



The Evolution and Revolution of Measurement Currencies:

A Perspective from Comcast Advertising's
Agency Leadership Council

Introduction

In today's multi-screen, multi-device world, advertisers are continually finding ways to evolve and grow with their fast-moving audiences, lest they be left behind. As a result, advertising measurement is moving past age and gender definitions and panel-based approaches to bring focus on the audience itself, the most accurate source of measurement.

To get a better understanding of this topic and what's next, Comcast Advertising commissioned Advertiser Perceptions to find out how over 300 cross-screen TV advertisers and marketers are approaching measurement, their openness to new providers, and what - if anything - is holding them back from moving more quickly.

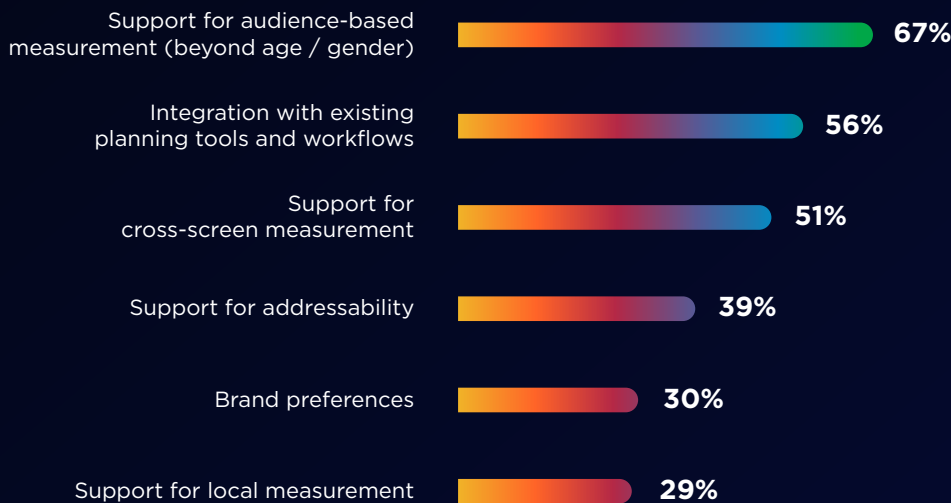


Across the media industry today, there is a strong appetite to evolve from age / gender to audience-based measurement.

TV and Video advertisers, long reliant on measurement solutions that were age and gender based, today have the opportunity to measure their audiences in new ways. According to our survey, nearly 3 out of 4 advertisers are willing to try new audience measurement currencies, with 67% saying audience-based measurement is the leading factor influencing the decision to adopt new currencies.

Advertisers are looking ahead to newer, smarter ways to approach measurement, but they are not prepared to overhaul their entire approach; in fact, 56% of advertisers and marketers acknowledge that it's critical that new measurement approaches integrate seamlessly with their existing tools and workflows.

Factors Influencing Decision to Try New / Alternative Advertising Audience Measurement Currencies



Nearly 3 out of 4 advertisers are willing to try new audience measurement currencies.



Interoperability and integration into existing planning and buying platforms will be key to any new measurement currency creation. Automation and lower operational drag will be key to moving beyond traditional age and gender targets.

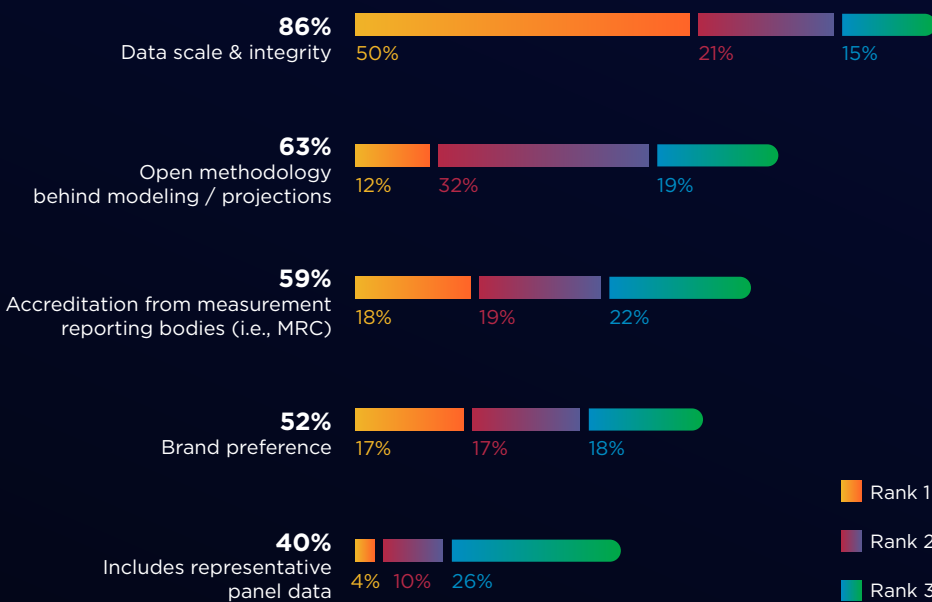
- Kathy Doyle, EVP Local Investment, MAGNA Global

When considering audience measurement and currency providers, marketers and advertisers say that data scale and integrity, as well as more open methodologies and proper accreditation, are the most critical factors.

