

3MS Initiative Releases Five-Part Digital Marketing Measurement Solution



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Solution Provides Timelines and Plans for Pilot Tests and Implementation



NEW YORK, NY (September 19, 2011) — The first phase of the Making Measurement Make Sense (3MS) initiative is complete, and has yielded a five-part digital marketing measurement framework. The 3MS Initiative, a joint venture of the ANA (Association of National Advertisers), the IAB (Interactive Advertising Bureau), and the 4A's (American Association of Advertising Agencies) announced this framework today. The solutions embedded in this framework will provide a clear pathway for pilot tests and implementation timelines, which will in turn guide the creation of a cross-platform currency.

The cornerstone of this framework, and the first measurement principle, is to move from a “served” impression standard to a “viewable” impression standard. This will enable advertisers to obtain information about impressions that are actually viewable by online consumers, rather than those that have simply been served whether seen or not. Building on this foundation, the

second step of the solution will feature a Gross Ratings Point metric that will report on the reach and frequency of the viewable impressions by audience demographics. Pilot tests will commence by early 2012, and timing to generate final solutions will be announced soon after.

Earlier this year, the initiative's leaders, nearly 40 business and thought leaders from companies across the ecosystem, agreed on five Guiding Principles of Digital Measurement. These principles were the product of extensive fact-finding and due diligence regarding current measurement offerings and their application to the business of transacting and evaluating advertising.

The five principles for creating digital measurement solutions, which will enhance digital media planning, assessment and comparison, are:

1. Shift from a "served" to a "viewable" impression standard
2. Introduce an online Gross Ratings Point metric, providing reach and frequency reporting of viewable impressions
3. Implement a classification system and taxonomy for banner, rich media and streaming video ads
4. Define, standardize and accredit metrics for view-through reporting and cumulative social activity
5. Establish standards and vendor accreditation to improve the methodology for online brand attitudinal studies

"This framework of principles and the evolving pilot tests will provide solutions for cross-platform comparability. This is absolutely fundamental for brands to accurately measure, understand and evaluate their marketing mix," said Bob Liodice, President and CEO of the ANA. "We are extremely grateful to those who will contribute to our pilot testing, as they play a critical role in the development of this previously unmarked territory."

As a next step towards making these solutions a reality, 3MS will launch six-month pilot tests with the support of leading marketers, agencies, publishers and ad servers. As the initiative continues to move forward, there will be ongoing industry outreach and education on 3MS findings through roundtables, webinars, conferences, and more.

3MS will serve to improve cross-platform comparability in a number of ways, including:

- Leveraging the use of standard demographics used in other media'
- Providing a consistent language to describe inventory
- Developing consistent, transparent and credible measures of the effect of interactivity on building brands
- Emphasizing improved attitudinal measures and confidence relative to other media

"The entire ecosystem is on the threshold of very exciting changes that will enhance brand marketers' abilities to make the right cross-media allocations for their goals," said Sherrill Mane, Senior Vice President of Industry Services, IAB. "As we develop specifications for pilot tests, we are confident that the tests will show us much about the impacts of the proposed solutions and will prepare us for bigger and smarter test approaches as we go broader than pilots."

"The most important result of this initiative is that the community has said loud and clear that we must improve the way we do our business," added 4A's President-CEO Nancy Hill. "The 3MS output is a giant step in that direction."

The 3MS initiative requires an ongoing governance structure. The 3MS initiative is in discussions with the Media Rating Council (MRC), which is uniquely qualified to provide governance. The MRC is respected for its objectivity, independence, pilot test management and an unwavering rigor in the development and maintenance of standards. When finalized, the governance structure will extend the metrics standards to other form factors (e.g. mobile/tablet) and other types of digital advertising (e.g. text).

3MS is an industry-wide initiative to improve cross-platform comparability through improved digital metrics and standards, particularly focused on supporting brand advertising. Driven by senior leaders from across the advertising ecosystem, the initiative is facilitated by the management consulting firm Bain & Company and the strategic advisory firm MediaLink LLC. The Newspaper Association of America (NAA) and the Online Publishers Association (OPA) are supporters of the initiative, and nearly 40 * industry executives were part of the steering committee and working teams. Additionally, more than 150 experts were engaged from across the marketing ecosystem.

About the ANA

Founded in 1910, the ANA (Association of National Advertisers) leads the marketing community by providing its members with insights, collaboration, and advocacy. ANA's membership includes 400 companies with 10,000 brands that collectively spend over \$250 billion in marketing communications and advertising. The ANA strives to communicate marketing best



practices, lead industry initiatives, influence industry practices, manage industry affairs, and advance, promote, and protect all advertisers and marketers. For more information, visit www.ana.net, follow us on Twitter, join us on Facebook, or visit our YouTube channel.

About the IAB

The Interactive Advertising Bureau (IAB) is comprised of more than 500 leading media and technology companies that are responsible for selling 86% of online advertising in the United States. On behalf of its members, the IAB is dedicated to the growth of the interactive advertising marketplace, of interactive's share of total marketing spend, and of its members' share of total marketing spend. The IAB educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. Founded in 1996, the IAB is headquartered in New York City with a Public Policy office in Washington, D.C. For more information, please visit iab.com.

About the 4A's

The 4A's (American Association of Advertising Agencies) is the national trade association of the advertising agency business and provides leadership, advocacy and guidance to the industry. The management-oriented association founded in 1917 helps its members build their businesses, and acts as the industry's spokesperson with government, media, and the public sector. Its membership comprises virtually all of the large, multinational agencies and hundreds of small and mid-sized agencies across the country. More than 1,200 member agency offices served by the 4A's employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. For more information, visit the 4A's Web site at www.aaaa.org.

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