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# The launch of the World's first online video trading currency.

Magnus Anshelm, CEO @ MMS in Sweden  
Twitter: MediaAnshelm.  
@ ASI APAC May 2015 in Singapore

# About MMS

- JIC (Joint Industry Committee)
- Measuring TV since 1993
- Measuring online video since 2011
- Owned by the industry
- ~25 employee

## MMS Objectives

MEASURE CONSUMPTION  
OF MOVING CONTENT

PREPARE FOR FUTURE  
MEASUREMENT

EXPERT IN MEASURING  
MOVING CONTENT

REPORTS AND  
COMPILATIONS

# A selection of JIC's in Europe

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# The MMS Vision

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*“To launch and maintain a fully accepted media currency covering all TV and online video viewing on all platforms, screens and situations”*



**ATAWAD**

(Any Time, Any Where, Any Device)

# Short facts about the Swedish market

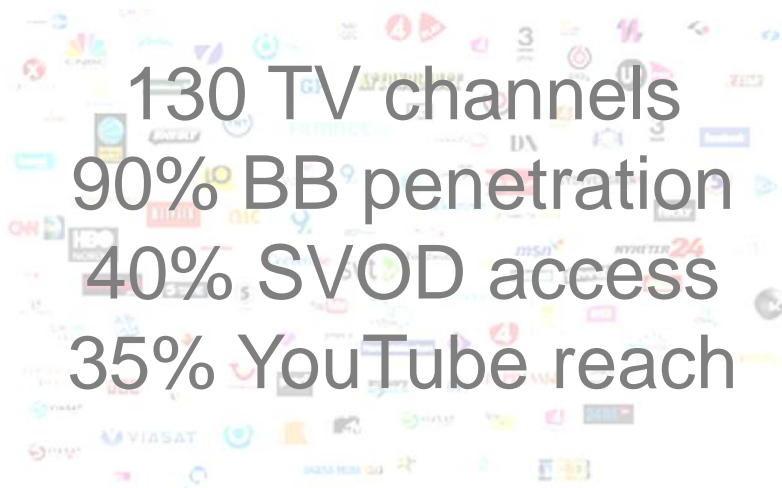