When asked to rank the top considerations when making a decision about measurement currencies and providers, marketers revealed several factors that stood out most: 86% said data scale and integrity were critical, 63% said they are looking for open methodologies behind modeling / predictions,

and 59% said they are looking for formal accreditation from measurement reporting bodies, such as the MRC. Additionally, nearly 90% say that it is important that measurement partners work with specific data matching solutions and third-party providers.

Ranking Factors When Considering Audience Measurement / Currency Providers



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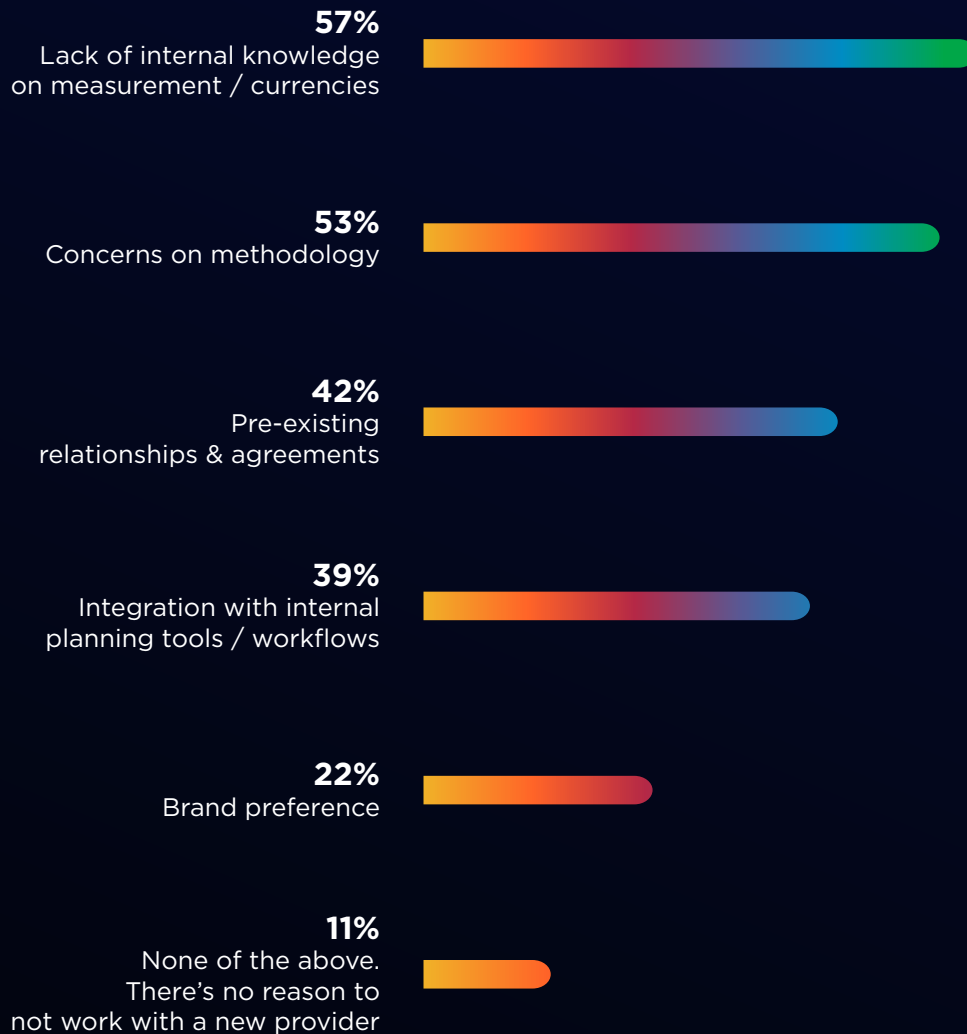
The TV ecosystem is quickly evolving from what and how we watch and so is the way measurement underpins our ecosystem. Our legacy currency is evolving to continue to provide transparency, stability and ultimately confidence in our investments. However, there is plenty of room for additive and complementary measurement approaches to support programmers, agencies and marketers in a cross-screen world.

- Tracey Scheppach, CEO, Matter More Media

Despite the strong support for audience-based measurement, there is still a need for more education in the industry.

Many respondents reflected on the opacity of the measurement space. When asked what would prevent them from working with a new audience measurement provider, 57% pointed to a lack of internal knowledge about the topic, while 53% felt that concerns on methodology would hold them back – both suggesting a need for greater education and transparency around measurement in the industry.

Reasons to Not Work With a New Audience Measurement / Currency Provider



57% of marketers and advertisers say there is a lack of internal knowledge about measurement.



For audience-based measurement to enter the next phase of growth, consistency is key.

As with any new innovation, businesses are hesitant to undertake a different approach until it is proven. As our definitions of “TV” and “video” advertising continue to expand, so must the measurement providers and currencies that support them. The time is now and the future for measurement is bright: advertisers and marketers are ready for a new measurement era.



Measurement has struggled to keep up with the way we consume media today. It is essential to bring new cross-screen measurement capabilities and partners into the marketplace to accelerate the path to innovation in this space.

- Tracy Chavez, EVP, Publicis Groupe

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Source: Advertiser Perceptions Omnibus Survey of 301 marketer and agency decision-makers,
commissioned by Comcast Advertising, November 2020.