

ANA

2020 MEDIA & MEASUREMENT CONFERENCE

Bob Liodice

Chief Executive Officer



2020

A Tough Year

- COVID – 19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **A time for healing and revival**



May 2020

**Report from the Global
Leadership Coalition COVID-19:
Turning leadership into action
during the pandemic**

WARC[^]

**CMO
GROWTH COUNCIL**
ANA CANNES
LIONS

ANA



HUMANITY FOR GROWTH



COVID-19 LESSIONS

“There is a human at the end of whatever it is you’re doing.

Always have the human at the center of whatever you do.”

Amelia Dunlop
Chief Experience Officer

Deloitte.
Digital

**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Treat the consumer like
you treat your brethren.”**



Olivier François
Global President, Chief Marketing Officer







ANA/AIMM Commitment to Equality, Inclusion, and Systemic Change

from America's Marketers, Media Companies, Agencies, Production Companies, and Service Providers

At ANA and AIMM, we strongly believe that every person — regardless of race, ethnicity, sexual orientation, gender identity, ability, religion, age, or culture — should have equal rights, equal representation, opportunities, support, understanding, respect, consideration, voice, and the ability to achieve their full potential. For more than 20 years, we have used our collective voices, reach, and commitment to create an industry that is more inclusive, understanding, and reflective of diverse segments. Although we have done a lot, it is not enough.

As we experience unprecedented loss due to the novel coronavirus, Black and Brown communities continue to face an age-old virus that has infected America for four centuries: racism. As America marches for an end to racism, injustice, and inequality against Blacks, the marketing and advertising industry is here to say we see you, we hear you, we are with you, and we commit to do everything in our individual and collective power to end systemic racism and achieve equality and justice.

As marketers and industry leaders, we commit to unflinchingly examining our own history and current practices to shine a light on systemic and institutional biases that exist within the industry. We can no longer accept the shortcomings of many of our diversity and inclusion initiatives. We commit to examining why they haven't done enough and what action is needed to advance. And we commit to interventions that will have an immediate and sustained impact on equality, inclusion, and systemic change in our ecosystem and in our society.

- 1 We will achieve representation that better reflects our country's demographics throughout the industry: marketers, media companies, agencies, production companies, and service providers. This means equity in representation at every level, access, and voice — in other words, a seat at the table. In our yearly diversity reports to the industry, we will include clear actionable steps and guidelines for companies to achieve parity and extend that work to the balance of the industry.
- 2 We will conduct courageous conversations and work with our membership's Employee Resource Groups (ERGs) to understand the systemic inequities throughout the industry so that together we can establish programs that can fix these systems.



Be a force
for **good...**

and a
force for
growth.