Ad spend per capita/year	
TV	€72
Online video	€ 8
Mobile	€17
Online total	€84

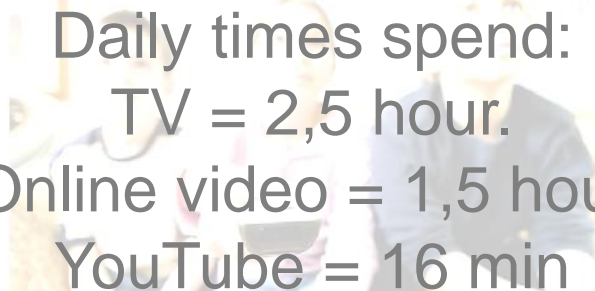
Age 9-99



*Screens/household = 7.*



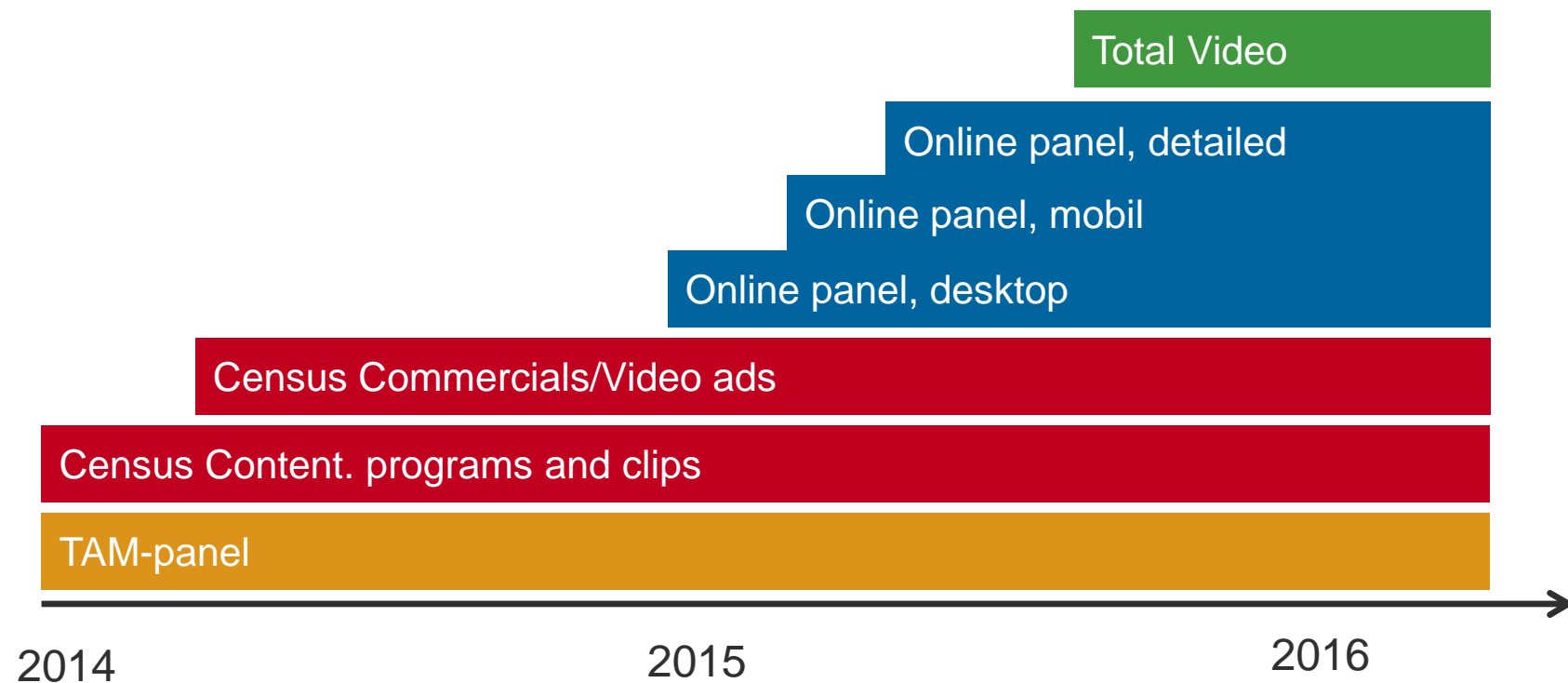
Age 9-99

A background image showing a group of people sitting together and watching television.

Daily times spend:  
TV = 2,5 hour.  
Online video = 1,5 hour.  
YouTube = 16 min



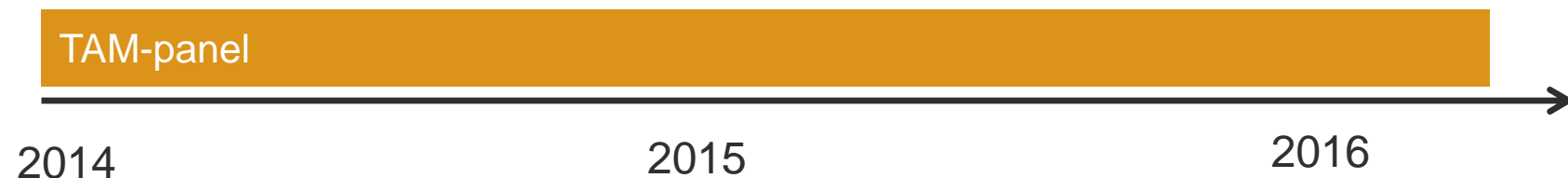
# The MMS Road Map – Towards a Total Video Currency



## The MMS Road Map – Improving the TV currency

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- **Testing PPM:s to measure ooh viewing - Kantar**
- **Testing the MediaCell - Ipsos**
- **Meters in Secondary Homes - Nielsen**

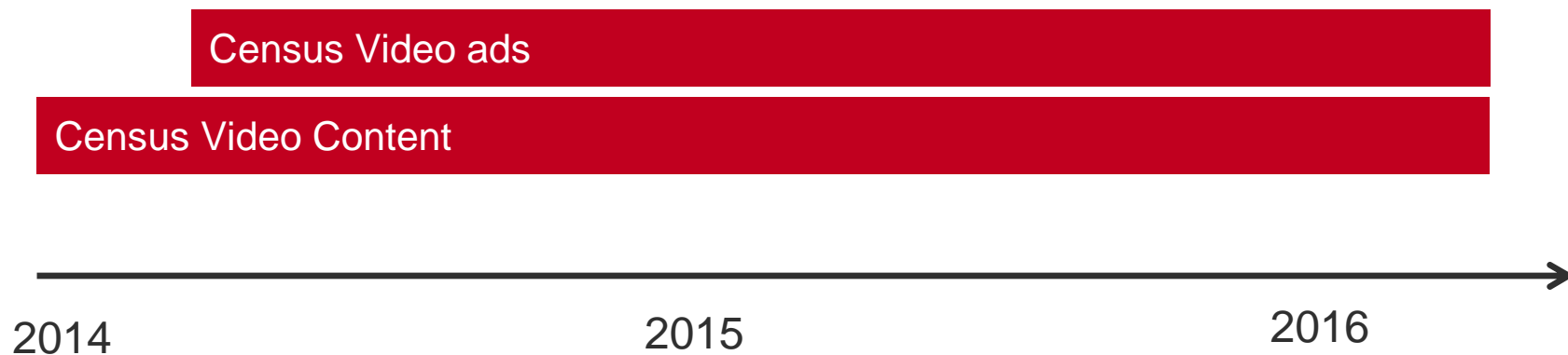




## The MMS Road Map – Building the currency

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- **SDK tags for Content - ComScore**
- **SDK tags for Video ads - Adobe**



