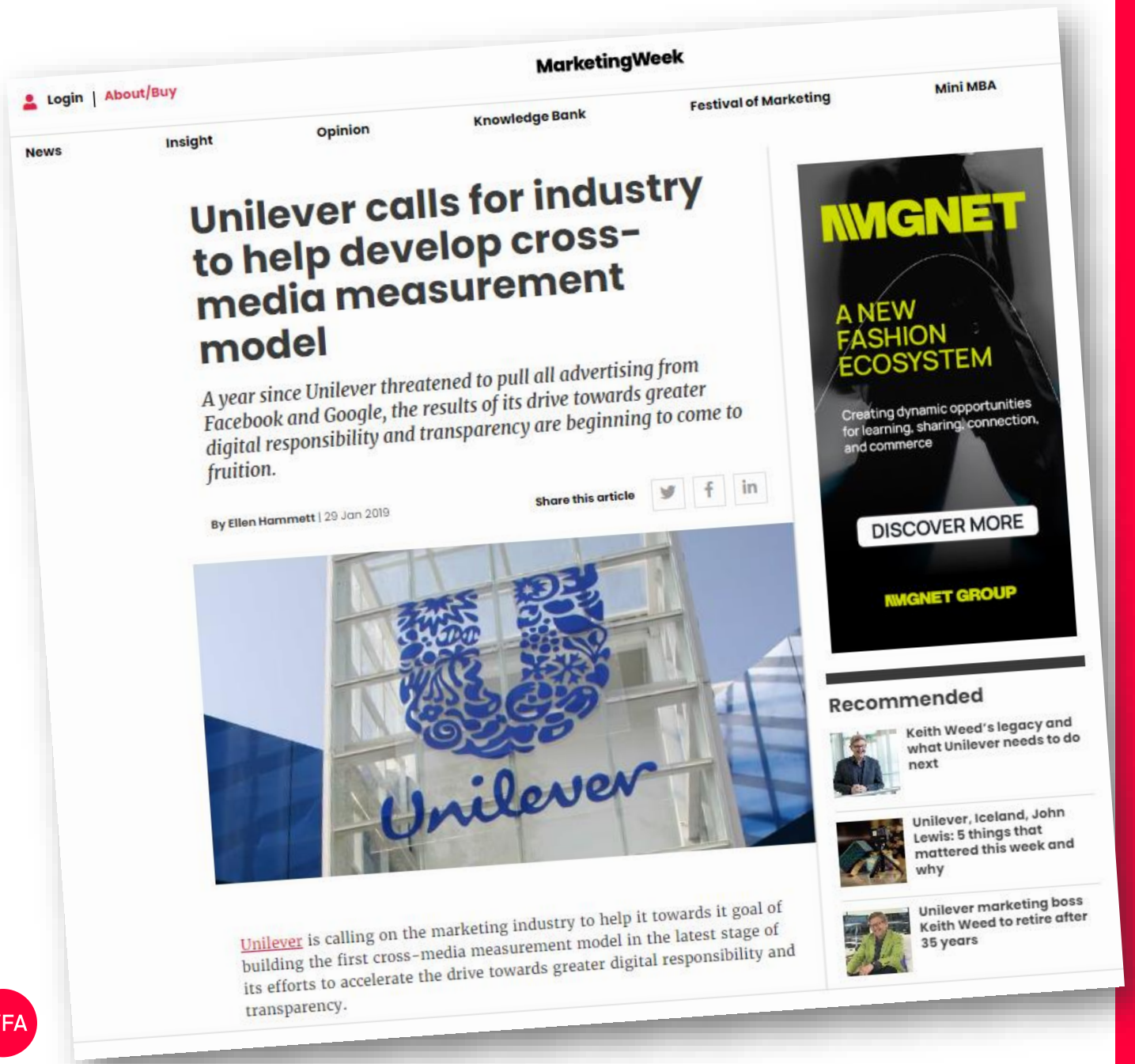
World Federation of Advertisers

Advertisers driving change

Halo & Global Cross-Media Measurement

POR
19th March 2024



"Advertisers need to be confident that their media budgets are being invested effectively and efficiently.

Media companies need to be rewarded for delivering high levels of reach and engagement.

