

Your webinar will begin shortly



The evolution of digital standards

(the complex world of digital media audits)

22nd April 2020



Introductions



Matt Green



Hanne van de Ven



George Ivie



Questions welcome

You are viewing Monica Robles' screen View Options

WFA World Federation of Advertisers

Welcome
Feel free to ask the host and panelists questions

Type your question here...

☐ Send anonymously Cancel Send

Audio Settings ^ Chat Raise Hand Q&A Leave Meeting

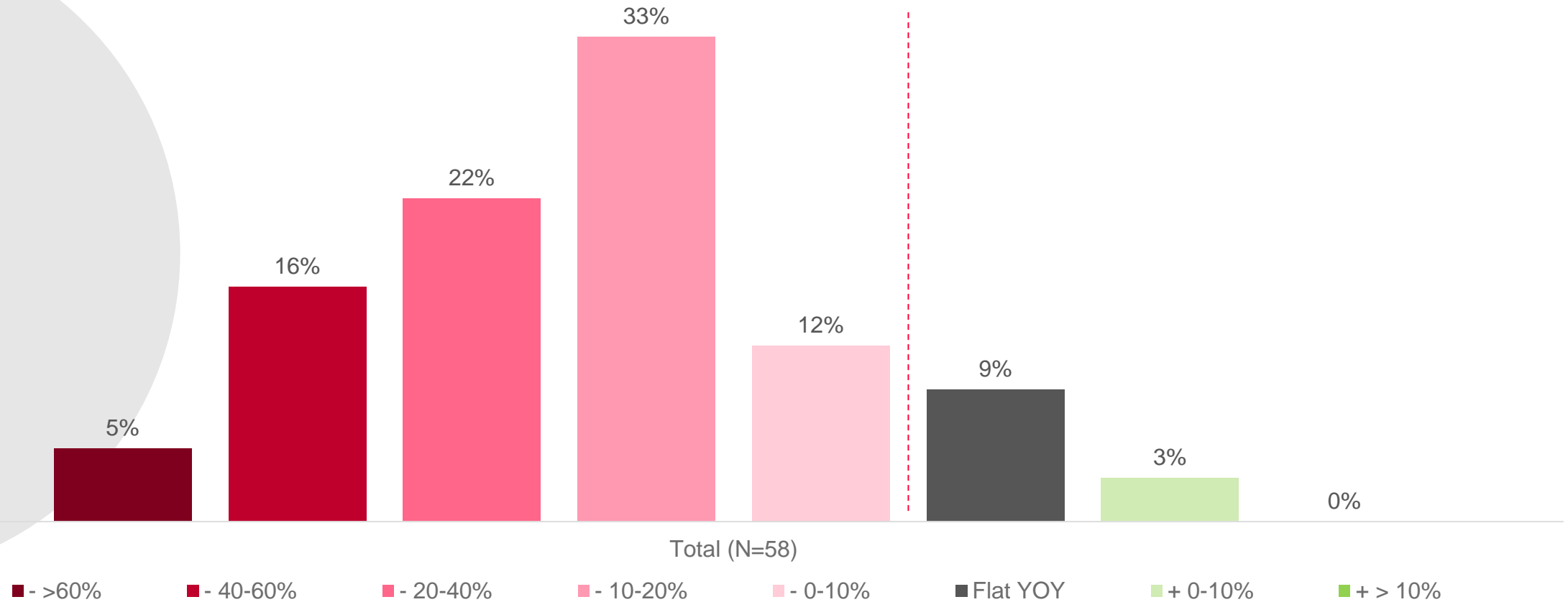
Welcome to our association members



Our agenda based on your priorities...



