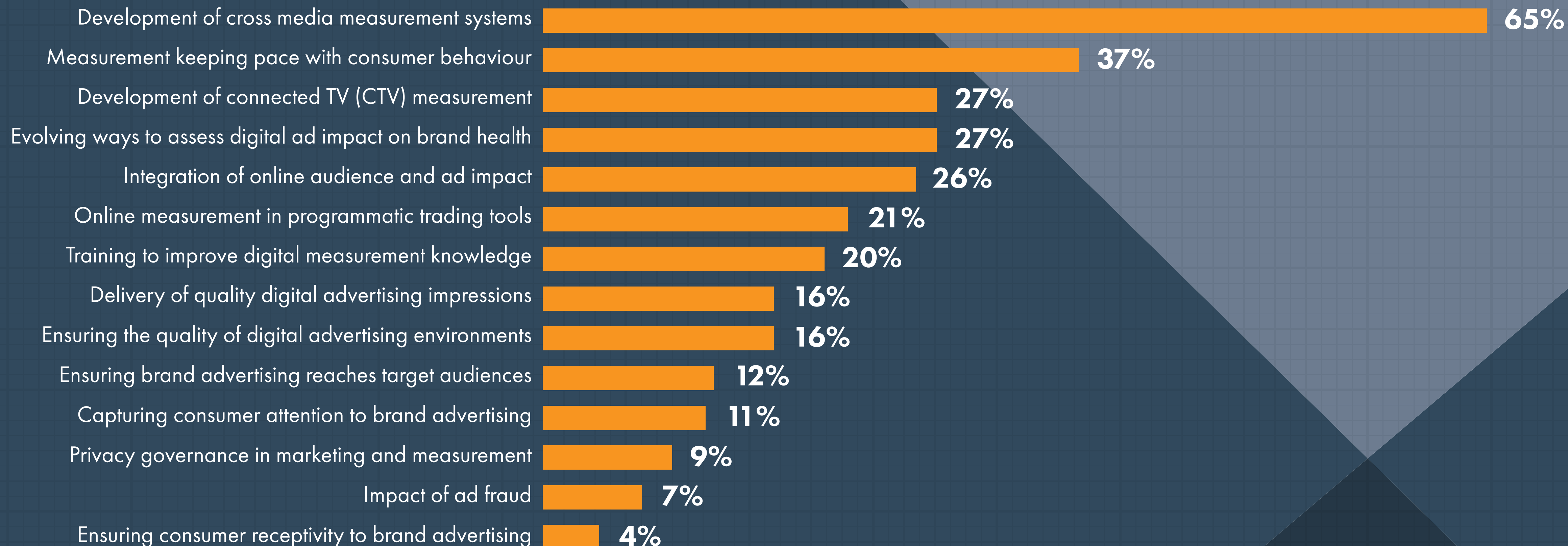
# ALIGNMENT ON #1 INDUSTRY OPPORTUNITY

	MEDIA OWNER	TECH PROVIDER	AGENCY	ADVERTISER
#1	Cross-media measurement systems	Cross-media measurement systems	Cross-media measurement systems	Cross-media measurement systems
#2	Keeping pace with consumer behaviour	Industry-agreed online measurement available in programmatic trading tools	Keeping pace with consumer behaviour	Keeping pace with consumer behaviour
#3	Ways to assess digital impact on brand health	Connected TV (CTV) measurement	Connected TV (CTV) measurement	Ways to assess digital impact on brand health

Source: IAB Australia Future of Measurement Survey March 2019 n=142;  
 Question: Thinking about the areas covered in this survey, which of the following do you think are the top three challenges currently facing the industry?

# CROSS-MEDIA MEASUREMENT CURRENTLY THE BIGGEST OPPORTUNITY

Top 3 challenges facing the industry



Source: IAB Australia Future of Measurement Survey March 2019 n=142;  
Question: Thinking about the areas covered in this survey, which of the following do you think are the top three challenges currently facing the industry?