# Building an Online Video Trading Currency

## Phase 1: Preparing The Launch.

- Involving the whole market
  - Media companies, ad-servers, media agencies, advertisers, service providers and others players
  - Involving people at all levels in the companies
- Building the control system
  - Setting up our own system for daily controls
  - Using reference data from ad-servers
- Ensuring sustainable measurements
  - Starting with impressions
  - Prepared to move on to “time based”
- Implementing tracking codes/tags
  - On I-players and apps



# Building an Online Video Trading Currency

## Phase 2: The Launch.

- Preparing the media agencies
- Preview of MMS tools and data
- Feedback from pre-users
- Educating the users
- Building our PR case



# Building an Online Video Trading Currency

## Phase 3: Implementing the currency.

- Delivering “over two nights”
- Ensuring full accessibility
  - In Non-MMS tools
  - In MMS tools



# Building an Online Video Trading Currency

- In MMS Tools: Campaign Report



Download

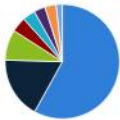
Close

CAMPAIGN REPORT

Period 2014-10-01 - 2014-10-29  
2014-11-03 av Tigran Zakarian, MMS

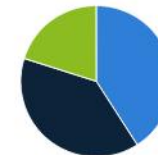
6 133 730 Impressions  
MTG TV, TV4, SBS Discovery over 29 d

Distribution by ad

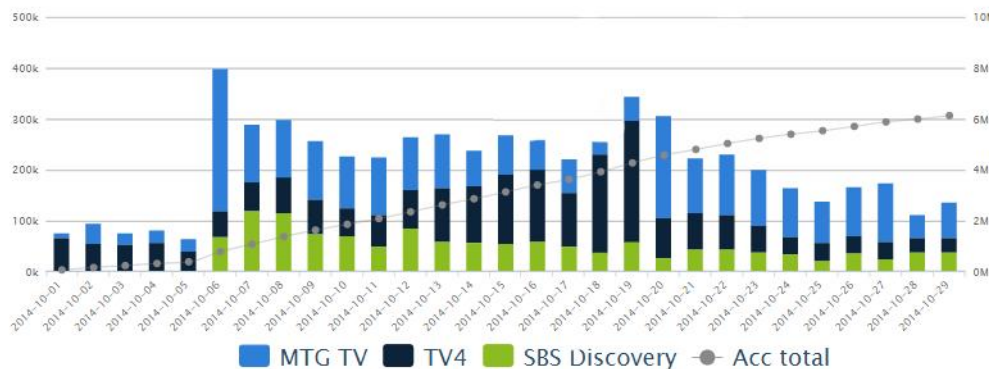


Ad	Advertiser	Product	Agency	Impressions	Distribution
x S1ARYO2002	Arla	Yoggi	Carat	3 560 009	58,0%
x S1ARFM1501	Arla	Arla Ost	Carat	1 064 872	17,4%
x S1ARFM3503	Arla	Arla Ost	Carat	529 199	8,6%
x S1ARBR1510	Arla	Bregott	Carat	260 483	4,2%
x S1ARBR2011	Arla	Bregott	Carat	219 126	3,6%
x S1ARBA4002	Arla	Arla	Carat	198 819	3,2%
x S1ARBA4001	Arla	Arla	Carat	198 264	3,2%
x S1ARBA6001	Arla	Arla	Carat	102 958	1,7%

