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making measurement make sense

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**MAKING
MEASUREMENT
MAKE SENSE**

A cross-ecosystem partnership to identify and define digital media currencies and the core metrics for planning, buying and evaluating brand advertising across all platforms.



in the news

Time to Get Up to Speed: 3MS Webinar

Join 4A's Mike Donahue, ANA's Duke Fanelli, and IAB's Sherill Mane on Wednesday, July 25, at Noon ET to hear the about 3MS, about 3MS benefits, and get ahead of the changes.

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I Heard It Through the Grapevine

The more traction 3MS gets, the more we hear and read a variety of imprecise, even inaccurate stories about what 3MS or the current stage of testing is about.

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Whither The Viewable Impression Pilots?

One question on everyone's mind as we try to determine how to prepare for the pending change in standards is: What is the status of the viewable impression pilots?

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Duration Media v. Rich Media Club
IPR 2023-00953 (Patent 11,443,329)

Rich Media Club Exhibit 2029