# QUALITATIVE REVIEW SUMMARY

## MEDIA OWNER

- Complete audience reporting
- Cross Digital & TV measurement
- Flexibility in reporting
- CTV measurement
- Audience differentiation – campaign reporting
- Off platform – gaps in measurement
- Podcasting / Voice

## AGENCY

- Looking for industry guidance
- Cross digital campaign audience R&F alignment
- Cross Digital & TV
- Campaign audience & verification combined
- Append platform specific data

## ADVERTISER/CONSULTANCY

- Cross campaign reach, frequency & attention metrics for client activity
- Looking for industry guidance
- Use as much data as possible
- People centric de-duped metrics
- Cross media channel inputs for planning
- Wrong metrics may be included in reporting
- Help needed with long term metrics

# PREPARING FOR A POST-COOKIE WORLD & INCREASED PRIVACY REGULATION

Globally and locally the industry is facing a perfect storm of several factors growing and feeding upon each other:

- Proliferation of personal, connected devices (phones, smart homes, speakers, etc.)
- Scale of personal data collection and use...and potential for misuse
- Consumer expectations related to privacy, transparency, control
- Government regulation of consumer privacy, transparency, control
- Blocking of identifiers by browsers, operating systems, add-ons
- “Privacy”-motivated PR and legal attacks on our industry

Released in July 2019, the ACCC Digital Platforms Inquiry Final report was delivered to the Australian Government. The Inquiry produced 23 recommendations, including recommendations for changes to consumer privacy and protection.

The industry must solve for privacy-friendly consumer identity. Without a solution we face unreliable privacy for consumers, limited targeting and incomplete measurement/attribution for buyers and less revenue for publishers.

## HOW ARE THE TECH CHALLENGES BEING ADDRESSED?



### Panels

Well managed consumer measurement and research panels are dedicated to protecting the privacy of consumers that choose to participate and operate with explicit consumer consent and clear opt-out processes.



### New ways of dealing with “identity”

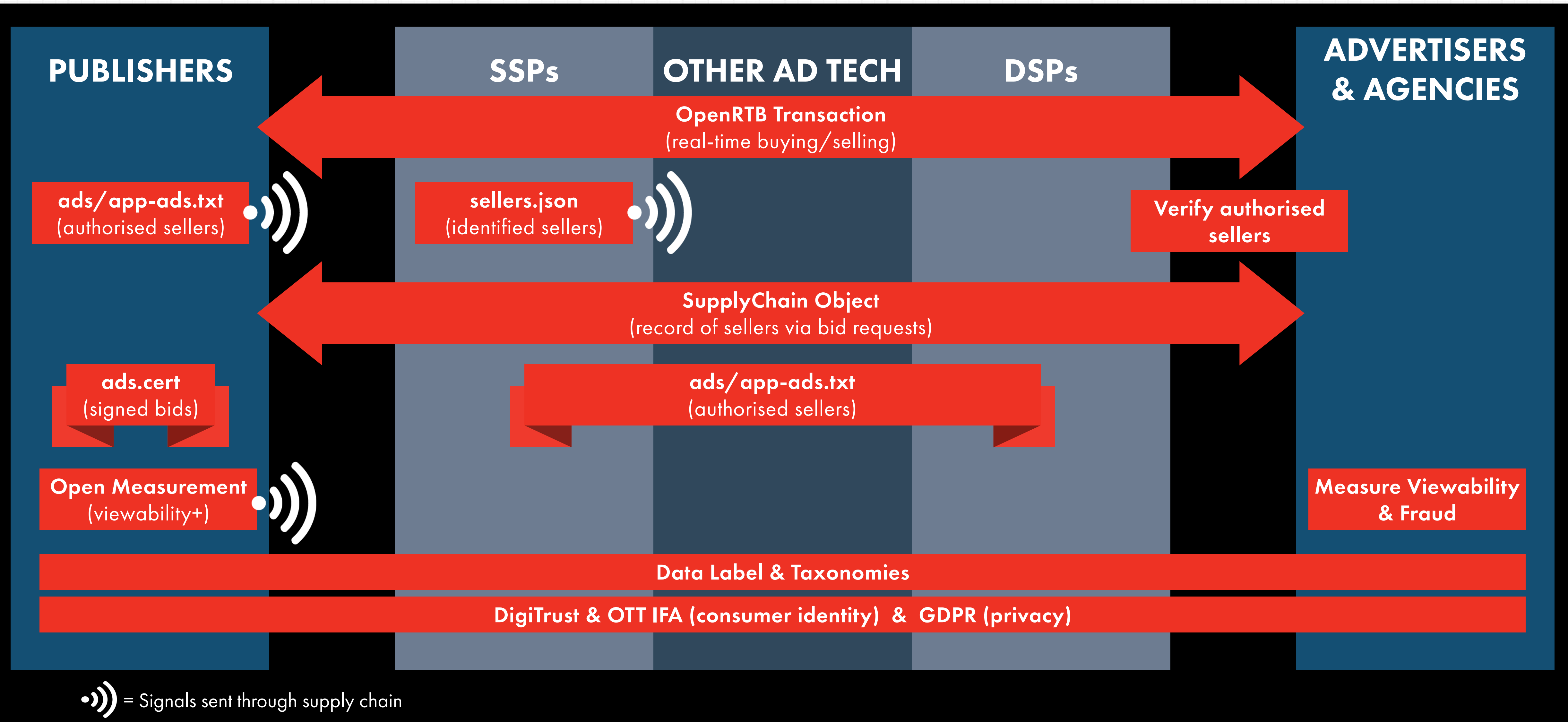
Groups of companies standardizing around one ID. The largest of these include: the IAB Tech Lab’s DigiTrust ID, The Trade Desk’s unified ID, and the Advertising ID Consortium.



