The Media Rating Council

Summary of IAB Audience Reach Measurement Guidelines

April 2009
Overview

- Background
  - Why Guidelines are Important
  - MRC’s Role
  - Tracking the Development of Guidelines
- Audience Measurement Guidelines
Industry Standards are Critical

- Stop Relying on “Custom Criteria”
- Consistency
- Accuracy
- Enhanced Trust
General Benefits

- To establish a common vocabulary for the industry.
- As a guide to measurement methodology best practices.
- To help better educate users of audience measurement data.
- To encourage full disclosure.
- As an auditing framework, for companies that choose to have their measurement methodologies audited.
Mission Statement

- To secure for the media industry and related users audience measurement services that are valid, reliable and effective;
- Set Standards; and
- Conduct audits to verify compliance with Standards.
MRC Areas of Focus

Ad-Centric or Site-Centric (Census)
- Users vs. Computers
  - Cookie Deletion
- Sufficiency of Client Side Counting
- Auto-Refresh, Non-Human Traffic
  - Internal Traffic
  - In-Session Gaps
- New Types of Usage, WAP/Mobile, etc.
- International Traffic

User-Centric (Panel)
- Panel Representation
- Meter Coverage
- Capturing All Access Locations
- Metering All Computers of Panelists
- Initial Demo Data Collection
- User In-Session Identification
- Sample Sizes, Standard Errors
- Non-Response Levels

Common
- Internal Controls
  - Editing, Calibration, Weighting
  - Transparent Methodology
The IAB’s Measurement Guidelines program began in 2004 with its first impression guidelines release. Although new technologies will always create a need for additional measurement guidelines, the IAB’s overall plan continues in motion with Click Guidelines and Audience Guidelines being finalized.
Currently Under Development…

- **Internet**
  - Partner: IAB
    - Process Addendum (2008 Release)
      - Important for Agencies and ASP-Based Publishers
    - Clicks (Being Finalized)
    - In-Game Advertising (In-process)

- **Mobile**
  - Partners: MMA, IAB, GSMA
Basic Principles – Impressions

- **Client-initiated Counting**
  - Rejection of server-side counting
  - Adoption of beacon (and 302, etc.) at client side (as close as possible to final delivery)

- **Robot and Spider Filtration**
  - Creation of IAB/ABCe international spiders & robots list
  - Behavioral filtration guidelines were specified

- **Caching**
  - HTTP header controls and random number assignments

- **Internal Traffic**
  - IT and .com employees are focus
  - Segregation, if material

- **Disclosures**
  - Goal is transparency
  - Description of measurement methodology
  - Reporting tool
Other Impression Guidelines

- Broadband
  - Post cache, revenue event counting
  - Encourages development of additional measurement metrics

- Rich Media
  - Standardize 3rd and 4th party counting – critical area
  - Auditing needed

- Rich Internet Applications
  - First count per existing impression guidance
  - 2nd count linked with strong user activity
    - If absent, default to auto-refresh counting
  - Disclose “in focus” where possible
Click Measurement Guidelines

- Click Measurement Definitions
- Impression-Click-Referral Cycle
  - Initiated click (HTTP get)
  - Re-directed (measured) click (HTTP re-direct)
  - Received click (HTTP get)
  - Resolved click (HTTP 200 OK)
- Filtration Procedures
  - Control analyses for invalid clicks
  - Filtration of general activity
- Communication and Documentation Required
- General Reporting Parameters
- Description of Methodology
- Process Schematic
- Auditing Requirements
Mobile Standards – Challenges

- “Field of Play” – Complex Ownership of Standards Process
- Measuring Closer to the User Activity
  - Accessing “Client Side”
  - Measurement Hooks Can be Restricted
  - Measuring without Hurting User Experience
  - Various Telephone and Software Platforms, Powers, etc.
- Interplay of Carrier and Content Control
  - Routing
  - Operational Rules and Protocols
- Research Necessary
  - Traditional Internet Areas – Redirects, Beacons, Heuristics, Filtration, Caching
    - Are these issues in mobile?
    - Magnitudes
Audience Measurement Guidelines

Focus – “Reach”

- Applicable to Census and Sample-Based Approaches
  - Linked with other Census-Auditing Controls Required by other IAB Guidelines
  - Linked with MRC Auditing for Syndicated Measurement Organizations
- Key Measurement Definitions Included
  - Consistent Labeling
- Methodological Diligence Required
  - Assumptions
  - Models, etc.
- Disclosures Required
- Time Spent and Sessions
  - Ancillary needs in determination of Reach; defined in guidelines
  - Examples Provided in Guidelines
# 42 Audience Measurement Working Group

Members Include Publishers, Vendors, Auditors

- AccuWeather.com
- AMC Group Online Media Services
- AOL
- Audit Bureau of Circulations (ABC)
- BPA Worldwide
- Broadband Enterprises
- BuzzLogic
- Centro
- CNET Networks, Inc.
- CNN.com
- Compete, Inc.
- comScore
- Cox Newspapers, Inc.
- Deloitte & Touche, LLP
- Ernst & Young LLP
- Feeva Technology
- Google, Inc.
- Hitwise
- ImServices Group
- Media Rating Council
- Meredith Interactive media
- Microsoft Advertising
- Millward Brown USA Inc.
- Nickelodeon
- Nielsen Online
- Omniture
- Operative
- PricewaterhouseCoopers LLP
- Reed Business Information US
- Scarborough Research
- Scripps Networks
- SourceForge Inc.
- The Wall Street Journal Digital Network
- TheStreet.com
- TNS Media Intelligence/ Evaliant Media Resources LLC
- Univision Online
- Walt Disney Internet Group
- Weather Channel Interactive (Weather.com)
- WebTrends
- Yahoo!, Inc.
- YuMe Networks
- Zango
Six Key Terms Defined

- Unique User
- Unique Device
- Unique Browser
- Unique Cookie

Ancillary Definitions:
- Time Spent
- Visit/Session
Unique Users

- An identified and unduplicated individual Internet user who accesses Internet content or advertising during a measurement period.
- Linkage to people-sourced data required.
Unique Device

- An unduplicated computing device that is used to access Internet content or advertising during a measurement period.
  - A count of unduplicated devices accounts for multiple browser usage on an individual computer or other computing device.
Unique Browser

- An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.
  - This definition requires accounting for the potentially inflationary impact of cookie deletion among certain of the cookied browsers that access Internet content. Additionally, the guideline mandates certain accounting for first-use cookies.
Unique Cookie

- A count of unique identifiers…that represents unduplicated instances of Internet activity (generally visits) to Internet content or advertising during a measurement period.
- Cookie – a small piece of information (i.e., program code) that is stored on a browser for the purposes of identifying that browser during audience activity and in between visits or sessions.
Visit and Time Spent

- Visit – A single continuous set of activity attributable to a cookied browser or user (if registration based or a panel participant) resulting in one or more pulled text and/or graphics downloads from a site.

- Time Spent – The amount of elapsed time from the initiation of a visit to the last audience activity associated with that visit. Time spent … should represent the activity of a single cookied browser or user for a single access session to the web-site or property.
Hierarchy of Audience Measurement Definitions for Census-Based Vendors

- Unique Users
- Unique Devices
- Unique Browsers
- Unique Cookies

Degree of Adjustment Required

Lower → Higher