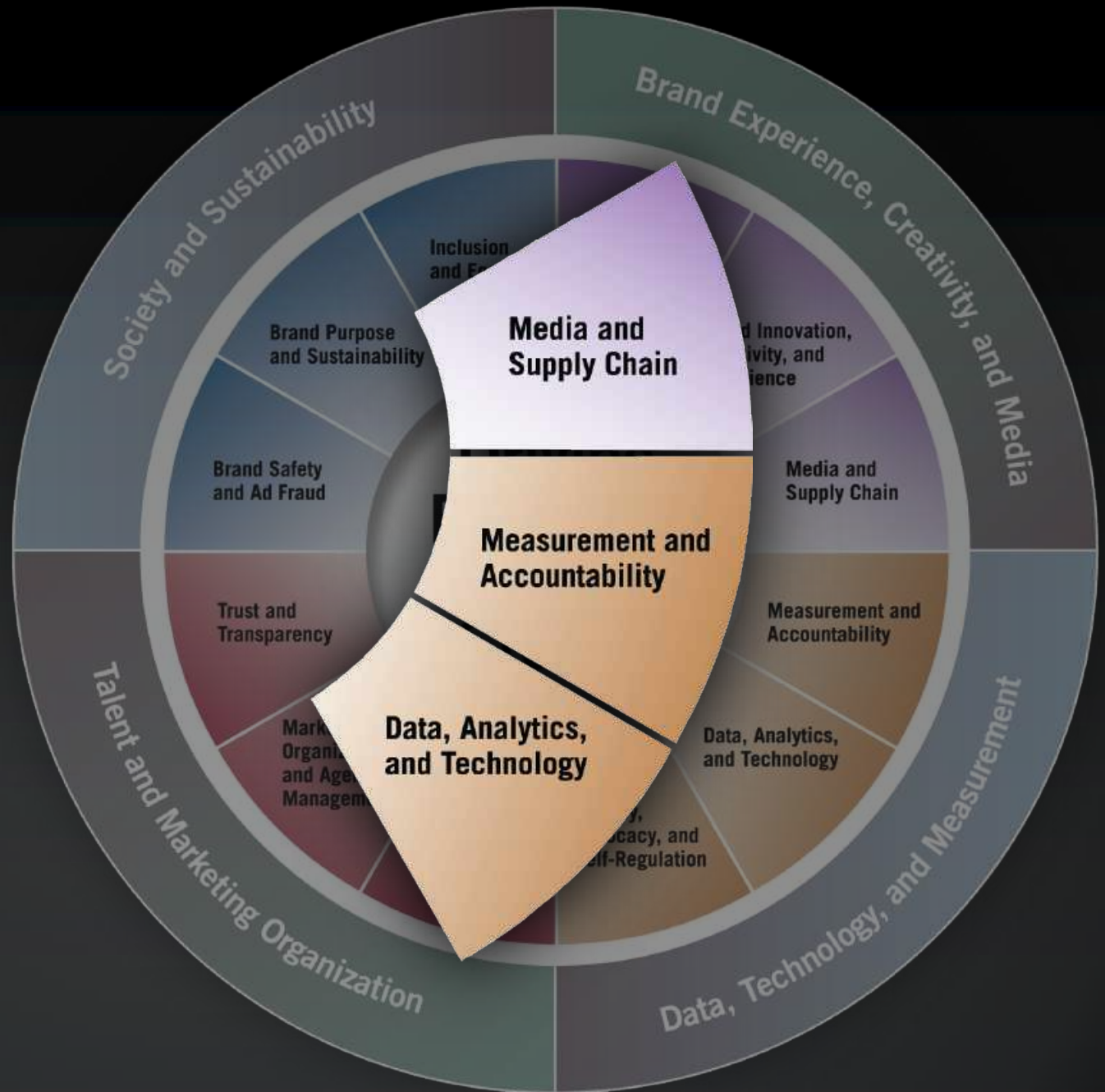
MARC PRITCHARD

ANA Chairman & Chief Brand Officer

ANA GROWTH AGENDA



ANA GROWTH AGENDA



DATA-DRIVEN
Marketing & Analytics

**“Data is critical to how
we drive our businesses
and make decisions...**

**And we have more data
and better data than
ever before.”**



Esther Lee
EVP & Chief Marketing Officer





Data-Driven Growth

44%

of brand marketers indicate that **more than half** of their revenue is driven from data-based triggers

85+%

By 2025, 85%+ of
media transactions
will be guided by data
and machine learning

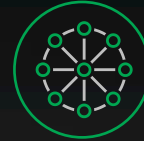
Data & Analytics Trends

Media and Measurement
TRANSFORMATION
AND REFORM

LARGEST ISSUES



Brand-safe environments



A transparent ecosystem where we can clearly understand true value in the ecosystem (agencies & media owners alike)