### Industry Solutions e.g. Open Measurement (OMSDK)

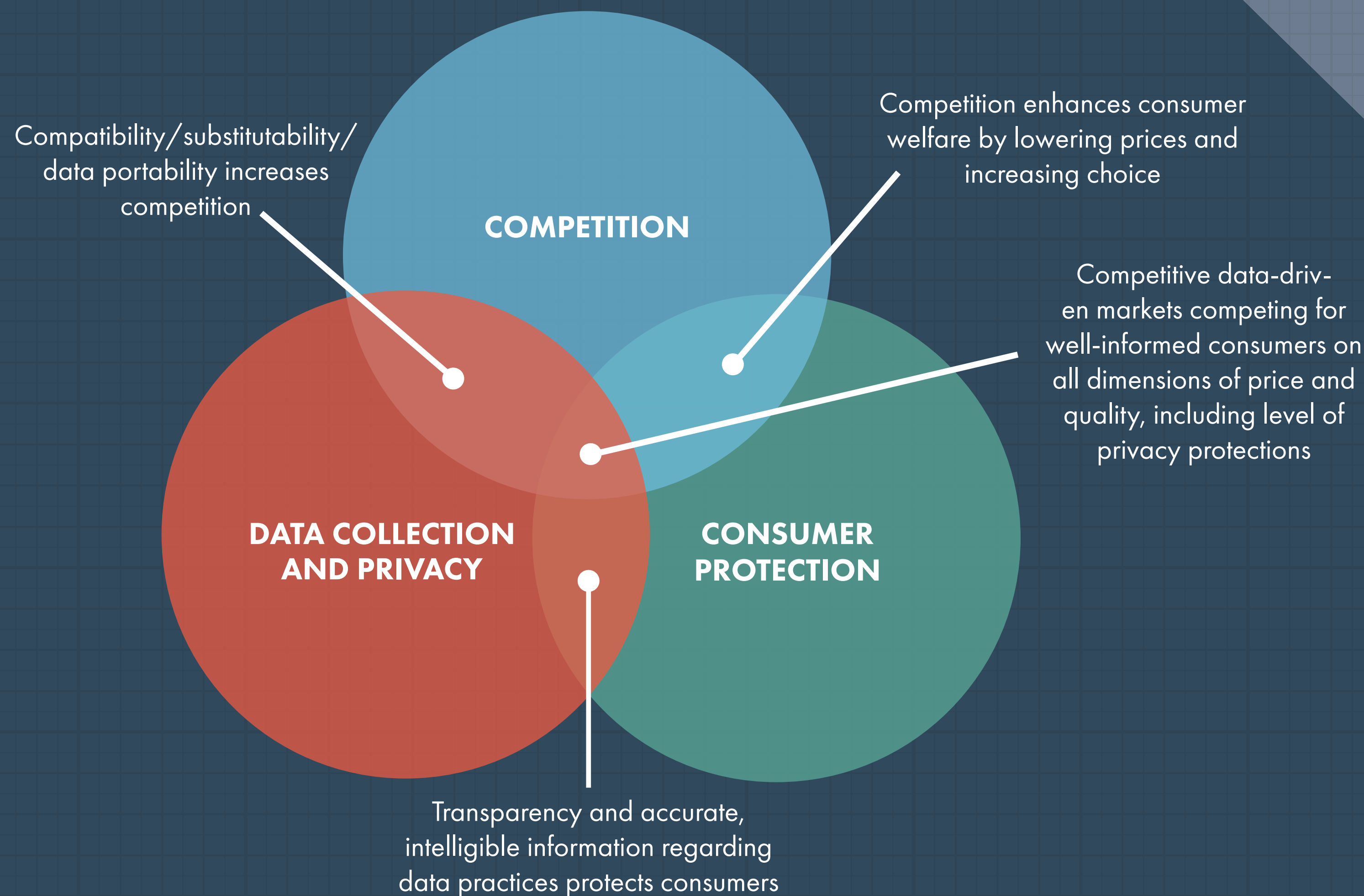
One SDK that enables third-party ad measurement and verification across multiple service providers.