Consumers need to have a better viewing experience with less annoying repetition.

P&G is proud to be at the forefront of this breakthrough initiative to develop complete, open, transparent and future-proofed cross media measurement to solve the problem."

Kanishka Das

Senior Director,
Global Media
Analytics & Insights

WFA

Cross-media measurement solutions should be...

- Consistent & continuous
- Full-lifecycle
- Comprehensive
- Full-funnel
- Fair & objective
- Private
- Trusted & transparent
- Advertising & Content

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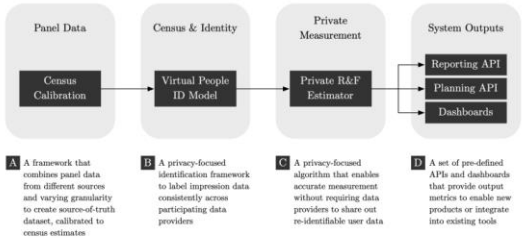
Co-created by advertisers and with particular collaboration from the following advertiser associations:

Establishing principles for a new approach to Cross-Media Measurement

An Industry Framework

Figure 1: Four key components of the cross-media measurement solution



A A framework that combines panel data from different sources and varying granularity to create source-of-truth dataset, calibrated to census estimates

B A privacy-focused identification framework to label impression data consistently across participating data providers

C A privacy-focused algorithm that enables accurate measurement without requiring data providers to share out re-identifiable user data

D A set of pre-defined APIs and dashboards that provide output metrics to enable new products or integrate into existing tools

single-source panel (or multiple separate panels) to act as the arbiter of truth, providing benchmarks for the use and overlap of media consumption and correcting for bias in census data logs.

The single-source panel will be used to calibrate and adjust census data collected directly from data providers where appropriate as well as to provide inputs into reach, frequency and deduplication models [3], [4]. The single-source panel may also be used to measure exposure to media where census data is unavailable. For example, smaller publishers without census data can still be measured by the panel. This will ensure a broad coverage of publishers and reduce barriers to entry for those without census data.

If a single source panel is not available in a local market, other data sources will be required. If separate digital and TV measurement data is available, they could be used in conjunction with relationships measured between digital and TV from countries that have a single source panel, or other data sets or assumptions available in the market.

Panel Requirements

Panel data must contain the participating data providers' ad exposure event information, associated with user device identifiers, and additional contextual and demographic information that can be useful for developing measurement models.

The panel measurement technology must provide mechanisms to prevent participating data providers from learning the identity of the panelists. Technologies can be used to perform double-blind joins of census log data with panelist sessions. This will protect panelists' privacy, and among other benefits, ensure no data provider can influence panelists inappropriately.

In order to uphold our privacy principles of user control and transparency, panelists must provide verifiable consent for their participating data controller event data to be collected and shared with the panel operator.

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1050 Brussels, Belgium
info@wfanet.org
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WFA Halo

Democratizing Cross-Media Measurement

“We’ve always known that for accountable UK cross media measurement to succeed, it will need to be as part of a global solution. Halo’s drive for common components has turbocharged our local effort and, alongside the advertiser imperative, is the key to the progress we have made.”

Phil Smith

Director General,

ISBA

Democratizing Cross-Media Measurement

How to spot the very best PCs.

It's really quite easy. Just look for PCs that have a genuine Intel microprocessor inside. Either the Intel386,™ Intel386™SX, Intel486™ or Intel486™SX microprocessor.

Intel is the world's leader in microprocessor design and development. In fact, Intel introduced the very first microprocessor. So with Intel inside, you know you've got unquestioned compatibility and unparalleled quality. And you'll know you're getting the very best PC technology.

So look for the Intel Inside symbol on ads for leading PCs. It'll show you've got an eye for spotting the best.

intel®

The Computer Inside.™

“The key to unlocking progress on cross-media measurement is to come up with a reliable means of combining traditional, sampled panel data with scaled campaign impression data. The Virtual ID model is a now-proven concept that helps us solve this problem. PepsiCo is proud to be a driving force behind this industry solution, which will benefit large and small markets alike.”