Distribution by Site

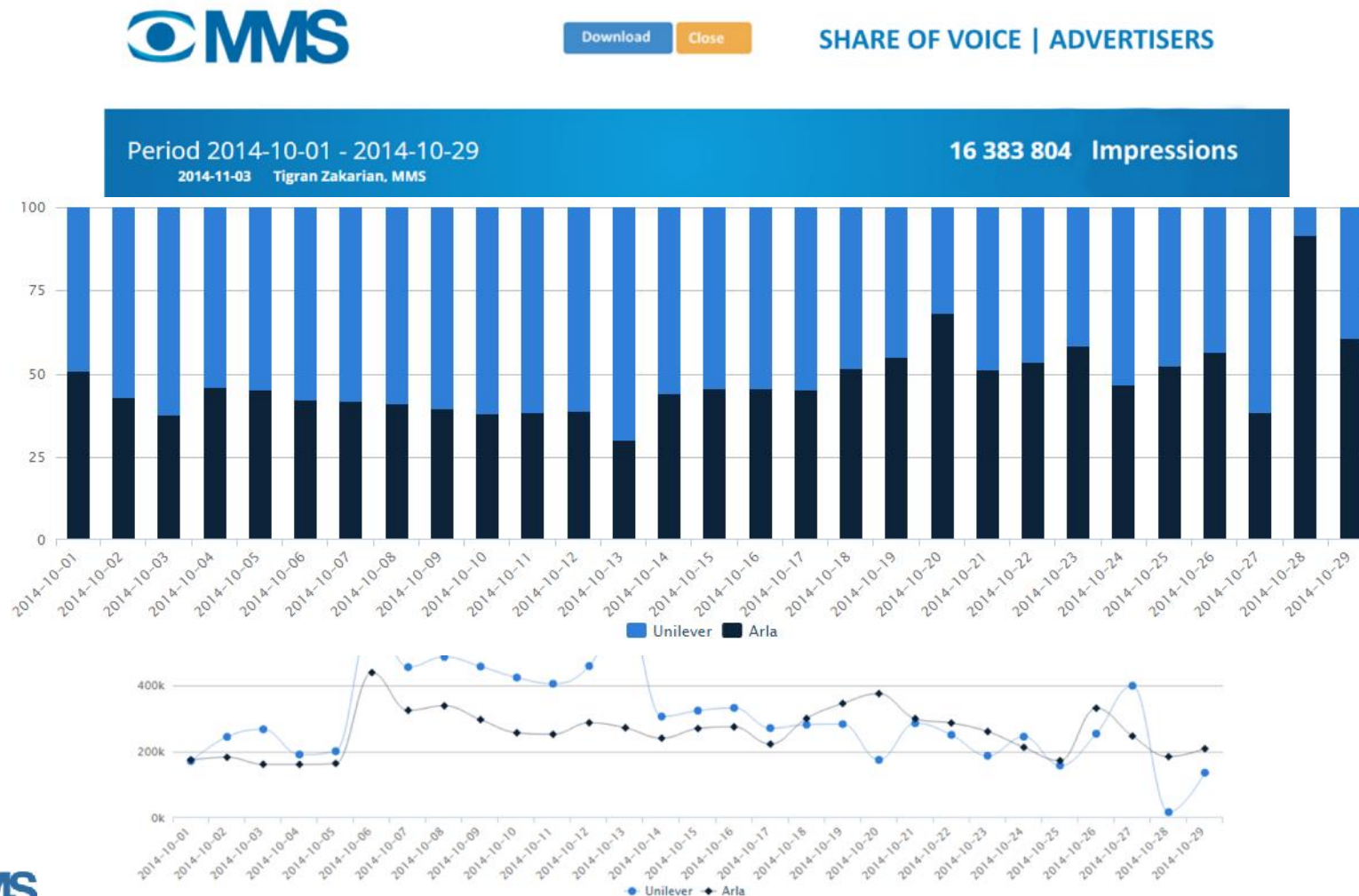


Site	Exponeringar	Fördelning
TV4	3 077 488	40,9%
MTG TV	2 928 796	39,0%
SBS Discovery	1 509 415	20,1%



# Building an Online Video Trading Currency

- In MMS Tools: Share-of-Voice Reports



# Building an Online Video Trading Currency

## Phase 4: Further development of the currency.

- From Impressions to “time based” currency?
- Expanding the Currency
  - Large national publishing houses
  - The ad sales networks
  - International “players”
  - Mid-size publishing houses