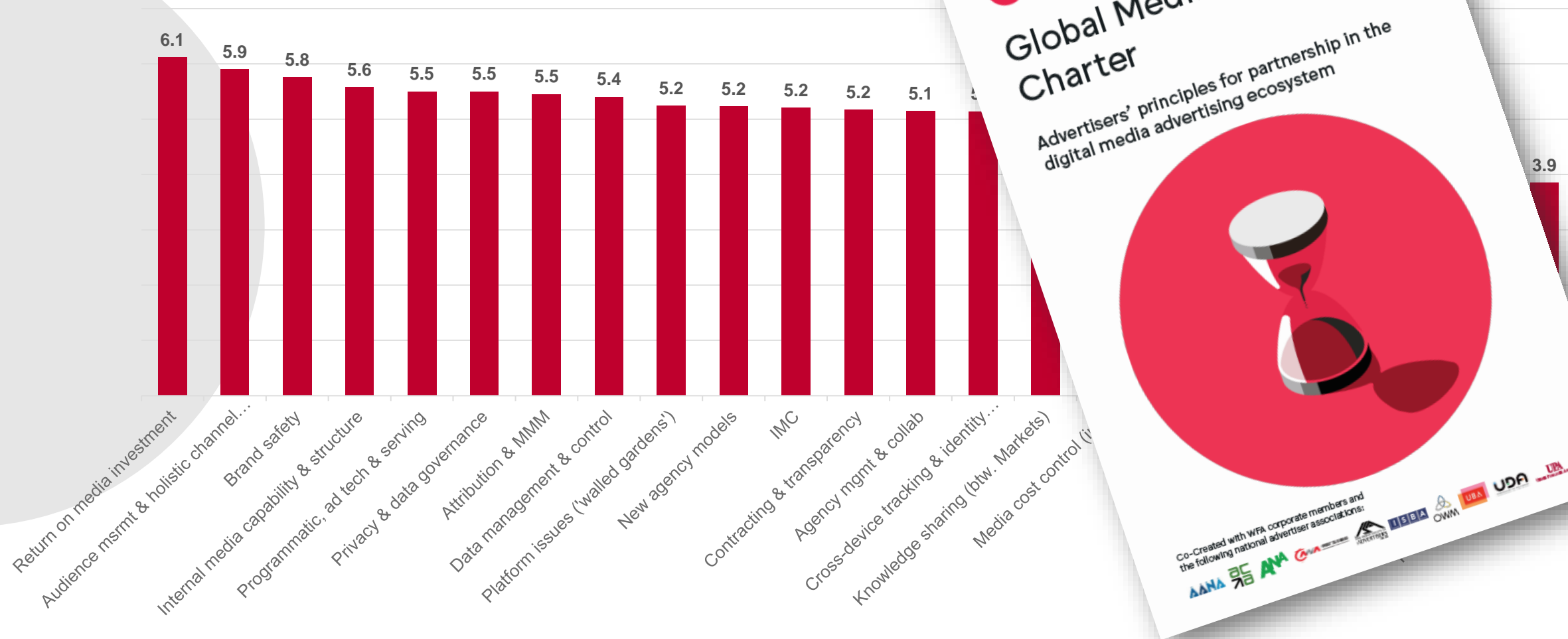
Average media investment -23% in first half of 2020



Q: How do you see your **media investment** netting out **across the first half of this year?**

