

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

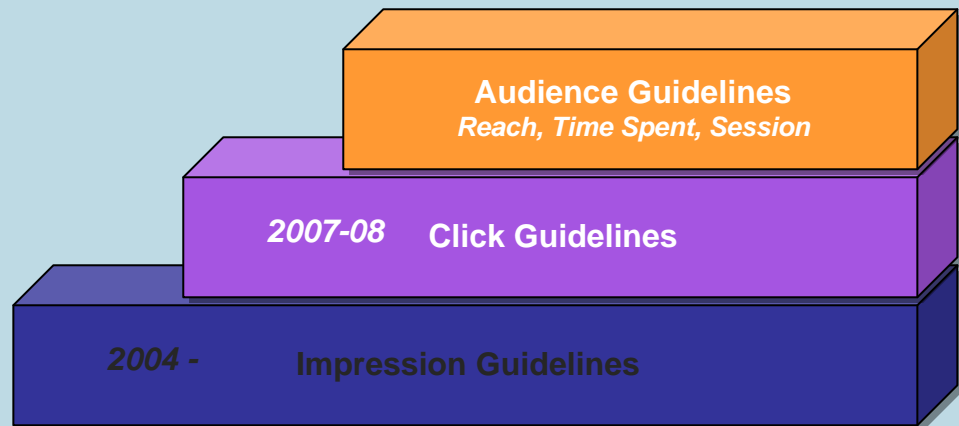
Common

- Internal Controls
- Editing, Calibration, Weighting
 - Transparent Methodology

IAB Measurement Guidelines

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 cookie 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 cookie browser or user for a single access session to the web-site or property.

Hierarchy of Audience Measurement Definitions for Census-Based Vendors