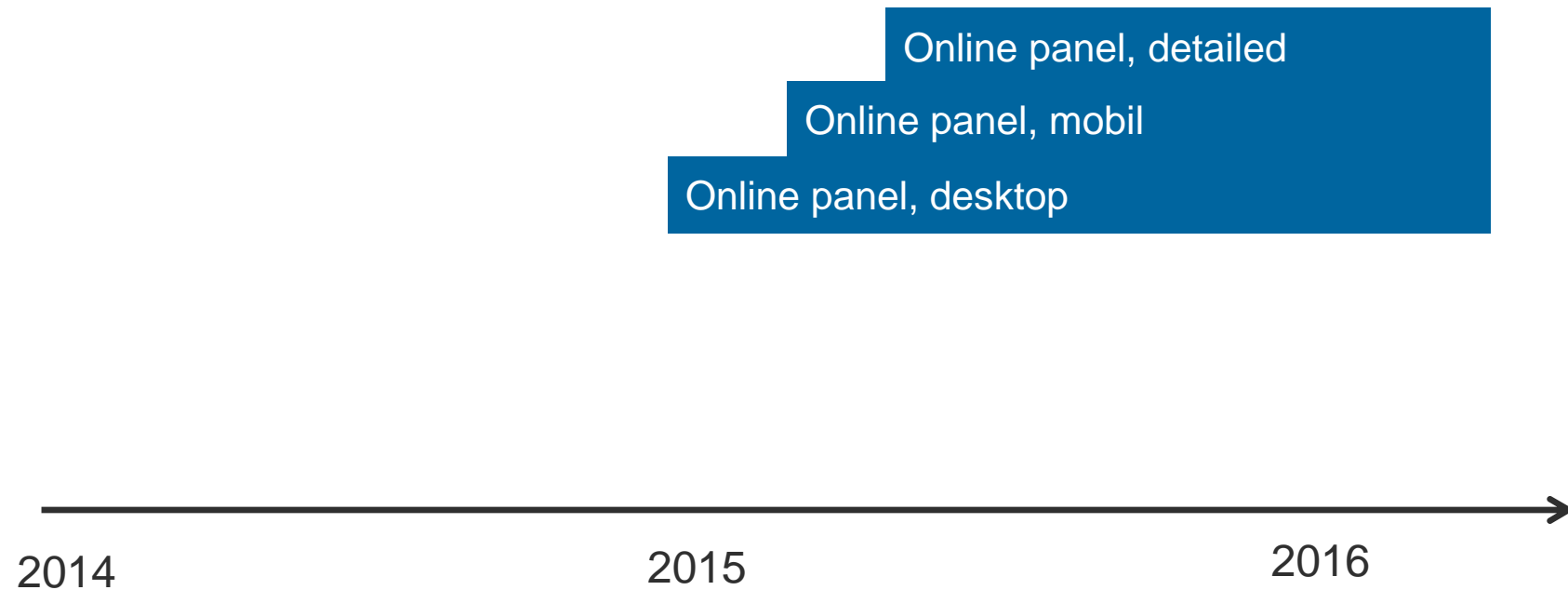
## Next Step: From Devices to People

Using panel to get reach, frequencies and ratings



## Let's get back to the MMS Road Map

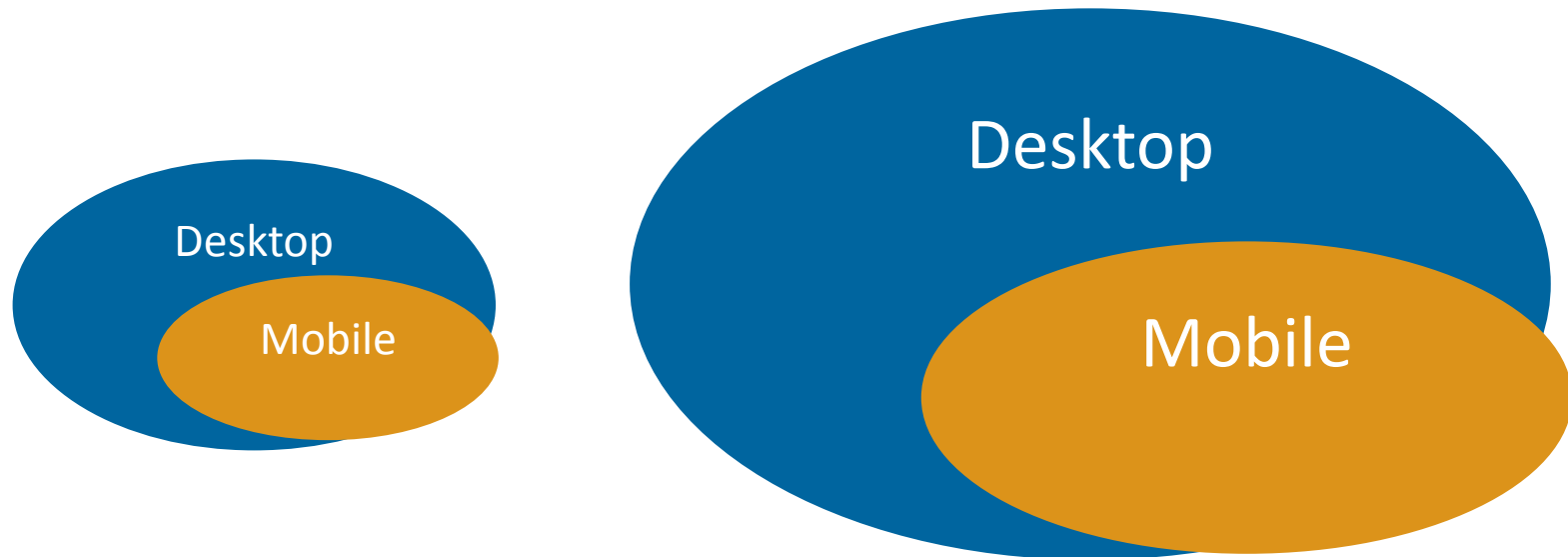
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# Our approach