Atin Kulkarni

VP Global Media &
Commercial Capabilities

PEPSICO


John

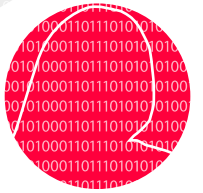

Natalie


Mark


Hannah


Paul

Virtual ID Model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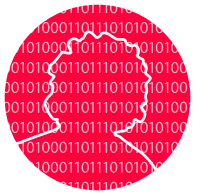
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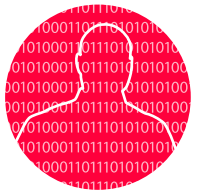
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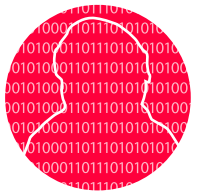
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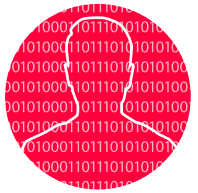
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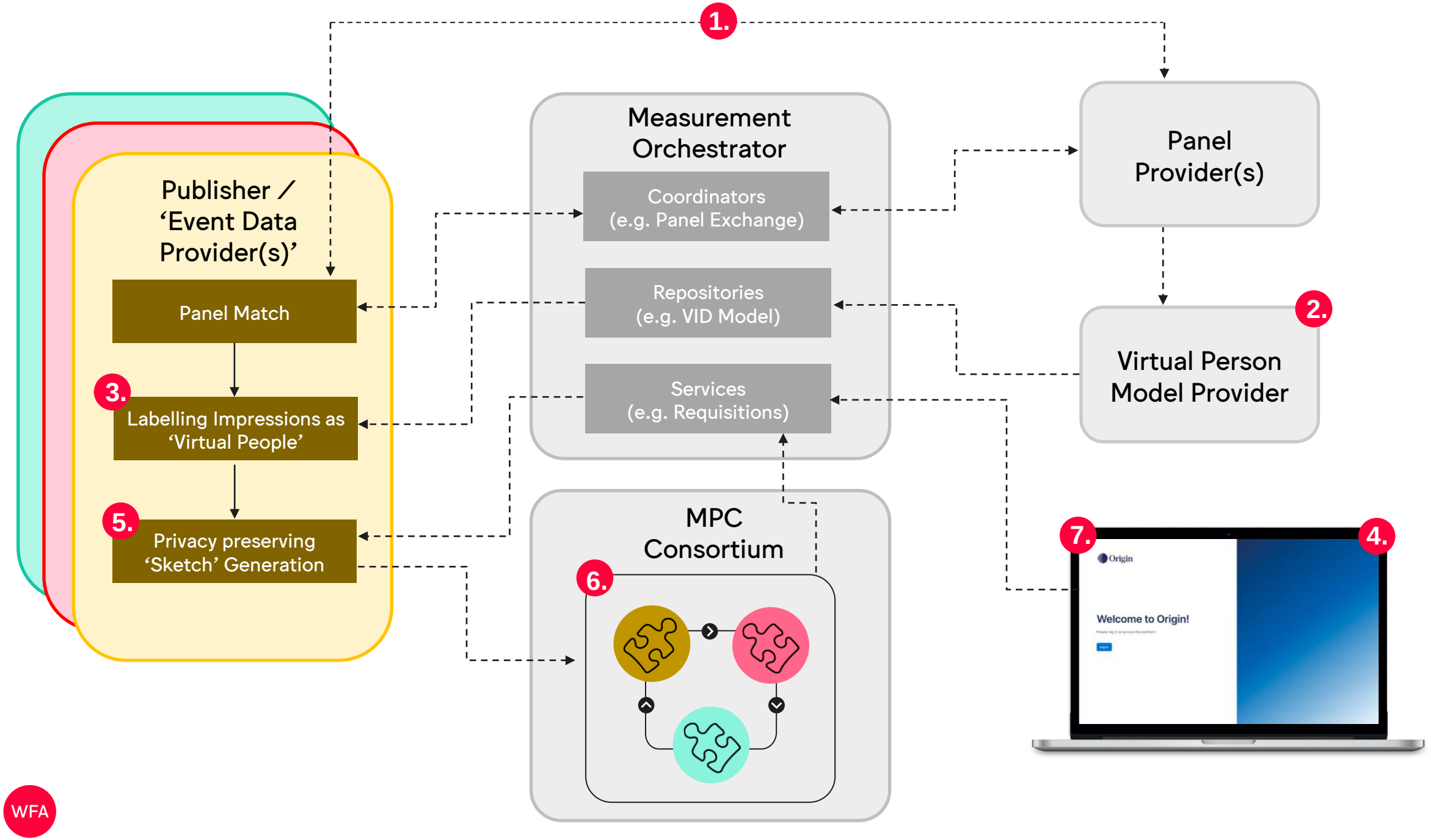
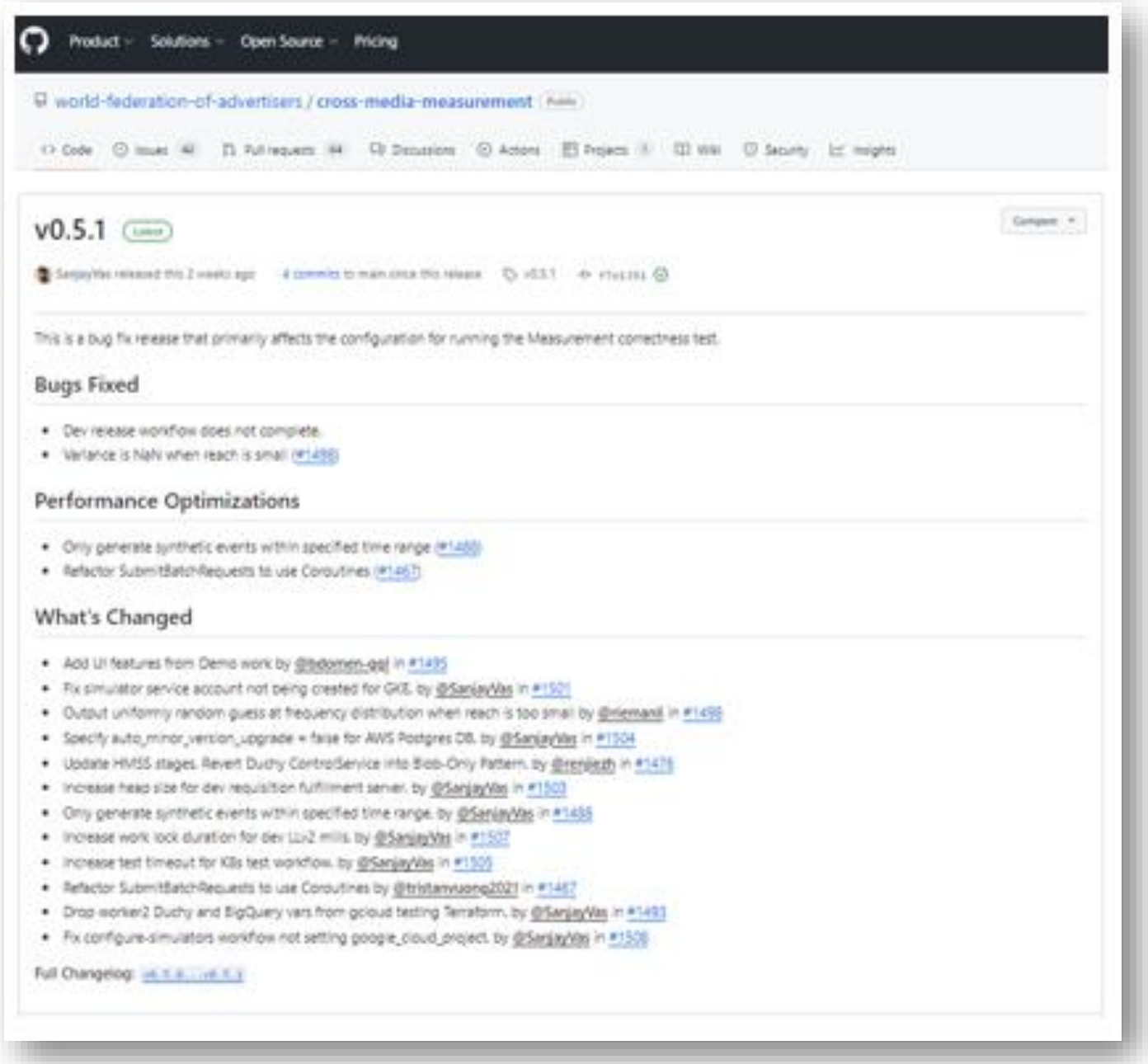