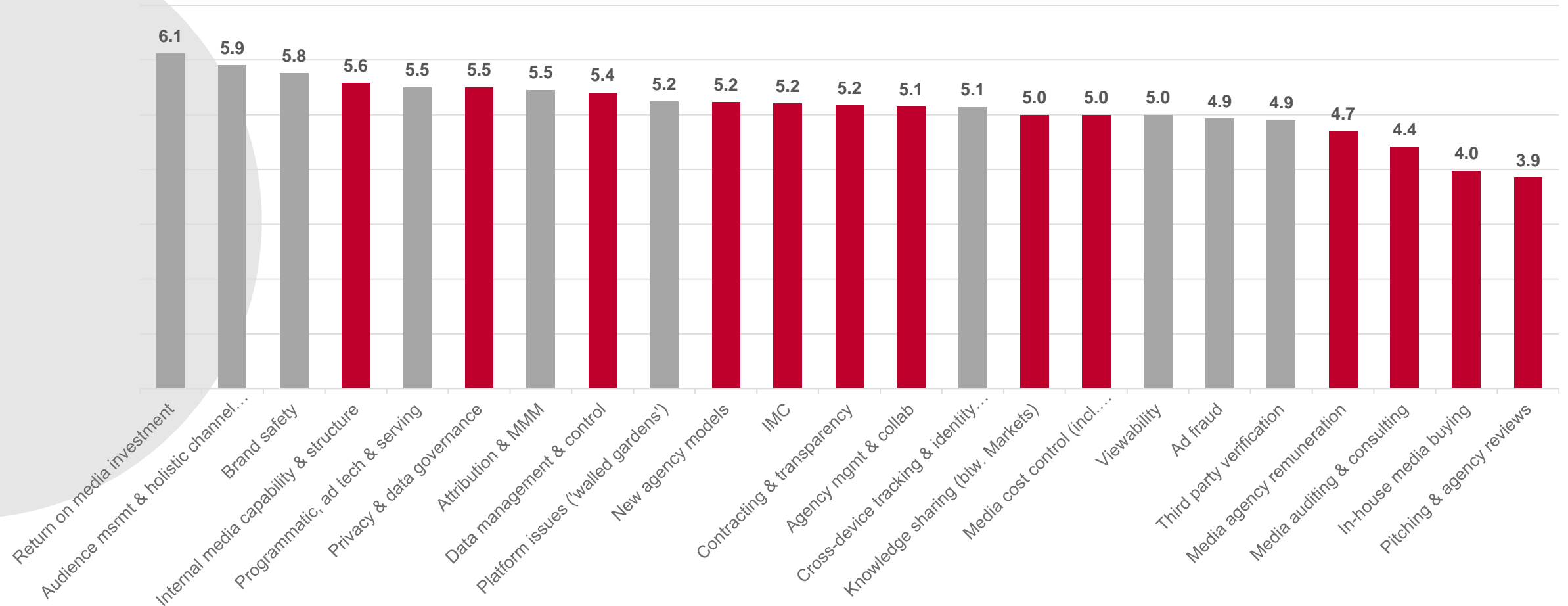
Source: WFA/Ebiquity Crisis Clinic Webinar. March 31 2020; Base: 58 participants from the WFA [membership](#)

Your priorities in normal times...



Q2. Please rate the following media and digital issues based on how important they are to you in 2020 (7 being highest priority)
 Source: WFA Survey on Satisfaction 2019-Priorities 2020, December '19 – January '20; Base: 43 respondents

We need people to invigilate across ecosystem issues...



Q2. Please rate the following media and digital issues based on how important they are to you in 2020 (7 being highest priority)
Source: WFA Survey on Satisfaction 2019-Priorities 2020, December '19 – January '20; Base: 43 respondents

**Because the
goal posts
keep
moving...**





AGENDA

- 1 BRIEF BACKGROUND
- 2 COVID-19 UPDATE
- 3 AUDIT/ACCREDITATION UPDATE
- 4 WHAT'S NEXT FOR MRC



MEDIA RATING COUNCIL



1

BRIEF BACKGROUND



WHO IS THE MRC?

THE WALL STREET JOURNAL


Home World U.S. Politics Economy **Business** Tech Markets Opinion Life & Arts Real Estate WSJ. Magazine

CMO TODAY

The Most Powerful Player in Media You've Never Heard Of

By *Mike Shields*
Mar 5, 2015 11:45 am ET

1 COMMENTS



THE WALL STREET JOURNAL

Across the media landscape, high-stakes battles are raging over measurement.

In the online world, there's [controversy](#)

over how to measure the “viewability” of ads – proof that a person is able to actually see them. In the TV world, networks say traditional ratings aren't adequately measuring viewing on digital platforms.

At the center of the [storm](#) is a body few in the media industry pay attention to: the [Media Rating Council](#).

