



PRESS
INFORMATION

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**Media Rating Council Issues Draft Version of Digital Audience-Based Measurement Standards
for 60-Day Public Comment Period**

***When Final, Will Mark a New Milestone in 3MS Initiative's Efforts
to Advance the State of Digital Ad Measurement***

New York, NY (May 16, 2017): The Media Rating Council (MRC) today issued a draft version of its new *Digital Audience-Based Measurement Standards* document for a 60-day public comment period. The document was developed in collaboration with a large working group comprised of representatives of more than 100 organizations, representing a wide range of media companies, advertising agencies, brand marketers, measurement vendors, and advertising technology companies.

The *Digital Audience-Based Measurement Standards*, when ultimately issued as final, will represent a key advancement of MRC's work as part of the Making Measurement Make Sense (3MS) initiative, a joint industry effort supported by the ANA, 4A's and IAB. These *Standards* build on MRC's prior work to establish viewable impression measurement and the effective filtration of invalid traffic, and provide a set of recommended practices for the collection and processing of information used in the assignment of audience characteristics to impression-level data. They will help to achieve a key 3MS goal by setting standards for digital measurement based on in-target audiences rather than based solely on gross impression counts, and will also set the stage for the creation of additional standards to allow for the comparable measurement of audiences across media types, which is a project MRC will launch shortly.

Key provisions of this public comment draft, which aims to establish a detailed set of methods and practices for measurements of audiences for digital advertisements, include:

- The use of Viewable Impressions as the foundational measurement required for the inclusion of a digital ad exposure into an audience-based metric calculation, such as a Gross Rating Point (GRP);
- Guidance for attributing audience characteristics to impression level data using a variety of approaches, including panels, census data collection techniques, third-party large data sets, etc.;
- Specifications on the necessary internal and quality controls needed in the preparation of digital audience data, including requirements for the application of Sophisticated Invalid Traffic (SIVT) processes when measuring ad impressions to be used as input to audience measurements; and
- Guidance on projection, calculation, and weighting processes, including a requirement that digital video ad impressions intended for cross-platform measurements apply duration weighting techniques when reported across platforms.

The draft document is available for review through a link at www.mediaratingcouncil.org.

Comments on the draft will be accepted until July 17, 2017, and can be submitted via email to rpinelli@mediaratingcouncil.org. Comments received will be reviewed and considered, and a revised document will be shared with the project working group prior to being issued as final.

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