Ecosystems and relationships with customers that follow all privacy laws



A clear path to understanding the transition to the evolving digital ecosystem

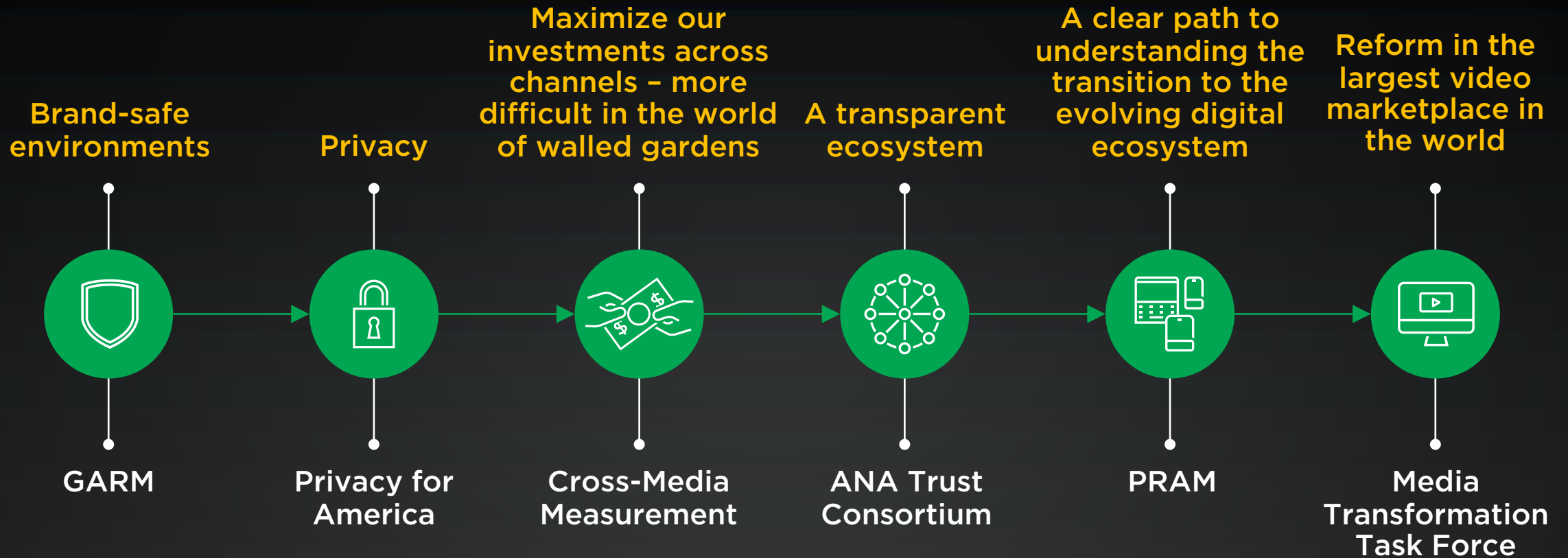


Maximize our investments across channels — more difficult in the world of walled gardens



Reform in the largest video marketplace in the world

On a Journey of Success



BRAND SAFETY

GARM Brand Safety Floor + Suitability Framework

•June 2020



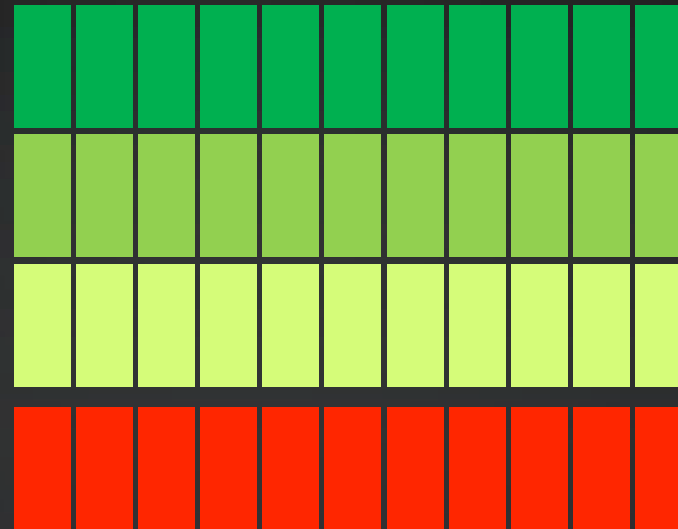
ADVANCING SHARED LANGUAGE + DEFINITIONS

How it works conceptually

Sets a series of 11 topic areas

Establishes a Safety Floor
a limit that is not suitable for advertising support

Creates a Suitability Framework
graded definitions of topic treatments for advertising support



