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PRESS
INFORMATION

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**MRC Issues Industry Call for Research on Duration Weighting In Cross-Media Video
Measurement;
Also Seeking Data on Impact of Move to 100% Pixels Viewability Criteria**

New York, NY (March 20, 2018): The Media Rating Council (MRC) today issued a call for research and input on two critical components related to its development of standards for cross-media video measurement – duration weighting and a possible move to 100% pixels as a viewability criteria. The full outline of MRC’s data requests is available at www.mediaratingcouncil.org.

The Council has asked members of its *Cross-Media Audience Measurement Standards* Working Group, and is now extending this request to interested industry parties, to submit research to help inform the cross-media audience standards’ provisions for the use of duration weighting in cross-media video measurement, as well as to provide data to help more fully understand the impact in today’s environment of a move to requiring 100% of pixels as the threshold for viewability.

The concept of duration weighting for video ads was introduced in the *Digital Audience-Based Measurement Standards*, which MRC issued in December of 2017. At that time, the MRC noted that further research would be needed to determine how a duration weighted approach to audience metrics would be specifically applied, and this new call for research by MRC is intended to address that need. Specifically, MRC is posing questions such as whether different segments of a video ad may contribute differentially to the effectiveness of that ad; what role the presence of especially strong branding elements may play; and other questions that can shed new insight into determining what time-related elements can contribute to an effective exposure in the video ad environment.

The MRC minimum pixel threshold for viewable digital ad impressions (at least 50% of pixels in view for a minimum of one second for display, two continuous seconds for video) was originally introduced as part of a first step in a broader cross platform measurement plan. The MRC is now assessing whether the pixel requirement should be raised to a 100% minimum for cross-media reporting.

From its inception, the MRC intended its viewable impression standard to be a way to bring digital ad impression measurement closer to commonality with other media ad impression measurement, including that of TV. At the time, initial studies conducted by MRC when setting viewability thresholds showed that if the 50% pixels criteria were met, the entire ad was viewable in nearly 80 percent of the cases. The MRC expects that percentage is likely higher today, as properties are better optimized for viewability than they were in 2012, when the original pilot study was conducted. The new research request seeks data to update these understandings as MRC considers the requirements that will be associated with the minimum

exposure qualifier thresholds necessary for inclusion in cross-media audience metric calculations.

The development of cross-media audience measurement standards is targeted for completion in late 2018.

To submit research or data in response to this request, please contact Ron Pinelli of MRC at rpinelli@mediaratingcouncil.org.

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About MRC

The Media Rating Council is a non-profit industry association established in 1963 comprised of leading television, radio, print and digital media companies, as well as advertisers, advertising agencies and trade associations, whose goal is to ensure measurement services that are valid, reliable and effective. Measurement services desiring MRC accreditation are required to disclose to their customers all methodological aspects of their service; comply with the MRC Minimum Standards for Media Rating Research as well as other applicable industry measurement guidelines; and submit to MRC-designed audits to authenticate and illuminate their procedures. In addition, the MRC membership actively pursues research issues they consider priorities in an effort to improve the quality of research in the marketplace. Currently approximately 110 research products are audited by the MRC. Additional information about MRC can be found at <http://www.mediaringcouncil.org>