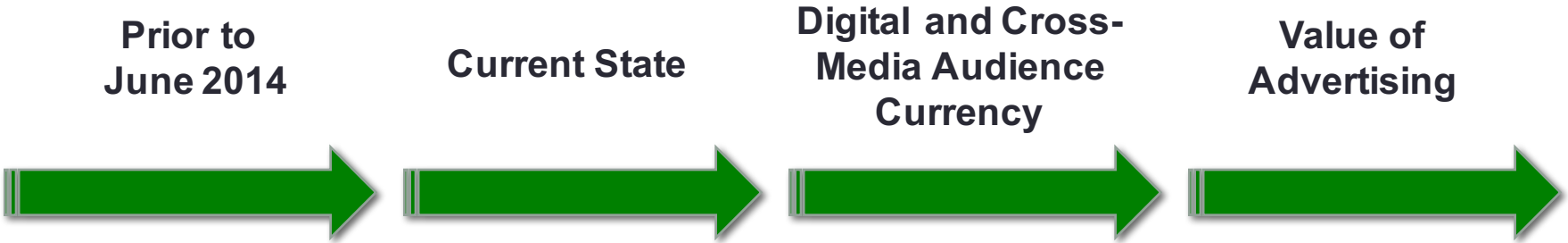
MRC PERSPECTIVE

MMA Programmatic & Automation Leadership Conference

Media Rating Council, Inc.

The MRC/3MS Digital Measurement Evolutionary Path



MRC Guideline Efforts:

Served Impression Guideline **(2004)**; Clicks, Rich Media, RIA, Served Video Impressions, Audience Reach, Served Mobile Web, In-App **(Various Through 2013)**

Desktop Viewable Impression Guideline **(2014, v2.0 2015 Post Vendor Reconciliations)**; IVT Detection and Filtration **(2015)**; Mobile Viewable Impression Guideline **(Public Comment)**

Digital and Cross-Media Audience Currency, Data Attribution and De-Duplication **(In-Process)**; Modernization of Existing Guidelines **(In-Process)**

Social Media Measurement **(2015)**; Location-Based Metrics **(In-Process)**; Others Planned

MRC's Programmatic "List"

- **Adoption of Viewable Impression Counting**
  - Programmatic lags other trading methods
    - Advanced nature of agreements
    - Tool integration, automation requirements, etc.
  - Understand the viewable nuances of mobile – web, in-app
  - Addressing "walled garden" measurers, highly mobile penetrated
- **Invalid Traffic Detection and Filtration**
  - Programmatic environments among the most concerning (specifically RTB and Exchange environments), this needs continued focus

Caution: The intersection of Viewable and IVT –
Beware of results that appear too good to be true.

MRC's Programmatic "List"

- **Targeting Characteristic Attribution**
  - Improvement of Attribution quality is the subject of in-flight MRC guidelines processes (Audience Based Currency, Location Data)
    - Accuracy, Recency and Coverage of Attribution Data
      - Ascription Processes within Attribution Data
      - Varying mobile location techniques, including expanding OpenRTB passed data
    - Validity of Attribution Methodology (Registration and 1st Party Data, Data Integration, Fusion, etc.)
    - Relative Size of Attribution Data Set vs. Measurement Data Set

MRC's Programmatic "List"

- **Verification of Programmatic/Automatic Processes**
  - External Auditing/Accreditation Processes – Nonexistent
  - Programmatic and RTB Processes are Taking Place outside of Traditionally Validated Third-Party Environments
- **Transparency – Critical**
  - Necessary for all levels – Publishers, Ad Exchanges, DSPs, Trading Desks, Agencies and Advertisers
    - Fees, Net CPMs, Bidding and Execution Parameters, Un-cleared Bids, Inventory Sources, Performance of Selected Sites (viewability, IVT, brand safety), Specific Landing Page Information, etc.

Likely more guidance coming…MMTF, etc.

If you have the “list” handled, be a leader -- get your programmatic tools accredited.

Thank You!

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