1.
Publisher / 'Event Data Provider(s)'
Panel Match
3.
Labelling Impressions as 'Virtual People'
5.
Privacy preserving 'Sketch' Generation
Measurement Orchestrator
Coordinators (e.g. Panel Exchange)
Repositories (e.g. VID Model)
Services (e.g. Requisitions)
Panel Provider(s)
2.
Virtual Person Model Provider
MPC Consortium
6.
7.
4.
Origin
Welcome to Origin!
WFA

- Mar ‘24 - v0.5.1
- Jan ‘24 – v0.4.3
- Nov ’23 – v0.4.2
- Oct ‘23 – v0.4.1
- Sep ‘23 – v0.4.0
- Jun ‘23 – v0.3.0
- May ‘23 – v0.2.0
- May ‘23 – v0.1.0
- Apr ‘23 – Initial MVP



Why global advertisers advocate for this approach

Delivers highly **accurate and actionable** measurement in a way which is future-focused and privacy-safe;

Has the blessing of many **global players** (platforms and measurement companies);

Platforms are prepared to input their data and will be held to **highest standards** enshrined through audits;

It's a global framework and set of tools but would be **locally owned and governed**;

It's a **flexible system** which can support the metrics chosen by local stakeholders;

It's **entirely transparent** tech with no 'black boxes'.

"We need global, common components, which can then be lifted and dropped across markets. That's the key 'unlock' for how global and local can work together, to avoid replicating the same thing multiple times on cross-media measurement."

Sarah Mansfield

VP Global Media,
Unilever

WFA

Atin Kulkarni

Bill Tucker

David Spencer

Kanishka Das

Matt Green

Phil Smith

Prasad Ghag

Sam Deutsch

Sarah Mansfield

Sorin Patilinet

Zee Bhunnoo

Homer Gonzalez

Jorge Ruiz

Maggie Burke

Nicole Gileadi

WFA

“The WFA has brought some of our industry’s brightest minds together to solve advertiser challenges. This collaboration is a force for change that is prioritizing the development of a transparent, open system that preserves user privacy.”

Nicola Mendelsohn

VP, Global Business Group

“We are committed to supporting measurement solutions that meet Marketer needs. The approach being led by the WFA, which is being piloted by Origin in the UK and ANA in the US, is a promising path to neutral, accurate and fair cross-media measurement, and we look forward to our ongoing collaboration with the industry as part of Halo.”

