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MRC Publishes Data Spec for Cross-Media Measurement

New York, NY (November 23, 2020): The Media Rating Council (MRC) today released a specification for Global Cross-Media data requirements consisting of standardized, global data input recommendations to enable consistency and viability across participating data providers as well as consistency in reporting for global advertisers.

MRC issued a final version of its *Cross-Media Audience Measurement Standards* in September 2019. Since that time, MRC has been collaborating with the World Federation of Advertisers (WFA) on development of their Global Cross-Media Measurement Framework, and a critical aspect of this work has been to formalize the required data fields that must be logged, processed, and/or produced within such a framework.

WFA's framework has been furthered with local-level pilot initiatives led by the Association of National Advertisers (ANA) and the Incorporated Society of British Advertisers (ISBA), and MRC has continued our collaborative efforts with these organizations in developing these pilots. This data specification has been developed in coordination with the WFA, ANA and ISBA and reviewed by participants in their respective cross-media measurement efforts.

The purpose of this data specification is to create a base set of data fields to be referenced and used in cross-media measurement to serve as an initial recommendation on global data inputs which, once finalized, can support implementation work at the local level. This specification includes data elements enabling advertising, content, and audience measurement with a consistent base of delivered or rendered impressions, while supporting and enabling additional reporting based on viewability and duration. It is expected that local implementations of this specification will include and require validation for consistency and accuracy by independent third-party audit.

Please note that the framework of this document and suggested global data inputs is not meant to be, or is as of yet, finalized, and will likely vary once technical details for any given system are fully established as part of local-level pilot efforts. Further, several of the data fields enumerated will require standardization related to formatting, definition and taxonomy. It is expected that future global and market-level workstreams will address the need for such standardization including, but not limited to, discrete metrics definitions (where not already present in industry guidance), Cross-Media campaign taxonomies, and data collection and formatting guidance such as specific time thresholds for duration and playback accumulation.

In addition, while this document describes high level requirements for the inputs and outputs of the system, as an immediate next step to the publication of this document, a more detailed specification & schema of how impressions and these data fields should be coded, as well as how these requirements are implemented throughout different APIs of the system, will be published and open sourced as part of the Inputs and Outputs workstreams led by the WFA, ANA and ISBA.

The Global Cross-Media Data Requirements can be found here.

For questions or comments, please contact the MRC at rpinelli@mediaratingcouncil.org

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 www.mediaratingcouncil.org.

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