Suitability Framework

1. Adult & Explicit Sexual Content
2. Arms & Ammunition
3. Crime & Harmful acts to individuals and society
4. Death & Injury
5. Online piracy
6. Hate speech & acts of aggression
7. Obscenity and Profanity
8. Illegal
Drugs/Tobacco/eCigarettes/Vaping/Alcohol
9. Spam or Harmful Content
10. Terrorism
11. Debated Sensitive Social Issues

Safety Floor

- Excluded from monetization
- Few exceptions for availability

Eliminate
HATE and
HARMFUL SPEECH

PRIVACY & ADDRESSABILITY

67%

of U.S.-based internet
users do not trust
social media
organizations to
protect their personal
and private data

Source: Vanafi / e-marketer



**CONSUMER
TRUST**



**FUTURE
FOR
ADDRESSABILITY**

In January 2020, Google announced that it intended to cease support for third-party cookies in its Chrome browser in two years.

Letter to Apple on IDFA

AN OPEN LETTER TO APPLE FROM THE MEDIA AND ADVERTISING INDUSTRY

As the leading organizations representing global brand marketers and the digital media and advertising industry, we welcome your decision to delay the proposed policy changes for Apple's Identifier for Advertisers (IDFA) for iOS 14 until next year, and we request an urgent meeting to ensure we use that additional time to launch a collaborative process to address widespread questions and concerns around those upcoming changes.

We share your strong support for consumer privacy and choice, and we hope to work together to strengthen and extend those important goals, while also protecting the consumer experience and the ad-supported digital economy. In particular, we hope to better understand the specific rationale for such changes, how the changes will be implemented, and what steps might be taken by marketers, publishers, app developers, and other parties to ensure that critical functionality is preserved.

Without immediate engagement in a cross-industry dialogue, we believe the proposed changes could have a negative impact on both consumers and businesses, as iPhone and iPad users risk losing access to many popular ad-funded apps, news organizations and other publishers are starved of a vital source of revenue during the current economic crisis, vibrant ad-supported innovation and competition withers, and critical functionality grinds to a halt across the advertising supply chain.

Following are some of the issues we would like to discuss around iOS 14:

- What mechanism, if any, can advertisers use in the future to cap the frequency of their ads on Apple devices, so users don't face a blizzard of the same repeating ads?
- Whether apps will be allowed to require IDFA activation from their users, as many depend on advertising revenue for viability, or will they be forced to shut down or limit their distribution to non-Apple devices?
- What changes might Apple consider to its proposed new policy to maintain the goal of protecting privacy but avoid compromising functionality or damaging the app ecosystem?
- Whether you are willing to allow the IDFA to be used for non-targeting purposes, such as campaign measurement, attribution, and ad fraud detection?
- What privacy-protective systems or tools can marketers use in the future to reach groups of users with common interests on Apple devices?
- Whether Apple will commit to the same policy that it is applying to other businesses by using a consistent interface and language before it collects any user information for its own marketing-related purposes?

More broadly, we believe it is vital to avoid the emerging structural risk from a patchwork of conflicting policies around addressability being implemented by the handful of companies that control browsers and operating systems.

That is why our industry recently launched the Partnership for Responsible Addressable Media, to help create global, industry-wide standards for addressable media. The Partnership's objective is to safeguard privacy and improve consumer experience, while protecting key functionalities like customization and analytics necessary for digital media and advertising.

We would like to invite you to join with us in this effort, so we can work together to develop an effective universal solution that extends across the entire ecosystem, not just to Apple-owned products and platforms.

We believe it is essential to adopt a fair approach that balances the interests of companies that control platforms with those of consumers, publishers, third-party networks, and developers. After all, it is the products and services of our members and their apps and media offerings that make up the overwhelming majority of time consumers spend on Apple devices, that are in large part a contributor to the success of Apple and its products. We also are inviting representatives from other browser and operating system companies to take part in that effort, so all of the major stakeholders will be represented.