Karen Sauder

President, Global Clients & Agency Solutions

Local Progress

2. Brought together >50 funding stakeholders to collaborate on service design

ISBA

BT, L'ORÉAL, P&G, Unilever, vodafone, British Gas

DIAGEO, HALEON, JUST EAT, MARS, Nomad Foods, PEPSICO

TESCO, Argos, BARCLAYS, CAMELOT, Confused.com, Direct Line Group

Dreams, Kenvue, LLOYDS BANK, Money Super Market, NatWest, Sainsbury's

Virgin Media O2, Specsavers, Kellanova, Boots, HSBC, Red Bull

nationwide, KraftHeinz, MATTEL, sanofi, COLGATE-PALMOLIVE, +TBA

OMG, PUBLICIS MEDIA

groupm, dentsu

IPG MEDIABRANDS, THE KITE FACTORY

IPA, +TBA

amazon ads, Google

Meta, TikTok

theTradeDesk, OZONE

BAUER MEDIA GROUP, ppa

Newsworks, Royal Mail Market Reach

SAMSUNG Ads, +TBA

The Origin platform is Beta-ready

The Origin Platform is **ready to perform measurements with real data**

The **Origin UI has been tested** by Alpha triallists

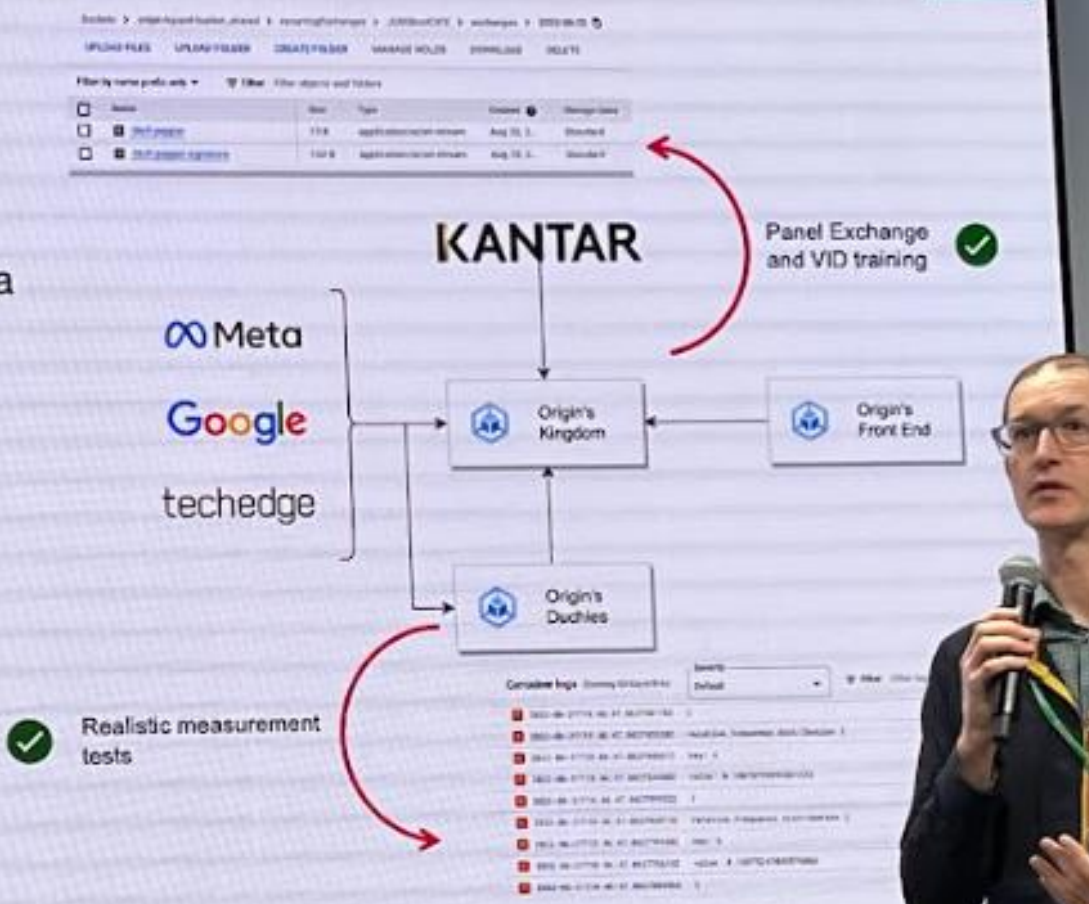
Measurements have been validated with realistic data

Panel Exchange is Live with Google & Meta and is being improved for better coverage

