



March 15, 2021

To: Users of Cross-Media Measurement

From: George Ivie, Anthony Torrieri, David Gunzerath, Ron Pinelli, Laris Oliveri

re: Update on Consideration of Cross-Media Duration Weighting

The Media Rating Council (MRC) issued its Cross-Media Audience Measurement Standards on September 4, 2019. These Standards set forth provisions to guide the measurement of video advertising and content delivered through television, OTT and digital, including both desktop and mobile. The Standards can be found here: [http://mediaratingcouncil.org/MRC%20Cross-Media%20Audience%20Measurement%20Standards%20\(Phase%20I%20Video\)%20Final.pdf](http://mediaratingcouncil.org/MRC%20Cross-Media%20Audience%20Measurement%20Standards%20(Phase%20I%20Video)%20Final.pdf)

The Standards included a definition for an additional metric, the calculation of Duration Weighting as applied to Viewable Impressions and contributing to Duration Weighted Frequency, subject to a relative calculation approach (that is, the duration viewable is divided by the advertisement’s creative length). Duration Weighted Viewable Impressions (DWVIs) were included in the Standards based on demand from measurement users to include a consistent single metric that could better differentiate the success of the delivery of a creative in Cross-Media environments beyond meeting the minimum viewable condition.

However, the Duration Weighting provisions were not scheduled to become required of Cross-Media Audience measurers until January 2021, to allow for further study and dialogue related to the use and impact of this additional metric. The Standards did immediately require other incremental metrics to be reported, such as total and average duration, quartiles and completes, to provide additional information related to creative delivery for buyers, sellers and intermediaries.

Update

Based on the discussions and research conducted since the publication of the Standards, MRC has opted to keep the requirements in place for DWVI reporting as an incremental delivery metric for Cross Media Audience measurement, and these requirements are now in effect for compliance with the Cross-Media Audience Measurement Standards.

General Guidance for Use of DWVIs

Cross-Media Duration Weighting MRC Guidance	
DO	DO NOT
Use as an additional metric for ad delivery	Use as a measure of ROI or impact
Use in conjunction with Viewable Impressions	Use in place of or without Viewable Impressions
Use in Cross-Media comparisons or combinations	Use for standalone media vertical measurement

Again, DWVIs have been introduced for the purpose of including an additional, consistent single metric that could better differentiate the success of the *delivery* of a creative in Cross-Media environments beyond meeting the minimum viewable condition. DWVIs are to be reported in addition to and alongside, but **NOT IN REPLACEMENT OF**, Viewable Impressions and other duration metrics already required.

MRC has emphasized in the Standards that Duration Weighted Viewable Impressions **DO NOT** represent a measure of ROI and **SHOULD NOT** be used as a proxy for it. Further research related to the relationship of DWVIs and ROI should be conducted. Separately, MRC is currently working on creating Standards for Outcomes, inclusive of ROI, which is scheduled to be completed in 2021. It is our hope that using Duration Weighted Viewable Impressions and other delivery metrics alongside ROI measures will lead to greater insights.

DWVIs are intended to be a Cross-Media metric that should be reported for digital and TV comparisons or combinations and **ARE NOT INTENDED** to be reported for any single media vertical in isolation. To the extent that a Cross-Media measurement system, or any aspect of it, cannot include Duration Weighting, this must be disclosed, and partial inclusion of Duration Weighting (for one media component and not another, or only certain aspects of a media component) would be considered noncompliant with the Standards. Our hope is this will lead to an evolution of TV measurement to include ad-focused, granular measurement that supports Duration Weighting.

Please contact the [MRC Staff](#) with any questions.