Given the significant time needed for marketers and other companies to adapt their systems, it is imperative that we meet soon, so we can discuss those issues and potential solutions with time to implement them across the industry.

We appreciate your willingness to discuss these important issues with your peers in the digital economy, and we look forward to a productive dialogue that will ensure privacy and preserve the robust ad-supported digital marketplace.

Partnership for Responsible Addressable Media

4A's | American Association of Advertising Agencies

ANA | Association of National Advertisers

Interactive Advertising Bureau (IAB) and IAB Tech Lab

Network Advertising Initiative

World Federation of Advertisers

To ensure the business community is effectively heard in this process, ANA, along with its sister ad trades, are jointly founding the Partnership for Responsible Addressable Media to convene working groups in four areas:

1. Business Practices
2. Technical Standards
3. Privacy, Policy, & Legal Considerations
4. Communications & Education



PARTNERSHIP FOR RESPONSIBLE ADDRESSABLE MEDIA

PROGRAMMATIC MEDIA TRANSPARENCY



ISBA
PROGRAMMATIC
SUPPLY CHAIN
TRANSPARENCY
STUDY

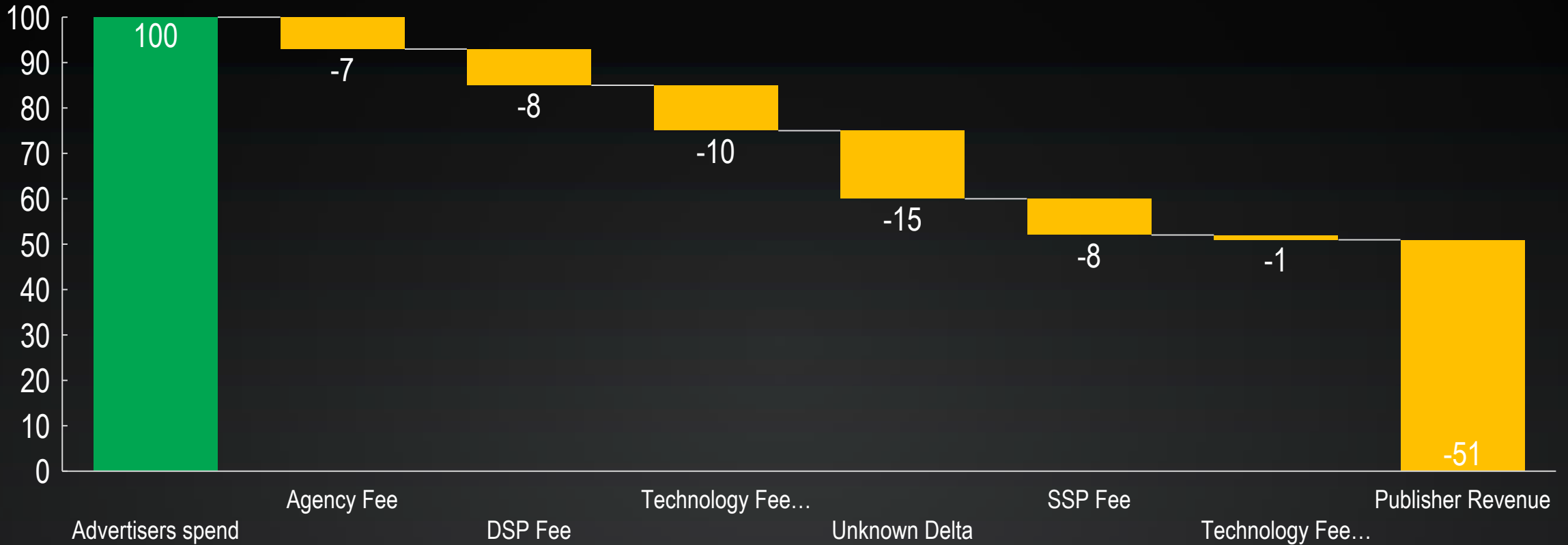


aop

In association with the AOP,
carried out by PwC
May 2020



Cost to Brands: \$20 Billion



Brand Suppliers: 25%

Publisher Suppliers: 8%

Unknown: 15% (@ 1/3 of the supply chain providers)

