Media Rating Council, Inc.

Agenda

- Introductions
- MRC Background
- Standards Development Activities
- Location Based Advertising – Issues to Consider
- Next Steps

The Media Rating Council: Background

- Created as a Non-Profit Industry Association in 1963 called the “Broadcast Rating Council”
  - Formed by the U.S. media industry in response to a series of Congressional hearings on industry business practices
- We Administer a Voluntary Process for Measurement Services to Apply for Our Accreditation
- Audits are Conducted by Independent CPA Firms that are Retained by MRC
- MRC’s *Minimum Standards for Media Rating Research,* supplemented by relevant industry-specific measurement guidance, serves as primary assessment criteria

MRC Mission Statement

- To secure for the media industry and related users audience measurement services that are valid, reliable and effective; we do this by:
- Setting Standards; and
- Conducting Audits to Verify Compliance with Standards.



Significant Growth and Complexity

- Key Statistics in U.S.

	1960s	1990	2000	Today
MRC Members	15	15	56	153
Audits	6	5	13	110+*

* Includes >60 Digital Audits; Excludes International Work

MRC Member Organizations

4A's
A+E Networks
ABC Networks
ABC Owned TV Stations
ADTECH
Advertising Council
AMC Networks
American Urban Radio Network
ANA
Annalect (formerly OMD)
AOL
Apple
Assembly
Assn. of Magazine Media (MPA)
Azteca America
Bank of America
BBC Worldwide Americas
Beasley Broadcast Group
Berkshire Hathaway (WPLG)
BrightRoll
Cable Advertising Bureau
Cablevision
Campbell-Ewald
Carat USA
CBS Corporation
CBS Interactive
CBS Radio
CBS Television Stations
CIM – Mexico
CIRT – Mexico
Comcast Spotlight
Condé Nast
Cox Media Group – Radio
Cox Media Group – Digital
Crown Media Family Networks
CW Television Network
Digital Content Next
Discovery Communications

MRC is Funded Solely by Member Dues

MRC's Standards Development Experience

- General Digital Guidelines (w/IAB)
  - Ad Impression Guidelines First Adopted in 2005
  - Supplements to Original Ad Impression Guidelines:
    - Digital Video Advertising Impression Guidelines (2006)
    - Rich Internet Application Guidelines (2007)
    - Rich Media Guidelines (2007)
    - Process Addendum (2008)
    - Auto Play Video Supplement (2009)
  - Audience Measurement Guidelines (2009)
  - Click Guidelines (2009)
  - In-Game Advertising Guidelines (2009)
  - Ad Verification Guidelines (2012)
- Other MRC Guidelines Development Activity
  - Mobile Web Ad Measurement Guidelines (2011, w/IAB and MMA)
  - Mobile In-App Ad Measurement Guidelines (2013, w/IAB and MMA)
  - Global Out of Home Ad Measurement Guidelines (2009, w/ESOMAR)
  - Return Path Data Accumulation (2013, NCC Media, 26 MVPDs)
  - Viewable Impressions (2014-15, with IAB, MMA)

Next Steps – Beyond Viewable

- Modernization/Strengthening IVT Detection Guidelines
  - Stronger filtration, downstream partner assessments, bot-nets, “created” traffic, enhanced non-human agent capabilities, encryption and other hijacking controls, etc. Very deep…
  - Post public comment
- Mobile Viewable Impressions
- Digital & Cross-Media Audience Based Currency
- Non-3MS Projects:
  - *Entering Public Comment* – Social Media, DPB
  - *In-Process* – Digital Audio, Return-Path Data Audiences, Agency Media Plan Audits
  - *Planned* – Engagement Metrics, Ad Effectiveness Measurement

Project Goals

- To help to facilitate the trusted use of location based, proximity metrics to help increase the value of mobile media advertising.
- Guidelines serve to:
  - Establish a common industry measurement vocabulary
  - Inform measurement methodology best practices
  - Help better educate users of measurement data
  - Set direction for future practices
  - Encourage full disclosure
  - Serve as an auditing framework for those who chose to be audited

Guidelines Development Process

- This is a very focused project, it is possible that certain project steps may be abbreviated
- Most work to be done by a working group
  - MMA constituents, IAB, Others
  - MRC drafts document versions, which then will be reviewed and vetted by the working group in an iterative discussion process
- Goal is to achieve group consensus around a near-final draft, which is then circulated to other interested bodies for comments
  - 4As, ANA, other industry groups
  - Public Comment period

Guidelines Development Process

- After public comment period, any changes to be incorporated into the document are reviewed for a final time by the working group, prior to finalizing guidelines document
- Release of final version of Guidelines
  - Address where these guidelines will be housed
  - Voluntary Accreditation/Certification Audits
    - Possible gating period for initial group of audits

Location Based Advertising: Issues to Consider

- Overall Organization
  - Measurement Process and Metrics Definitions
  - Transparency of Method and Performance of Device Location
  - Transparency of Method and Performance of Place Information
  - Information Use and Fitness for Purpose
    - Snapshot versus Behavioral Analyses Over Time
    - Use of Static Device Information
    - Use of Other Data – Social Media, etc.
    - Attribution to People
    - Customer Perception, Privacy, etc.
  - Disclosures
  - Auditing Considerations

Location Based Advertising: Issues to Consider

- **Transparency of Method and Performance (Device)**
  - Wireless Carrier (Accuracy: miles to dozens of meters)
    - Cellular sector or tower information; centroid; device known and possibly communicated
    - Absent other signals to refine, IP/tower centroid alone is low resolution
  - GPS Device Information (Accuracy: 10 meters or better)
    - Latitude/longitude data, user opt-in, device confirmation, device known and possibly communicated
  - Wi-Fi Triangulation (Accuracy: approaching GPS, but less coverage)
    - Not tied to mobile provider; app known and possibly communicated; mapping/cellular used to determine location of Wi-Fi
  - User Supplied Location (Accuracy: variable)
    - User check-in, etc., leveraged in social media
    - Registration – controls; where you live vs. where you are; can be reward based
- **Transparency of Method and Performance (Place)**
  - Accuracy and Source of Place data; inferences tested; free from manipulation

Location Based Advertising: Issues to Consider

- **Snapshot vs. Behavioral Analysis Over Time**
  - Accuracy of information (based on methods, previously discussed)
    - Accuracy of measurement beyond source (rules based) – length of place connection, proximity minimums, other qualifying criteria
  - Time lag between ad-exposure and proximity indication, age of information, etc.
- **Other Matters**
  - IMPORTANT – Transparency and efficacy of data attribution/ascription
    - IP Data used to “derive” latitude/longitude, etc.
    - Using ad targeting data as a surrogate
    - VPN location falsification
  - Accuracy of other source data (social, registration, etc.)
  - Reporting Users vs. Devices
  - Customer Perceptions and Privacy
    - Opt-in; tailoring ads
    - PII protection

Next Steps

- Formal formation of working group
- Project announcement
- MRC development of “Table of Contents” and further framing of issues
- “Volunteer organization” discussions (confidential with MRC staff)
- Iterative meetings with draft

Questions?

Thank You

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