The future of currency measurement: a global perspective

John Carroll, GfK
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“I have seen the future, brother. It is murder.”
How we build insights to grow from knowledge

We observe, listen to and communicate with our panels

C-suite catch-up talks

Round tables
The future of total media measurement
GfK roundtable with stakeholders
Four themes

- Media measurement today
- How will we measure tomorrow?
- Data integration
- The future of currency and role of JICs
1. Media measurement today
Panels, hybrid and (con)fusion – a blending of methodologies and definitions

No one size fits all approach, clients need to adapt and blend methodologies

1. Pure panel
2. Panels with modelling
3. Total measurement vs cross platform vs hybrid

“It is the most extensive modelling we have ever done… And that’s difficult to sell to TV people, because they’ve lived for decades now with the idea that they already have the best possible audience research.”

Stef Peeters, General Manager, CIM
2. Measurement tomorrow

- Addressable TV advertising
- Programmatic TV
- Total customer view
2. Measurement tomorrow

Addressable TV advertising

“... when you have the kind of identity layers that Sky has, and other broadcasters are building up for their online players, you can then actually start to connect that in a similar way. And that could drive a shift away from traditional forms of planning.”

Nik Shah, Measurement Partnerships Lead EMEA, Facebook

“... it does represent one more step from the traditional TV world towards the world that I represent, and it makes the politics slightly easier. It makes forging alliances, building bridges and so forth easier. We start to talk the same language.”

Niels Marslev, JIC Partner Project Manager, Google
2. Measurement tomorrow

Programmatic TV
2. Measurement tomorrow

Total consumer view

...combining media behaviour with purchasing and other data
3. Data Integration

- Does cross-media spend deliver measurably better results for advertisers?
- Unlocking budgets in some markets
- More likely to redistribute existing spends
- Multi-platform measurement should drive efficiency and increase ROI
4. The future of currency and role of JICs

How do we define currency?

Role of JICs

JICs – gold stamp of approval
4. The future of currency and role of JICs

How do we define currency?

- Define ‘currency’ – and then deliver it
- YouTube and Facebook as semi currencies
- Difference between trading metrics and cross-publisher or cross-media reach

"It is really about what the currency should actually be doing and whose needs it is serving."

Nik Shah, Facebook
4. The future of currency and role of JICs

- Still widespread support for JICs
- But JICs need to change and evolve
- Eg Facebook partners with agencies because they have international scale
- From currency providers to trusted auditors

The US is extremely jealous of JICs. There are efforts to see if we can start one up.

Jane Clarke, CIMM

What the market needs is far more auditing of different data sources, different algorithms, how they work and what they deliver.

Stef Peeters, General Manager, CIM (Centre for Information about Media), Belgium
4. The future of currency and role of JICs

I think JICs absolutely could take the lead in working out what that campaign measurement system looks like, making sure the right questions are being asked of that system.

Nik Shah, Measurement Partnerships Lead EMEA, Facebook

The role of JICs to ensure that whatever the system evolves into, it is less of a contested issue [...] it’s not the rubberstamp, but it is the gold stamp of approval.

Johan Smit, PMA
Conclusions

Need to continue to work closely with big data sets

Moving towards total consumer rather than total media
Need ROI cases to unlock more spend

JICs as auditors – it’s still all about: TRUST, quality, and privacy
Thank You!

Download the white paper: 
https://insights.gfk.com/total-media-measurement-and-beyond

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