# HOW ARE THESE TECH CHALLENGES BEING ADDRESSED BY THE IAB?





# ACCC REPORT WILL DRIVE CHANGES TO PRIVACY AND TRANSPARENCY IN AD TECH



Source: ACCC Digital Platforms Inquiry, Final Report, June 2019 (Adapted from European Data Protection Supervisor Privacy and competitiveness in the age of big data, March, 2014)

In June 2019, the ACCC Digital Platforms Inquiry Final report was delivered to the Australian Government. IAB Australia is pleased that the ACCC's Digital Platforms Inquiry final report recognises the importance of an advertising funded model in allowing consumers to freely access a wide range of important content and services. The IAB will closely review the recommendations made in the report and will work actively with both Industry and Government to identify the best approaches to meet the new consumer focused privacy recommendations as well as drive further transparency in the ad tech supply chain.

[READ THE IAB AUSTRALIA STATEMENT ON THE ACCC DIGITAL PLATFORMS INQUIRY REPORT](#)

[DOWNLOAD THE REPORT](#)





# GLOBAL REVIEW

To leverage the knowledge and experience that already exists in media measurement, we set out to understand the leading solutions from around the world. Despite a lot of differences by market a few common themes emerged:

- Advertisers drive change: some of the world's largest global advertisers have led the way in driving media measurement solutions and change.
- Industry solutions are moving beyond content to ads and impact.
- Increasing focus on efforts towards hybrid methodologies that can capture TV and video viewing across all devices and screens.
- The need for collaboration (on methodology, standards, funding/ownership and privacy): many of the world-leading measurement solutions are underpinned by a 'joint industry committee'.

## HOW ARE THE TECH CHALLENGES BEING ADDRESSED?

### TOTAL VIDEO MEASUREMENT

#### GERMANY

AGF and YouTube have collaborated on the common goal of integrating the YouTube platform into the AGF TV currency. The Hybrid measurement approach utilizes a linear TV panel, video streaming panels for computer & mobile as well as census data. YouTube provided census data and panel measurement is comparable to AGF TV measurement and reported according to the same rules.

Read more at [www.agf.de](http://www.agf.de)



# GLOBAL BEST IN CLASS CONTENT RATINGS

## RISE OF THE SUPER JIC

### NETHERLANDS

July 2018 Netherlands became the first country in the world to issue a tender for Total Media Audience Measurement (TMAM). This means all viewing, reading and listening of media would be measured under one roof, replacing all existing audience measurement contracts, while adhering to industry quality standards and being GDPR and e-privacy compliant.