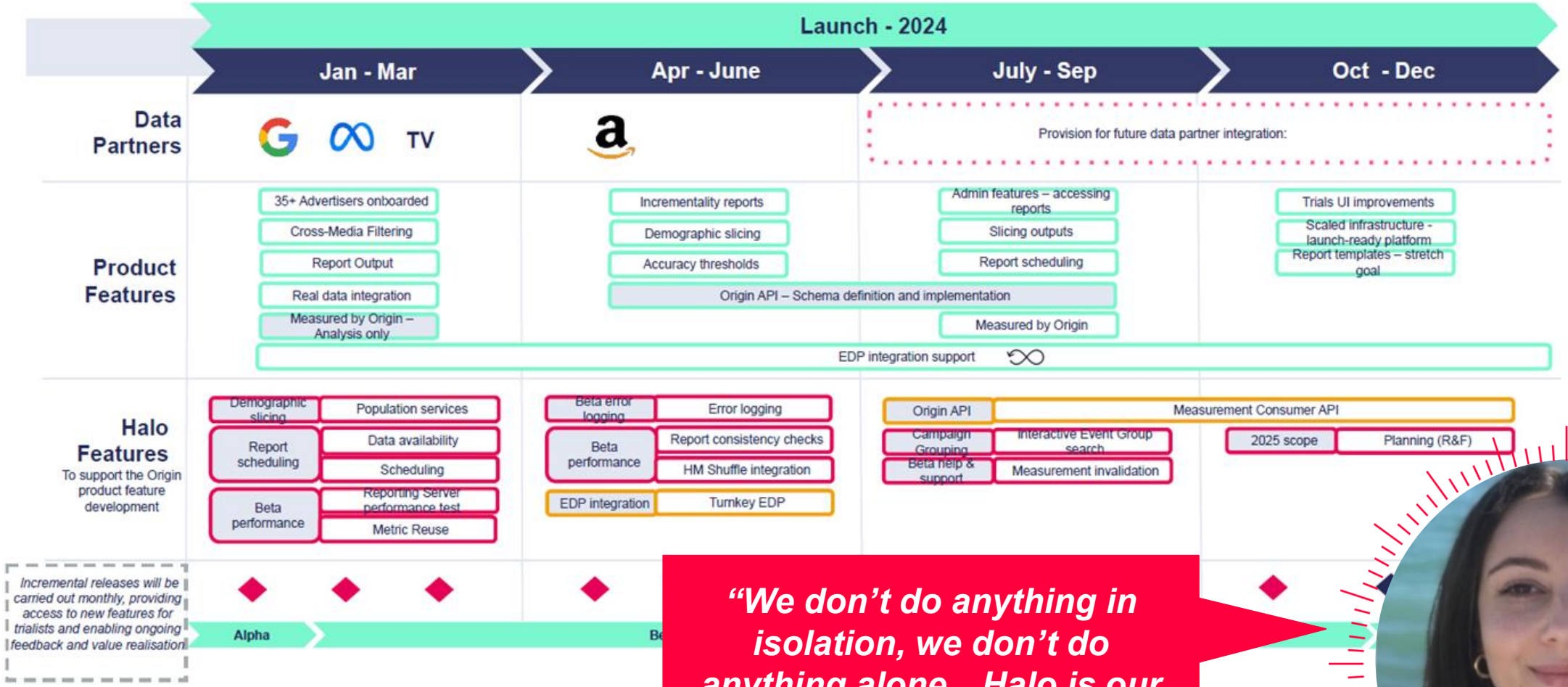
Initial **VID models have been shared** with EDPs for testing

Training improved Beta-entry VID models is in progress and targeted f

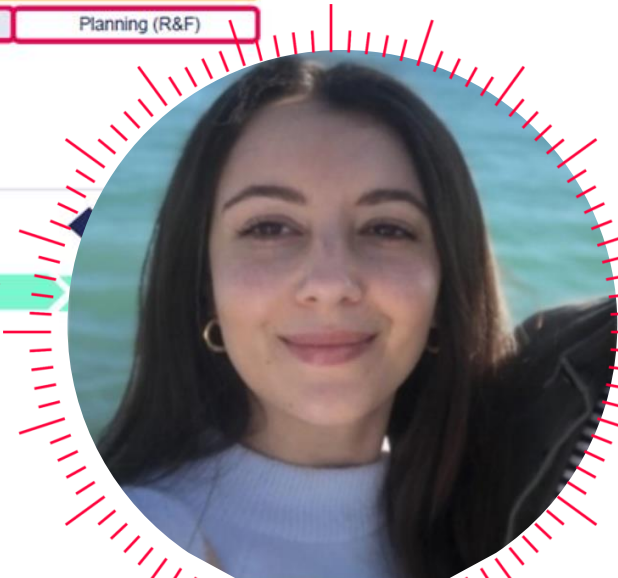
Amazon EDP onbo s



Launch Roadmap with Halo Features



"We don't do anything in isolation, we don't do anything alone…Halo is our partner in this…"
Chloe Dennis, Origin



