



## **Cross-Media Measurement**

Local solutions within a global framework

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**Better decisions, faster.**



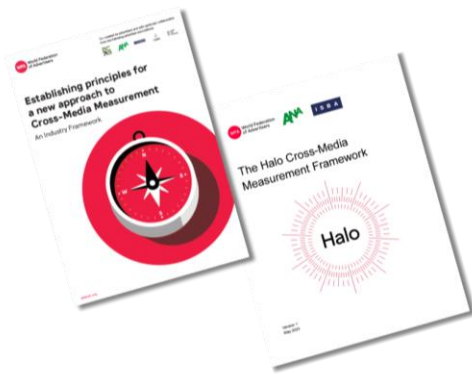
## Advances in Cross-Media Measurement Illustrate Global Opportunity

### A global challenge and solution

Accurately and fairly measuring the delivery of impacts and net reach across multiple channels has been a long-standing challenge for the media industry.

Every year the task gets more complex as new platforms launch and privacy regulations get stricter. However, what seemed to be a fading ambition is rapidly becoming a reality.

Under the leadership of the World Federation of Advertisers, the open-source [Halo Cross-Media Measurement System](#) has been launched.



The Halo framework is the solution to the challenge set by [WFA's North Star](#) principles for cross-media measurement. To deliver an always-on, privacy-compliant, full lifecycle, comprehensive, transparent, and fair way of measuring impact delivery and reach.

The [key innovations of Halo](#) are;

- The Virtual ID to create and connect identifiers across numerous platforms
- A Private Reach and Frequency Estimator that also delivers metrics such as impression counts and watch duration

These approaches mean no single party controls the sensitive and private data set, yet [useful and accurate reach and frequency](#) outputs can be obtained.

The framework has been developed alongside cross-media measurement initiatives in the UK and US, where practical issues are being addressed.

Once they are live, we will have a workable model and open-source software that can quickly roll out worldwide.

### Origin moves forward

This week the advertiser body ISBA announced a move to phase 4, the [trial launch phase of Origin](#) in the UK.

Phase 2, completed in 2021, successfully delivered the Origin proof of concept, while phase 3 concentrated on creating both the single-source panel and the platform's technical infrastructure.



# Origin

The fourth phase will start with alpha testing across [five launch advertisers](#) this month, then beta testing with 30 advertisers in Q1 2024 before Phase 5, a full launch in Q4 2024.

OMG has been involved from the beginning of the project representing the first agency group to sign on, alongside ISBA advertiser members and Google, Meta, Amazon and TikTok, and the Ozone Project.

Real data will emerge from the platform for the first time, drawing on campaign data from linear TV, digital video, and digital display channels. There is also a longer-term roadmap to add audio, out-of-home, and direct mail measurement.

The initiative has its detractors. [UK broadcasters are not actively engaging](#) with the project, having [expressed concerns](#) - with Origin around methodology and definition of a collected impression.

Broadcaster Video on Demand activity will likely use automated content recognition technology instead of broadcaster log files. It is yet to be audited by BARB, a process Origin will have to pass to use BARB data in the final product.

Phase 4 marks the start of the [Fractional Advertiser Contribution](#) (FAC) collection to fund the capability in the long term. The FAC is set at 0.1% of media billings across all media expenditures to be collected by media agencies, with a voluntary opt-in mechanism.

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## Global Ambitions

A similar project roadmap is underway in the US under the Association of National Advertisers (ANA) leadership. The [ANA CMM initiative](#) entered its [build phase in early 2023](#), with alpha and beta tests scheduled for late 2023/ early 2024 after initial [proofs of concept](#) were completed with Video Amp and ComScore. The ANA has high expectations for the initiative's impact, [predicting around USD 50bn in savings](#) over three years.

There are still issues for the US initiative to resolve, not least the long-term funding, as well as [challenges from existing measurement](#) providers and broadcasters.

The US market is preparing for a [future of multiple currencies](#). A broadcaster led [joint industry committee](#) is accelerating the adoption of more transparent and accurate measurement of video delivery in the US. Ahead of transformation to second-by-second or exact spot linear currency at the end of 2024

OWM in Germany and ACA in Canada are the [next markets to adopt](#) the approach. Almost [50% of global ad spend](#) will be in markets with a halo measurement solution.



We are now where most of the pieces are in place; a technology framework, open-source software, and funding models. The WFA has produced a [guide](#) showing what is needed for other local markets to follow the same path but at greater speed as solutions and assets have already been developed.

The fundamental technology blueprint will be globally consistent, but each market can innovate on top to account for local complexities. For example, the ANA CMM initiative enables the [qualitative dimension of impressions](#). The solution will not just report impressions as valid or not but instead report against various quality inputs, metrics, and data cuts as outlined in MRC guidelines.

## OMG leadership

Global shifts in both media consumption and advertiser demand are driving the requirement for effective cross-media measurement solutions. For example, it is now estimated that [50% of global retail video impressions are delivered through CTV](#). Any full funnel commerce marketing initiative would need to measure CTV impacts alongside the devices where the sale is most likely.

OMG is leading in using cross-media and cross-platform measurement solutions worldwide, such as Virtual OZ in Australia and NBCU/Sky's CFlight in the US and UK.

As well as with measurement specialists who can provide a competitive advantage in specific markets. OMG Australia announced a [partnership with Adgile](#) to enable real-time measurement of total video performance.



Utilizing the information and insight across media planning, buying, optimization, and measurement workflows will be a key differentiators. For example, variance in non-random duplications across market, audience, sector, and weight measured by such systems enable numerous local Multi-Screen Optimiser tools to gain more incremental reach for the same spend.

As we move into 2024 3P when cookies most likely receive their last rites, we will rely more on cross-media measurement approaches to make investment and optimization decisions. A global standard will accelerate and simplify learning about changing consumer behaviors and needs driving effectiveness everywhere.



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