The little-known New York-based outfit, a non-profit founded in the 1960s, is the lone organization setting the rules for how media consumption is tracked. It is charged with [accrediting and auditing the Nielsens and Rentraks of the world](#), putting it in position to



QUIZ SHOW SCANDAL DROVE CHANGE

- **1950s** Quiz Show Scandal
- **Led to** US Congressional Hearings
- **Focus on** Business Practices for TV and Radio Industries
- Known as **Harris Committee Hearings**



Defined Metrics Requirements

STANDARDS

Education Accreditation Benchmark



Accredited by
Media
Rating Council®

Quality
Analysis Transparency

AUDIT

Process Controls

MRC MISSION

Foster **VALID, RELIABLE, EFFECTIVE** media measurement

Accomplished by proactively focusing on:

- Setting standards for measurement priorities
- Auditing and accrediting measurement companies and their compliance with standards
- Improving quality of complex & changing research measurement practices
- Developing educational programs
- Building best practices on quality measurement practices
- Establishing International Communication Structure



MRC STRUCTURE



GEORGE IVIE

CEO
Executive Director

Since January 2000,
Former Partner EY,
Information Systems
Specialist

givie@mediaratingcouncil.org



ANTHONY TORRIERI

SVP
Associate Director

Over 25 years of Agency
experience (SVP Research).
Extensive buyer-side
knowledge and focus

atorrieri@mediaratingcouncil.org

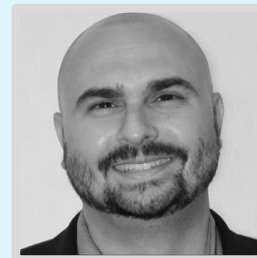


DAVID GUNZERATH

SVP
Associate Director

8 Years, VP of Research
and Information at NAB;
9 Years at TV Guide.
Accounting Background

dgunzerath@mediaratingcouncil.org

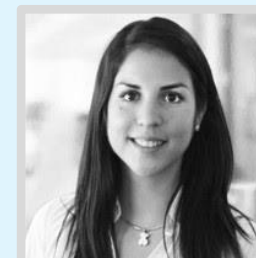


RON PINELLI

SVP
Digital Research & Standards

10+ years media auditing
experience at EY

rpinelli@mediaratingcouncil.org



LARIS OLIVERI

Media Research Audit
Projects Director

10+ years media auditing
experience at EY

loliveri@mediaratingcouncil.org

BOARD OF DIRECTORS

- Each member has a seat and one vote
- Membership is established at the brand identity level
- No corporate entity can hold more than 6 seats on the MRC Board

EXECUTIVE COMMITTEE

- Administrative function & oversight
- Comprised of
 - Chair of MRC
 - Chair of each Operating Committee
 - Past Chair of MRC
 - MRC Executive Director

OPERATING COMMITTEES

- Digital
Out-of-Home
Print
- Radio
Television
International (new)
- Members elect which Committee(s) to participate on



2

MRC COVID-19 ACTIVITIES



MRC'S COVID-19 ACTIVITIES

MRC Issued a Notice Related to Measurement Quality

Key Points:

1. Evaluations about whether to issue measurement data or not (during this crisis) should be based on methodological soundness using objective criteria, not based on the fact that audience behavior has changed, which during this disruptive time is to be expected, and
2. Measurement services should prominently disclose that these are unusual circumstances, not necessarily reflective of ongoing audience behaviors with guidance as to proper current and future use of impacted measurements.



MRC'S COVID-19 ACTIVITIES

MRC is Working with Measurement Services to Understand the Impacts of:

- Mandated changes to working environments
- Changes needed to measurement methods
- Emerging audience measurements

These situations continue to evolve.

- Curtailment of in-person contacts with respondents
- Limitations on centralized telephone centers or other centralized activities (mailing, maintenance, etc.)
- Measurement service employees working remotely; maintenance of controls
- Off-shoring; maintenance of oversight controls
- Disaster recovery and BCP Processes
- Differences in rates of response, cooperation, device usage, locations, etc.
- Sometimes significant changes in respondent or user behavior

PLUS: MRC needs to assess impacts on audits in flight. We still need to do our job.



3

RECENT MRC INITIATIVES



RECENT MRC INITIATIVES



ESTABLISHING VIEWABLE IMPRESSIONS AS A MEASUREMENT STANDARD

'A daily, hourly fight': Digital ad fraud is worse than ever

Digiday article
by Jessica Davies // Tuesday, January 9th, 2019

ESTABLISHING AND EVOLVING THE STANDARDS FOR FILTRATION OF INVALID TRAFFIC



MEASURING VIDEO ADS CROSS-PLATFORMS & SILOS



BRAND SAFETY



4

LARGE DIGITAL PLATFORMS

ACCREDITATION UPDATE



AUDIT & ACCREDITATION PROCESS

COMPANIES VOLUNTEER

Request An Audit

Absorb The Cost

Conducted By Independent
CPA Firm Engaged by MRC



Deloitte.