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Desktop | Mobile | Detailed

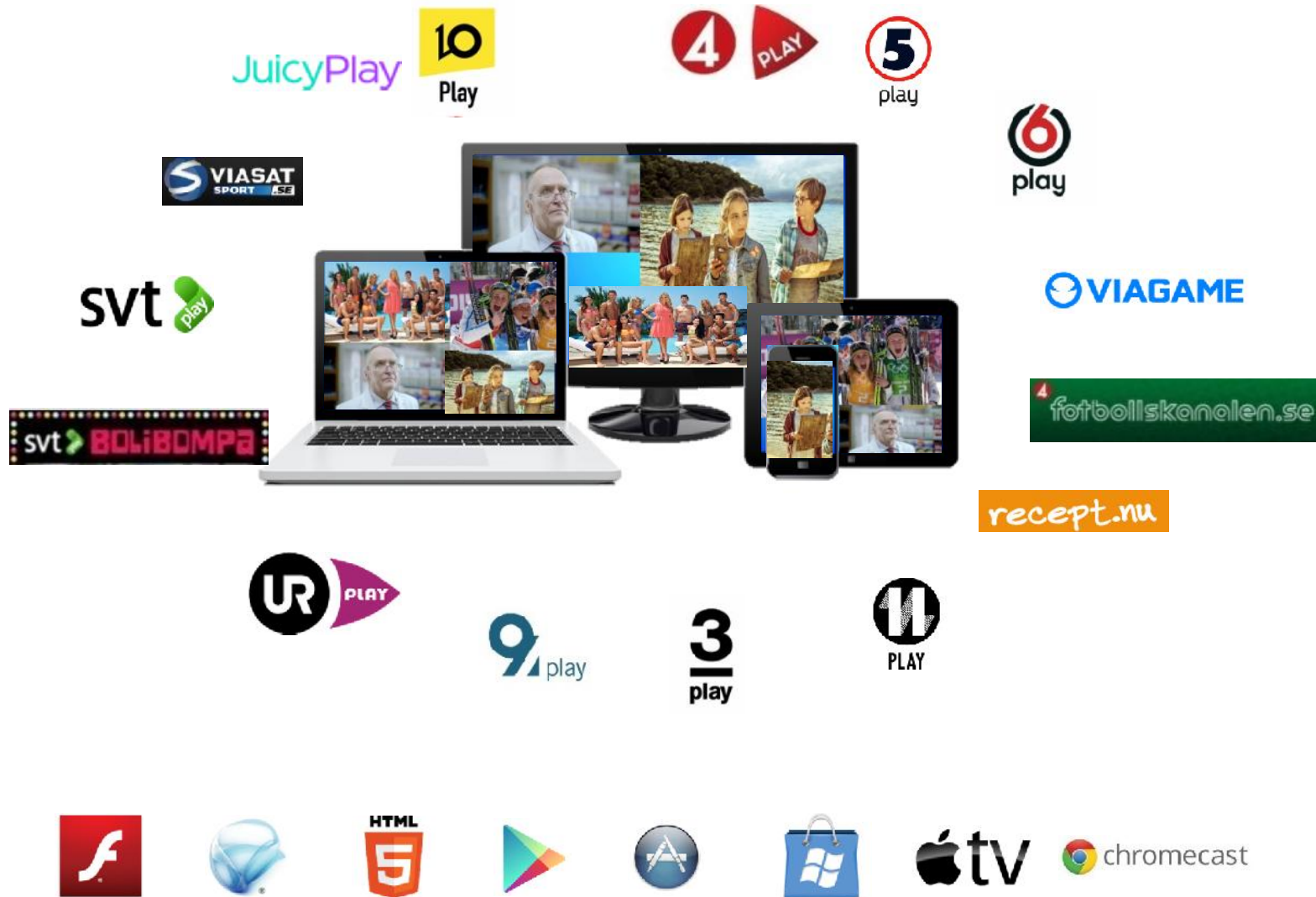


# What we want to know?

- Time spent on Online video
- Share & Reach per "channel" and site
- Who? → Target groups
- Reach & Frequency (GRP) for campaigns
- Reach (Rating) for programs/clips



