3P CROSS-MEDIA CHECKLIST FOR MARKETERS & AGENCIES

NOTE: This checklist is intended for robust evaluation of 3P cross media audience solutions, and should consider not only capabilities available today, but also future state vision & roadmaps to achieve fully cross-media solutions

1 COMPREHENSIVE

- Offers a unified view across all channels & devices (mobile/tablet, desktop, CTV, Linear TV)
- Covers all advertising models and inventory across linear and addressable
- Covers all forms of video, without qualifying on the basis of subjective "premiumness" signals (e.g. concepts like production quality, curated, made for tv, long-form)
- Accounts for user behavior, including varied viewing environments (e.g. co-viewing on Connected TV)

2 FAIR & COMPARABLE

- Employs an industry endorsed, fair default standard to derive reach/frequency, such as the MRC's Viewable Video Impression
- Uses objective, consistent methods and common definitions for cross-channel metrics
- Any qualifiers to impressions or reach/frequency (e.g. viewability, duration, etc.) are empirically tied to marketer value or audience behavior, and ratified via an industry- endorsed standards body like the MRC

3 PRIVACY PRESERVING

- Secures proactive and informed consent from panelists, if a panel is used
- Supplies all users with clear + transparent disclosures for how data will be used
- Limits data collection to only inputs required for specific, defined use cases
- Anonymizes census data via techniques like aggregation and differential privacy
- Only employs user-controlled identifiers for individuals, avoids PII, IP, fingerprinting
- Data is always handled and deleted to respect consumer privacy

4 INDEPENDENT & TRUSTWORTHY

- Approach is persons-based, with or without a link to households
- Data inputs, modeling assumptions are clear, defensible and auditable from a credible party like MRC (e.g. universe estimates, deduplication methods, etc.)
- Leverages census data sources (e.g. logs, "big data") wherever possible, with hygiene measures in place (e.g. removing invalid traffic, controlling for biases in data collection)
- Ideally uses a representative panel to enhance census inputs and deduplicate
- Employs precise methods vs. inferences (e.g. ad spot vs. average minute rating)
- Any modeling assumptions required are informed by credible ground truth
- Where possible, direct integrations inform measurement of digital/ CTV publishers

5 ACTIONABLE FOR ADVERTISERS

- Supports the end-to-end marketer workflow, with support for planning, buying, measurement (e.g. all use cases are supported, with consistent granularity + scope)
- Aligns to marketer-led "north star" vision as articulated by the WFA
- Is interoperable with critical agency/advertiser systems, processes and tools
- Doesn't place undue burden on the buy-side to absorb incremental cost/effort (e.g. increased reconciliation of data across sources, other operational management)
- Provides the actionable insights you need to steer your business today

> *Advertisers have expressed their 'North Star' needs and principles for cross-media measurement, which have much in common with those outlined in this document.* It makes sense to align around advertiser needs. Innovation in measurement is key, but not at the expense of being useful and accurate.

WFA

Stephan Loerke, Chief Executive Officer, World Federation of Advertisers