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

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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
A selection of JIC’s in Europe
The MMS Vision

“To launch and maintain a fully accepted media currency covering all TV and online video viewing on all platforms, screens and situations”
Short facts about the Swedish market

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

130 TV channels
90% BB penetration
40% SVOD access
35% YouTube reach

Source: IRM and MMS

Screens/household = 7.

Daily times spend:
TV = 2.5 hour.
Online video = 1.5 hour.
YouTube = 16 min
The MMS Road Map – Improving the TV currency

- Testing PPM:s to measure ooh viewing - Kantar
- Testing the MediaCell - Ipsos
- Meters in Secondary Homes - Nielsen
The MMS Road Map – Building the currency

- SDK tags for Content - ComScore
- SDK tags for Video ads - Adobe
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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
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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
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Phase 3: Implementing the currency.

- Delivering “over two nights”
- Ensuring full accessibility
  - In Non-MMS tools
  - In MMS tools
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In MMS Tools: Campaign Report

Period 2014-10-01 - 2014-10-29

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

Distribution by Ad

<table>
<thead>
<tr>
<th>Ad</th>
<th>Advertiser</th>
<th>Product</th>
<th>Agency</th>
<th>Impressions</th>
<th>Distribution</th>
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<tbody>
<tr>
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<td>Aris</td>
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<td>Acte</td>
<td>Carst</td>
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</table>

Distribution by Site

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<th>Exponeringar</th>
<th>Fordeining</th>
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<tbody>
<tr>
<td>TV4</td>
<td>3 077 488</td>
<td>40.9%</td>
</tr>
<tr>
<td>MTG TV</td>
<td>2 928 796</td>
<td>39.0%</td>
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<tr>
<td>SBS Discovery</td>
<td>1 509 416</td>
<td>20.1%</td>
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</tbody>
</table>
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- In MMS Tools: Share-of-Voice Reports
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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

2014

2015

Online panel, desktop

Online panel, mobil

Online panel, detailed

2016
Our approach

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?

Census
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

From todays´ silos to ...
A “Final step”: Total Video Ratings

... an integrated trading currency
The MMS Road Map – Finally, the Total Video Currency

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

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