# What we measure today?

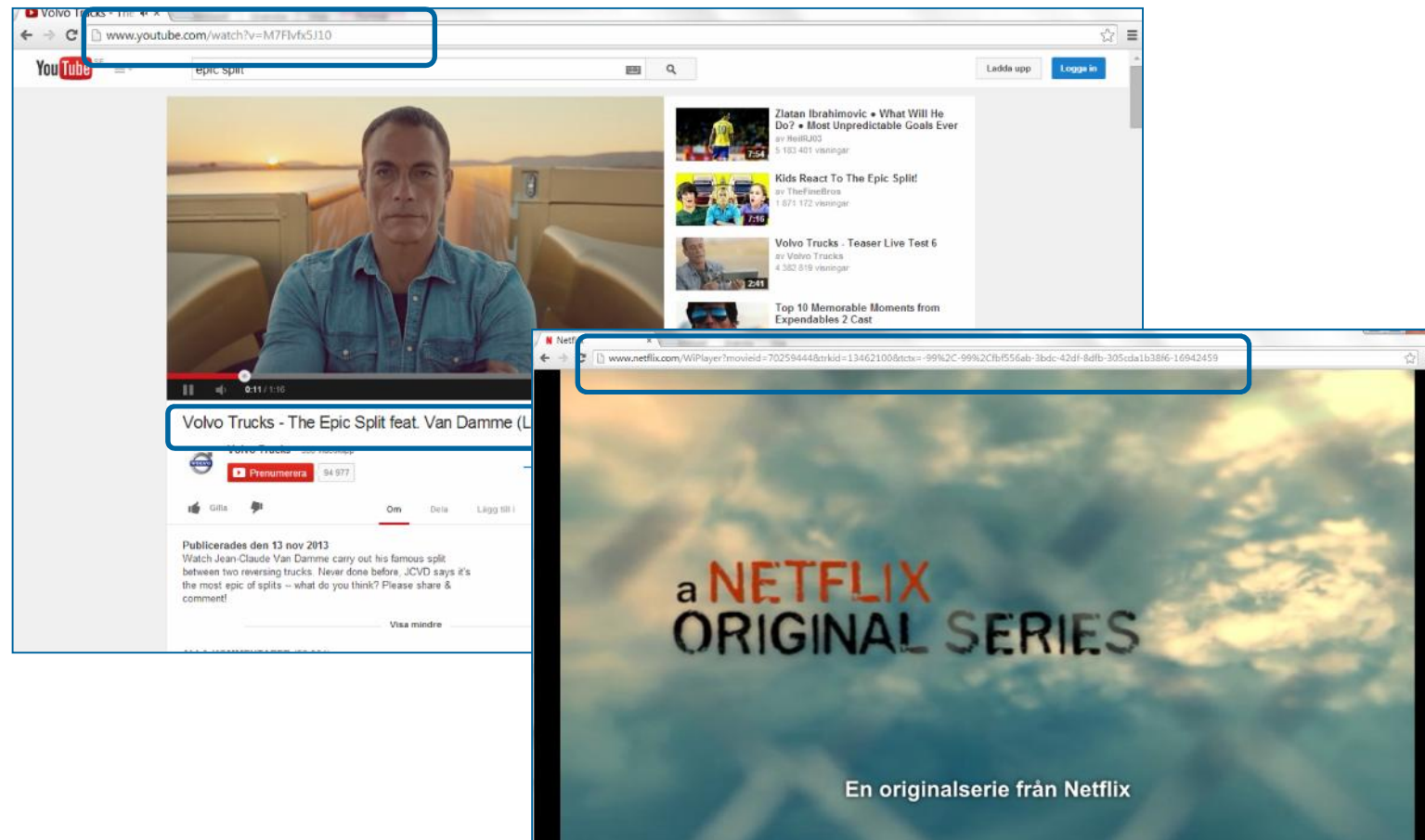


# The Challenge



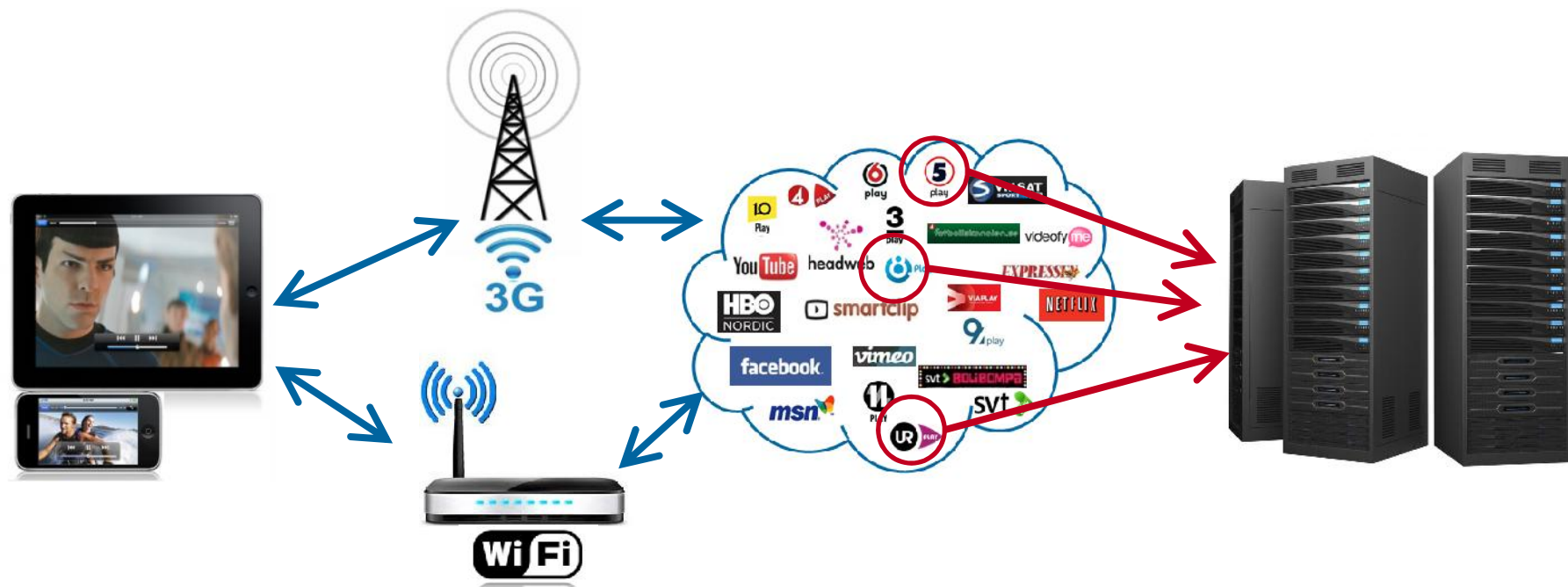


# Measuring Desktop – Our approach





# Measuring Mobile – Common choice - Tagging

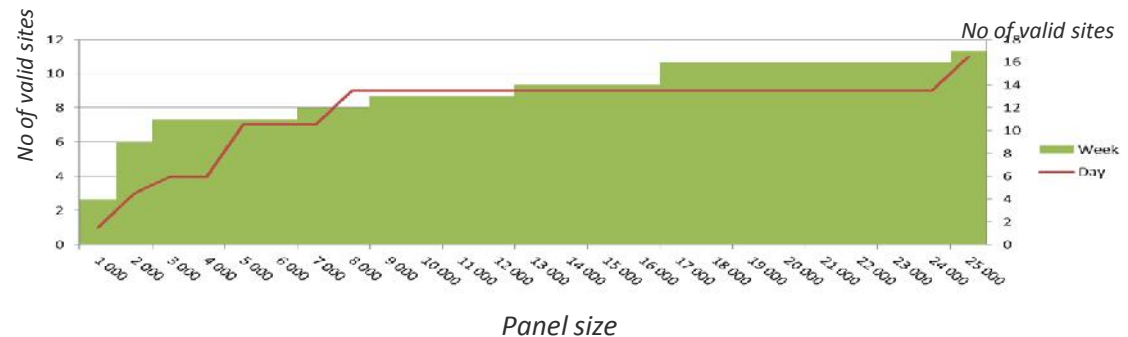


# Measuring Mobile – Our approach - Proxy



# Online panel – Next step - Detailed

- Reach & Frequency (GRP) for campaigns
- Reach (Rating) for programs/clips
- **Panel size really matters!**
- *Finding new ways, new solutions, new partners*