PRE AUDIT

Goal To Identify 'Deal
Breakers'

Auditee and MRC Establish
Plan to Address Issues;
Establish Timing for Audit

Outline Cost & Audit
Requirements

AUDIT & ADDRESS FINDINGS

Audit Methodologies, Data,
Reporting

Audit Committee Reviews
Audit Findings, Discuss, Vote
on Accreditation

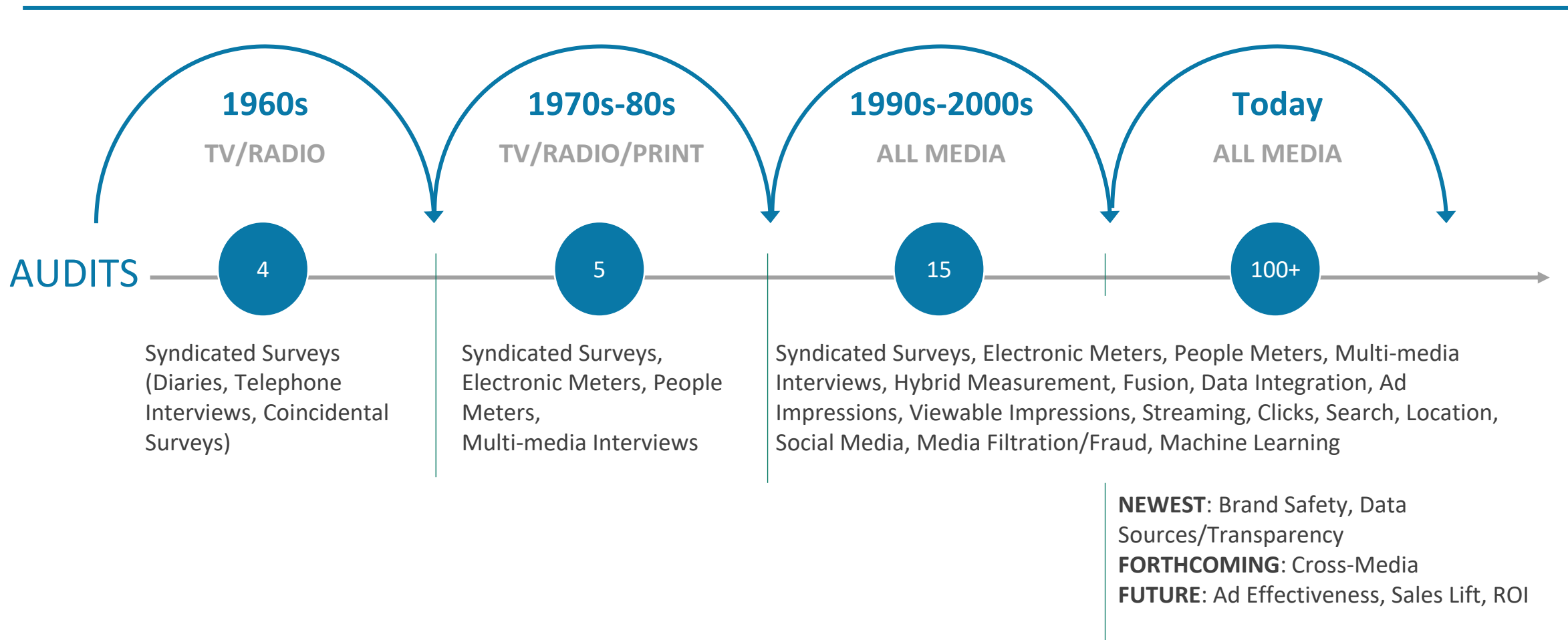
Results Communicated &
Service Adjusts For Final Vote