GLOBAL COLLABERATION

ANA

I S B A

WFA

World Federation
of Advertisers

CROSS-MEDIA MEASUREMENT



THE CROSS-MEDIA MEASUREMENT MISSION

- To create a marketer-centric cross-media measurement system for advertising providing complete measurement of all ad exposures
- Enables planning optimization, frequency management, and outcome measurement
- Ensure relevant and positive consumer ad experience



MARKETER NORTH STAR MEASUREMENT PRINCIPLES

- Complete, transparent and without bias
- Always on, ubiquitous and representative of individual consumer behavior
- Brings together television and digital media
- Delivers reliable, deduplicated reach, and frequency

U.S. CROSS-MEDIA MEASUREMENT PARTICIPANTS

Google



Discovery
CHANNEL™

NBCUniversal

Turner

ANA

WARNER
MEDIA



CBS

Disney

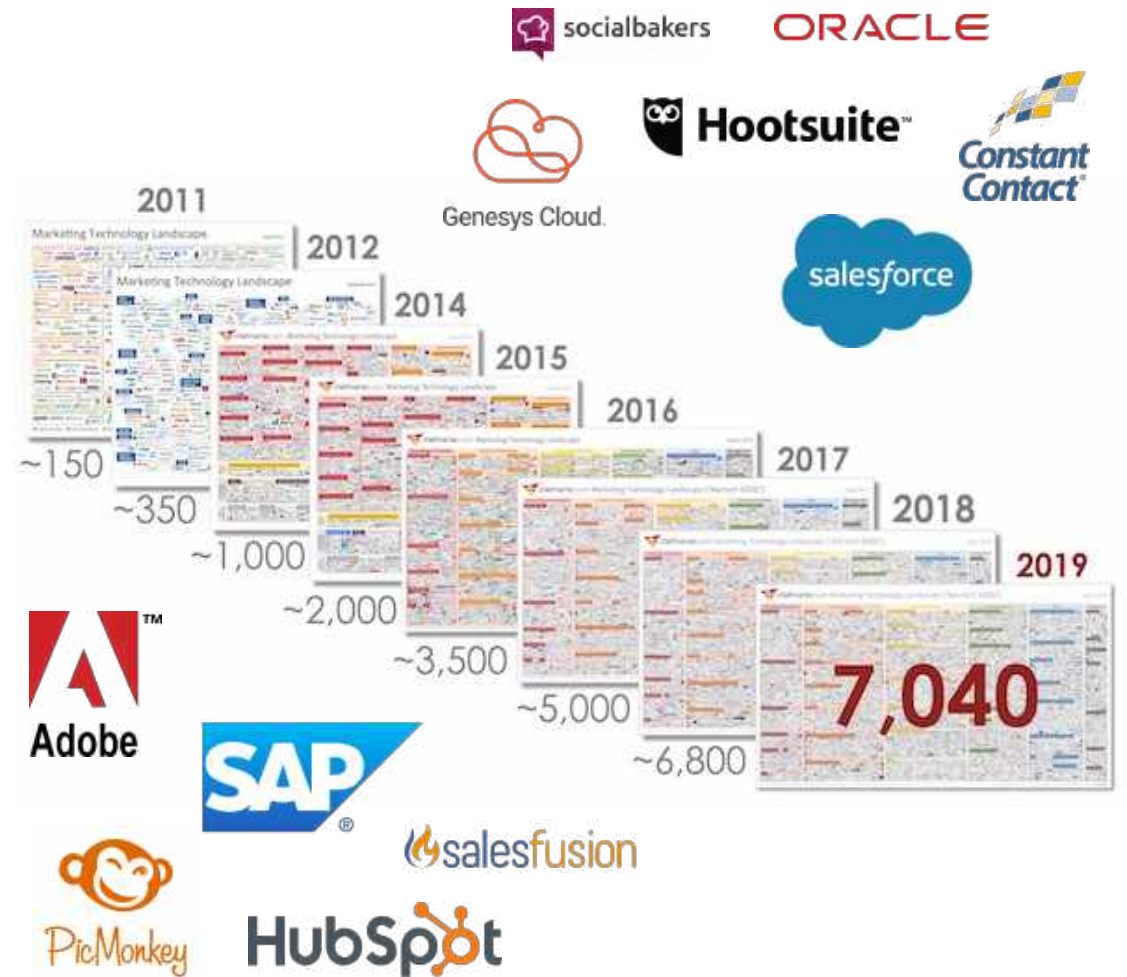


FOX

ANA

MarTECH

Addressing the Martech Explosion



DANGER

**“We are facing
an existential crisis...”**

ANA’s Board of Directors

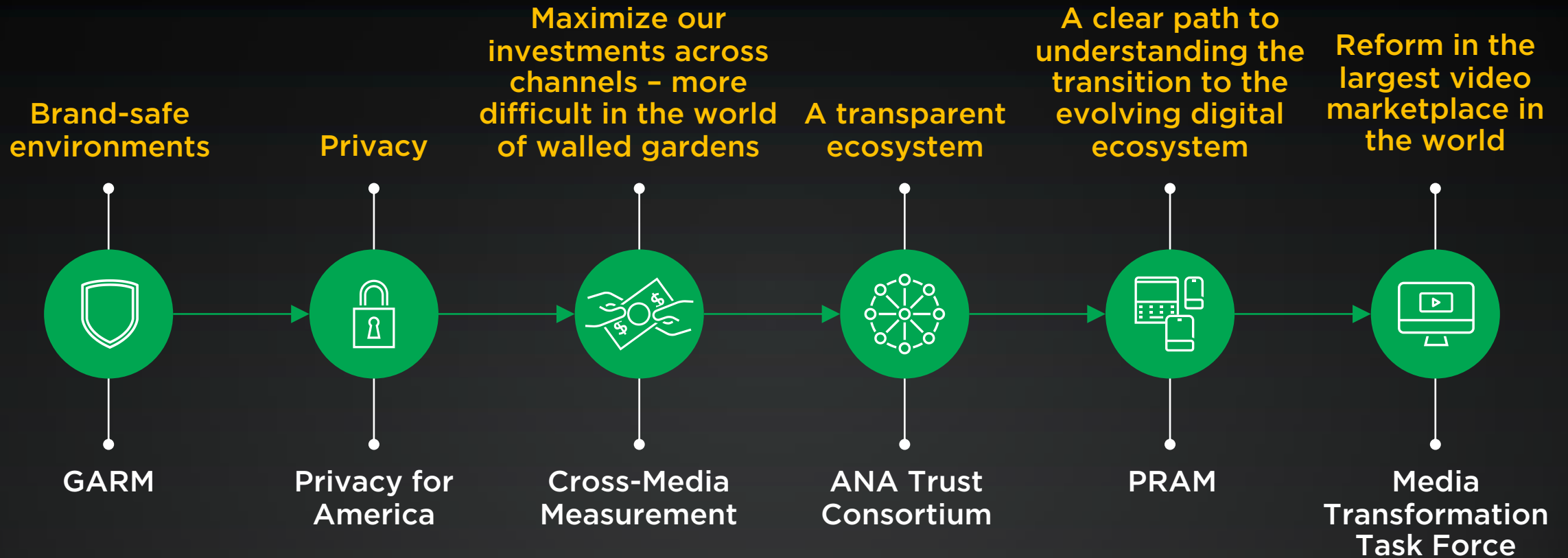
CMO's have spoken:
vendor-driven contract
forms are **not** working

Initiative will help marketers
secure better contract
terms for their MarTech
arrangements

