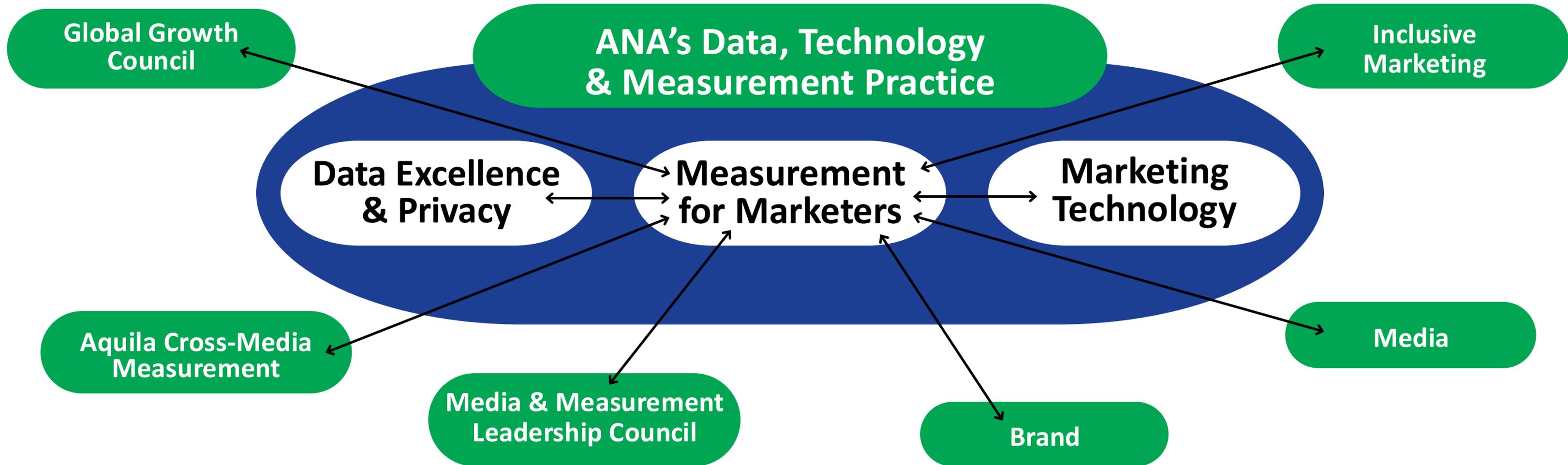


ANA Measurement for Marketers



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Leadership Initiatives

- **Retail Media Networks – In Collaboration with Media & Measurement Leadership Council (MMLC)**
- **Video Environment Measurement**
 - Guide advertisers in measurement transitions within linear and CTV environments
 - Champion transparency in CTV video buying and measurement practices
 - Advocate for prioritizing audience-based metrics in CTV alongside impressions
- **Representation in Measurement**
 - Drive improvements in representation in measurement through collaboration with organizations such as AIMM and SeeHer
 - Lead education efforts on biases from big data and AI training data
 - Partner with MRC to address and disclose measurement variability
- **Impacts of Privacy and AI on Measurement**
 - Lead research on privacy/AI impacts on data quality and availability for marketers
 - Explore and promote the use of privacy-safe audience measurement, such as Virtual IDs
 - Ensure AI is used to improve measurement quality while addressing bias concerns