ACCREDITATION





MRC AUDITS >100 PRODUCTS ANNUALLY





EXAMPLE OF BRAND SAFETY AUDIT TASKS

BRAND SAFETY
GOVERNANCE &
COMPLIANCE



TECHNOLOGY
PROCESSES

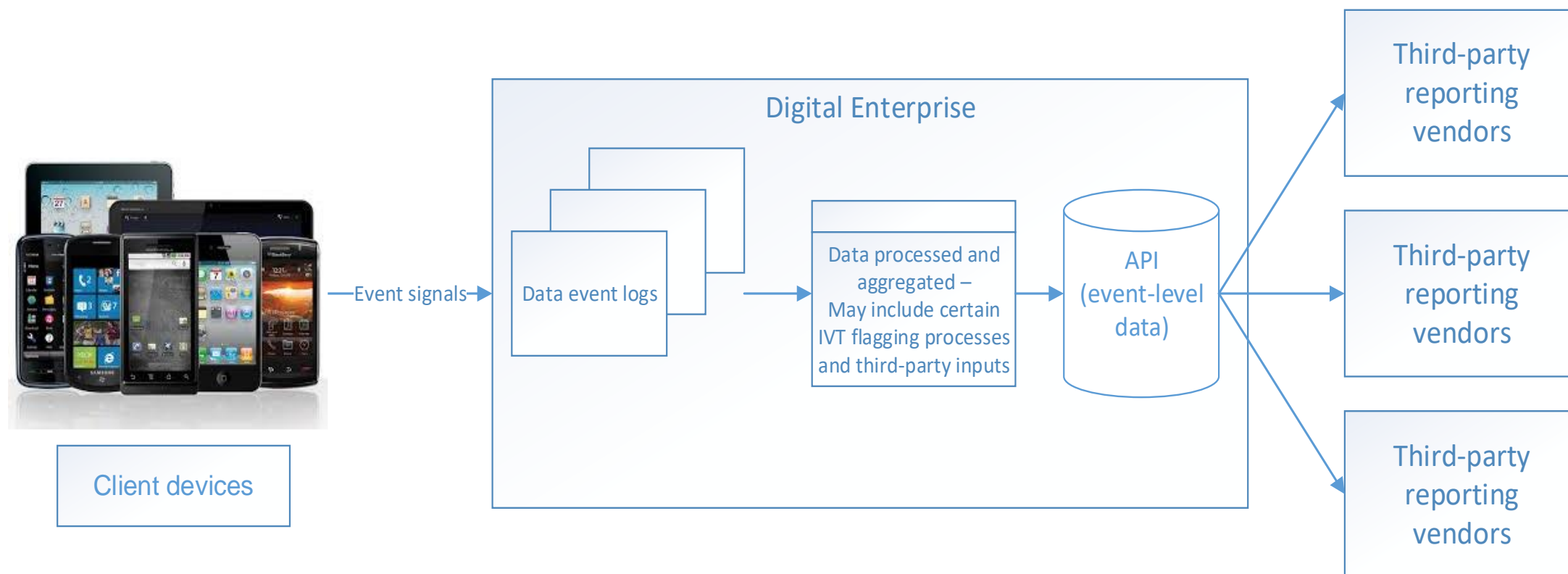


TESTING &
PERFORMANCE
OF SAFETY
PROCESSES







ILLUSTRATIVE DATA FLOW





THE BIG PLAYERS – FACEBOOK AND GOOGLE

AS OF FEB 2020	VIEWABLE IMPRESSIONS	SIVT	BRAND SAFETY	AUDIENCE INTEGRATION
	✓	✓	●	●
	✓	✓	✓	●

Matters For Discussion

- Facebook tensions with MRC Viewability Standards
- Facebook uses Profile Validation versus Traditional Filtration
- Facebook GARM position
- Google movement to Ads Data Hub (ADH) ; need for new validation. Stand-alone ADH audit in process. **Google's 1st party viewable impressions and SIVT are accredited.**
- Scale of these enterprises causes delay in adjusting to compliances – e.g. Begin to Render (BTR), counting processes.

