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# **“The Necessity of Cross-Media Measurement”**

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**2020 Media & Measurement Conference**  
September 23, 2020



*“It’s time to finally deliver cross-platform media transparency through cross-platform media measurement...”*

*Because marketers are flying with little visibility and only know what runs on an individual platform but have no idea whether their ad is reaching the same person over-and-over again. There is no reason we shouldn’t be able to fix this problem and make media measurable across every platform.*

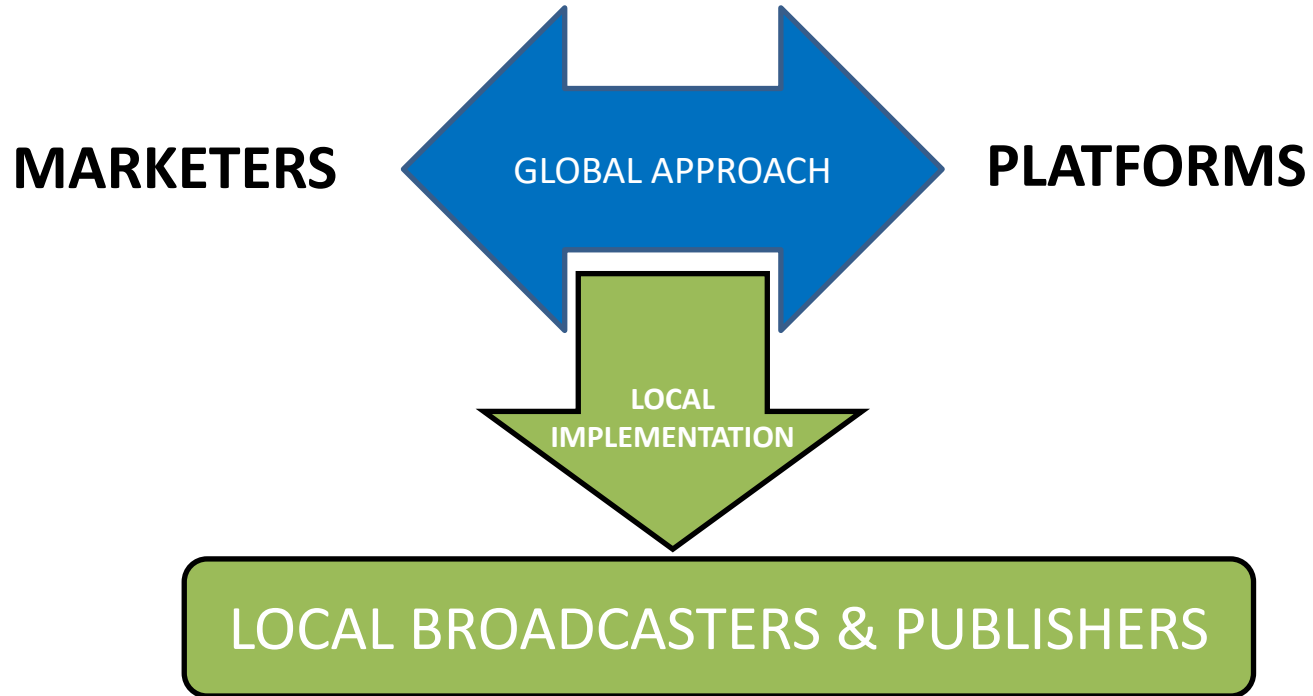
Marc Pritchard

-P&G Chief Brand Officer

ANA Media Conference, April 2019



# Value of a Global Approach



# Marketer-Led Cross-Media Measurement

**Mission:** To create a marketer-centric cross-media measurement system for advertising that benefits the entire industry by providing complete measures of all ad exposures, and endeavors to stay ahead of the consumer through sound global principles and on-going industry collaboration to conquer complex issues

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## North Star – To create a measurement system that ...

- Is complete, **transparent** and without bias
- Enables **always-on** data collection and is representative of individual consumer behavior
- Supports **all media channels** and global platforms
- Delivers reliable impressions, as well as **true reach and frequency metrics**
- Has clear, **standardized definitions** for data and metrics across all media
- Is consistent with **global principles** and compliant with **MRC** measurement standards

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## A Privacy-Safe Environment

To ensure that the data being provided from various sources are shared in a manner which respects consumer privacy and respects existing and emerging privacy regulations.

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