See [press release](#) for more information.



## **GLOBAL BEST IN CLASS AD RATINGS**

### **TOTAL (TV & DIGITAL) ADVERTISING RATINGS**

#### USA

ComScore Campaign Ratings (US): provides in-flight video campaign insights for optimization with unduplicated view of video ad campaign delivery across linear TV, OTT, desktop and mobile platforms and includes insights into co-viewing, person-level reach and audience demographics.

Nielsen Total Ad Ratings (US): provides de-duplicated reach of advertising campaigns across TV, computer and mobile platforms, and will include OTT impressions in 2019. Total Ad Ratings uses industry-standard inputs (Nielsen Digital Ad Ratings coupled with Nielsen TV ratings) to deliver reporting of de-duplicated persons-level campaign audiences.



# GLOBAL BEST IN CLASS AD VERIFICATION

## QUALIFIED AD AUDIENCE SOLUTION

Nielsen Digital Ad Ratings: provides overnight reporting of a campaigns reach, frequency, GRPs, impressions and on target % across digital devices. Nielsen's Qualified Ad Audience solution in Digital Ad Ratings allows for more advanced evaluation of audience interaction with ads including time spent in-view by demographic. It provides the ability to apply different audience qualifiers or thresholds to observe campaign performance based on the amount of time the ad played and the % of pixels in the viewable portion of the screen. The systems single source methodology that takes viewability into account on a person-level, by demographic also allows for more accurate results for viewable on target %.





# BRINGING IT ALL TOGETHER

The Future of Measurement has been a valuable initiative for the IAB to further understand the industry priorities to enhance digital measurement into the future.

The need for industry standards and endorsement in media measurement has never been greater to ensure independence, transparency and quality measurement that instils confidence in ad buyers.

Cross media measurement has come through as a high priority for the industry. There are examples of how joint industry committees around the world have tackled the challenge of fusing media currencies and the IAB will continue to champion the need with other industry bodies in Australia.

The industry is placing increased importance on ad ratings

combined with ad verification measurement to ensure advertising is reaching the audiences intended. The IAB will invest in working with vendors on ways to further develop products in this area.

And of course, we need to ensure all of our measurement initiatives are conducted in a privacy compliant way.

Thank you to those who gave their time to provide information and views that will shape our Future of Measurement.



GAI LE ROY  
CEO  
IAB AUSTRALIA

# MEASUREMENT LANDSCAPE ASSESSMENT



**CONTENT  
RATINGS**

**RETAIN**



**AD AUDIENCE  
RATINGS**

**ALIGN &  
INVEST**



**AD DELIVERY  
VERIFICATION**

**LINK TO OTHER  
METRICS**



**AD DELIVERY  
VERIFICATION**

**ENSURE  
QUALITY INPUTS**

**CROSS MEDIA**



# MORE RESOURCES FROM IAB AUSTRALIA

## IAB BRIEFING: GDPR COMPLIANCE IN THE AU MARKET

[Download the IAB GDPR Compliance Guide](#)



In 2018 the European Union's long-awaited new data-protection rules, known as the General Data Protection Regulation (GDPR), officially kicked in. We have collated IAB podcasts, videos and downloadable guides to help you navigate the new laws and the implications.

## AUSTRALIAN DIGITAL ADVERTISING PRACTICES

[Download the Australian Digital Advertising Practices here](#)



The Australian Digital Advertising Practices have been created specifically for advertisers in Australia to facilitate better relationships with agencies, publishers and digital platforms, and to foster shared responsibilities for digital ad spends and outcomes.

## A GUIDE TO DESIGNING DIGITAL AD IMPACT STUDIES

[Download the Digital Ad Impact Studies Guide here](#)



The IAB's Guide to Designing Digital Ad Impact Studies has been written to provide guidance on measuring digital advertising that will add confidence and precision to marketing investment decisions.

Stay up-to-date with [IAB Australia](#) and the work we do to simplify and inspire the digital advertising industry by following us on [LinkedIn](#), [Twitter](#) and [Facebook](#), and [subscribing to our monthly newsletter](#).