LEDGEND

- ✓ Committed & in process. Not accredited.
- No commitment.
















MARKETPLACE CONSIDERATIONS – GOOGLE

Google's Planned Changes to IDs, Cookie Support and Chrome Browser



- 1. ID Restrictions; Driving toward ADH; Auditing of ADH by MRC is underway.**
- 2. Changes Planned to Chrome Browser (Privacy Sandbox Proposals, from Chrome-team blogs). There are no direct audit implications at this point.**
 - Planned turn-off of T-P Cookies in 2 years; adopting FLoC approach (uses ML/AI to group an individual with thousands of cohorts, only returns a code for grouping)
 - Eliminating fingerprinting (uses restrictions on API calls; a “privacy budget.” Also freezing user agent string and moving to adopt “client hints.”)
 - Bringing ad decisioning/bidding resolution into browser for ad choices (uses TurtleDov approach [Two Uncorrelated Requests, Then Locally-Executed Decision On Victory ["TURTLEDOV"]]). Based on two requests — one contextual and one behavior criteria. Then ad network runs an on-device auction to decide which ad wins from among previously served/stored ads.)



OTHER PLATFORMS

AS OF FEB 2020	VIEWABLE IMPRESSIONS	SIVT	BRAND SAFETY	AUDIENCE INTEGRATION
	Paused			
	Paused			
				
Matters For Discussion	<ul style="list-style-type: none">• These enterprises have learned compliance is demanding and are adjusting• Continued pressure to remain in process would be helpful			




LEDGEND

-  Committed & in process. Not accredited.
-  No commitment.



REMAINING TARGETS

ANA Board assisting to pressure these organizations to move toward MRC audit

AS OF FEB 2020				
	<ul style="list-style-type: none">Recently informed the MRC they plan to conduct a pre-evaluation			
	<ul style="list-style-type: none">Recently requested information from MRC about audit specifics			
	<ul style="list-style-type: none">Discussions in process			



MRC RECENTLY BEGAN PUBLISHING AUDIT STATUS

STATUS AS OF MARCH 2020

LARGE DIGITAL PLATFORMS ENGAGED IN MRC AUDITS

Green = Process Completed	
Yellow = Currently In Process	
Red = Not Begun	
Orange = Special Circumstances	
Facebook	Status
1. Viewability/Data Pipeline	Audit completed; accreditation dependent on completion of 3rd party vendor audit
1a. Integrated 3rd Party Viewability Vendors	Audits in process of DoubleVerify, Integral Ad Science, Moat
2. SIVT	Audit in process
3. Audience	
4. Brand Safety	
Instagram	Status
1. Viewability/Data Pipeline	Audit completed; accreditation dependent on completion of 3rd party vendor audit
1a. Integrated 3rd Party Viewability Vendors	Audits in process of DoubleVerify, Integral Ad Science, Moat
2. SIVT	Audit in process
3. Audience	
4. Brand Safety	
Google YouTube	Status
1. Viewability/Data Pipeline	Audit completed; accreditation dependent on completion of 3rd party vendor audit
1a. Integrated 3rd Party Viewability Vendors	Audits in process of DoubleVerify, Integral Ad Science
2. SIVT	Audit in process
3. Audience	
4. Brand Safety	Audit in process

Twitter	Status
1. Viewability/Data Pipeline	Pre-audit completed; audit delayed until completion of Twitter systems upgrade project
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	
Snapchat	Status
1. Viewability (1st party reported)	Audit completed; project was then paused at Snap's request, as Snap plans to make platform changes that will affect audited metrics
2. SIVT	
3. Audience	
4. Brand Safety	
Pinterest	Status
1. Viewability/Data Pipeline	Audit in process
1a. Integrated 3rd Party Viewability Vendors	
2. SIVT	
3. Audience	
4. Brand Safety	