Celebrating a Major Success

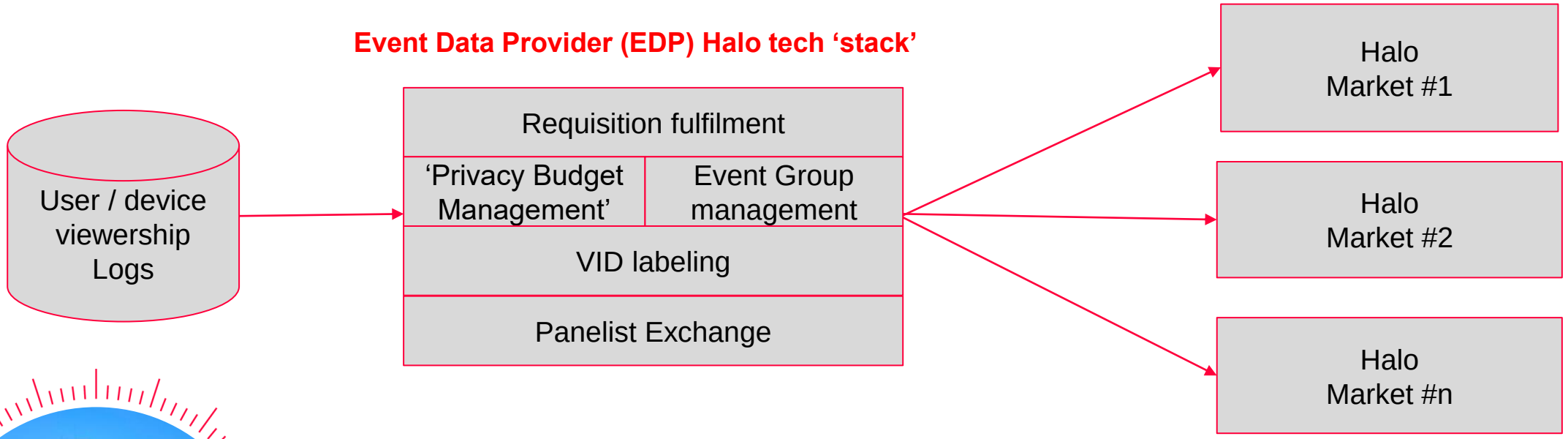
- We Produced Real Campaign Cross-Media Measurement Reports Using the Halo Framework!

Huge thanks to Comscore and our EDP partners for the hard work to make this happen, and also to the Halo team for all the underlying work!

Overcoming technical Challenges

We need to make it easier for the long-tail...

Event Data Provider (EDP) Halo tech 'stack'



"Currently there is a big lift required by publishers to integrate with local instances of Halo. We need to find the means of making it easier to get more publishers into the system." Steven Ware Jones, Meta

WFA

Three technical solutions in germination...

Works for….

	Large Publishers	Pubs without logged in users	Small Publishers	DSPs	Long-tail of Publishers
EDP Aggregator Entities (e.g. DSPs) integrate data from multiple publishers.			✓	✓	✓
'Turn-Key' EDP High quality, production ready, open-source EDP 'stack' of key components, required by EDPs for integration.	✓			✓	
VID-on-device On-device SDK that can be adopted by publishers to perform VID labelling on the user's device/in the browser, enabling integration with EDPs.		✓	✓	✓	✓

WFA

The Future…

Expressions of interest from markets including:

ACA (Canada)		Polska Organizacja Reklamodawców	POR (Poland)
ANA (US) – *initial pilot market*		REKLAM VERENLER DERNEĞİ	RVD (Turkey)
HAA (Greece)		SWA ASA	SWA ⁄ Mediapulse (Switzerland)
ISA (India)		UBA	UBA (Belgium)
ISBA (UK) – *initial pilot market*		UPA Utenti Pubblicita Associati	UPA (Italy
MASA (South Africa)		union des marques	Union de Marques (France)
OWM ⁄ AGF (Germany)		+	Plus others (TBA)

WFA

Next steps

- Maintain code release process in support of needs of pilot markets
- Keep industry abreast of progress via Town Hall (see QR on next slide)
- Support and educate a growing contingent of potential new markets
- Finalise ‘core spec’ and ‘local spec’ docs
- Broker relationships between local stakeholders and global platforms
- Bring new markets into the programme in 2025
- Work on next wave of measurements (Advanced Audiences, Planning, MMM, Attention, etc)

WFA

World Federation of Advertisers

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