## A “Final step”: Total Video Ratings

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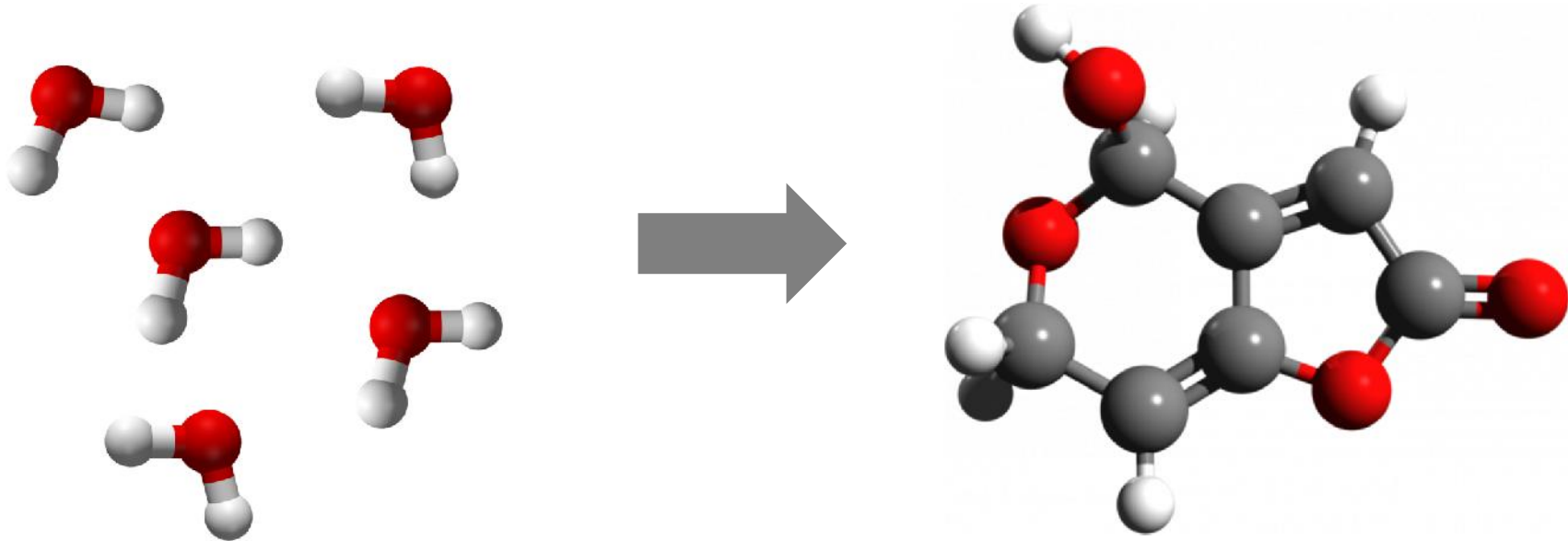
From today's silos to ...



## A “Final step”: Total Video Ratings

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... an integrated trading currency



## The MMS Road Map – Finally, the Total Video Currency

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- Using Extended Screen as a bridge - Nielsen
- Hiring GfK to build our model for Total Video

Total Video

2014

2015

2016

# Thanks!

[magnus@mms.se](mailto:magnus@mms.se)