LONG TERM: TYPES OF PLATFORMS FOR AUDITS

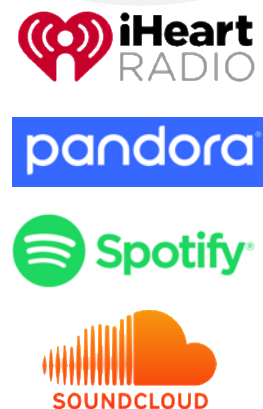
Social Media Platforms



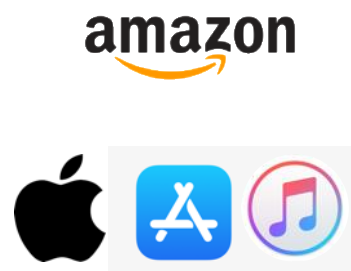
Video Platforms



Music Platforms



Markets



Hardware



vMVPDs



General





5

WHAT'S NEXT FOR MRC



WHAT'S NEXT FOR MRC



SALES LIFT/ ROI AD EFFECTIVENESS ENGAGEMENT METRICS FOR MARKETERS

Initiated late 2019; will take considerable time to complete, targeted for 2021, but with interim phases released earlier.



OTT & ADVANCED TV

Critical components of video measurement; not an easy area. MRC inserted relevant guidance in recent standards/has begun auditing several vendors.



BRAND SAFETY

Final release 9/20/18; Content-level verification processes now available for adoption, and validation through Audits (several in process).



IVT UPDATE

Originally issued 2015 and updated over time via memos; Rewrite to reflect audit findings including In-App Guidance, Decision Rate and Source Traffic. This 2nd version is in public comment draft.



OTT / ADVANCED TV

Critical components of video measurement - not an easy area

- Significant growth
- Certain measurement challenges
 - Pixel Based Environment (emerging JS techniques and SDKs)
 - App Complexity and Diversity, in some cases fraud vehicles
 - Lack of Direct Linkage between TV/Device State and Content/Ad
OTS – On/Off, Continuous play, audio presence, latency, etc.
 - Disproportionately large presence of proxy traffic
 - DAI, SSAI, targeting functionality
 - Lack of metrics comparability with legacy TV and a wide variety of current practices and definitions among vendors (enter – MRC's C-M Video Standards)





AUDIT CONSIDERATIONS FOR OTT

MRC inserted relevant guidance in recent standards:

1. Digital Audience Standards (2018)

2. Cross-Media Audience Measurement Standards: Video (2019)

- Viewability parameters, now C-M pixel requirement is 100%
 - Requires client-side telemetry from measurement assets, i.e., SDKs
- Requires accounting for ON/OFF, continuous play, audio, latency, etc.
- Diligent accounting needed to parse upstream legitimate business partner/proxy feeds
 - Particularly useful for DAI/SSAI
- Strong filtration requirements, especially for audience measurement in these environment
 - SIVT is a requirement
- Ad focused impression counting at second-by-second level



DECISION RATE

- **BAD ACTORS**

Attempt to block or return incomplete information to detection scripts

- **MISSING INFORMATION AS “NOT VALID”**

Some vendors may treat incomplete or missing information as “not valid”

- **UNDETERMINED**

Requires these to be undetermined and taken out of decision rate numerator

- **REDUCE DISCREPANCIES**

Will help reduce discrepancies and expose low measured properties





SOURCE TRAFFIC - STRONGER

MRC stepping up rigor in this area – especially focused on more useful disclosure, but also provides for filtration of sourcing that is clearly non-legitimate

TRAFFIC TYPE	ORGANIC	AFFILIATE	REFERAL	SEARCH	PURCHASED
Definition	Direct URL entry/site search or app download and initiation.	Traffic Directed to properties from commonly owned and associated properties.	Direct advertising or email campaign where interaction drives property traffic.	Traffic originating via search engine results other than direct ad campaign interactions.	Traffic redirected from properties other than those owned by the entity acquiring the traffic or otherwise incentivized activity.
Reporting Segmentation Required?	No	Yes	Yes	Yes	Yes
Filtration Required?	No	No	No	No	Yes where not know to buyers, not declared, otherwise obfuscated or where exhibiting robotic characteristics

THANK YOU!



420 Lexington Ave, Suite 343
New York, New York 10170



212-972-0300



staff@mediaratingcouncil.org



mediaratingcouncil.org

 Media Rating Council ©

Q+A