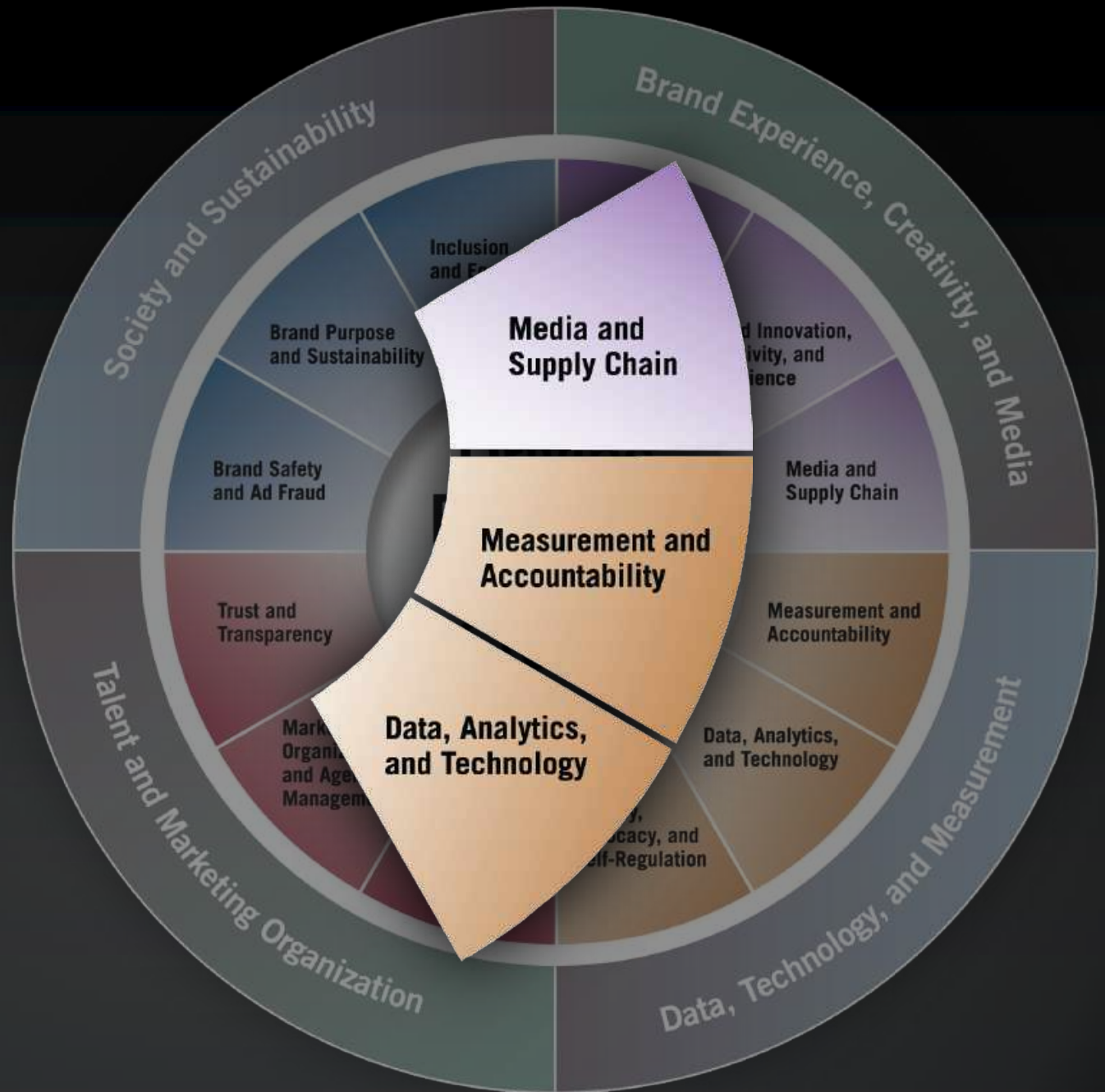
A hand holding a pen over a document with a blurred background of code.

**MASTERING THE
TECH STACK
CONTRACTS**

On a Journey of Success



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Be a force
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