

February 2025

Sveriges Annonsörer

Cross Media Measurement Report

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i.

Executive

summary

A: Introduction

B: Our approach

C: Overall findings and conclusions

Introduction

Background

This report provides an independent review and analysis of the Swedish Cross Media Measurement (CMM) landscape, commissioned by Sveriges Annonssörer. As part of its mission to enhance advertisers' ability to execute effective and transparent marketing campaigns, Sveriges Annonssörer aims to ensure that advertising purchases across diverse media channels can be standardised, compiled, and compared.

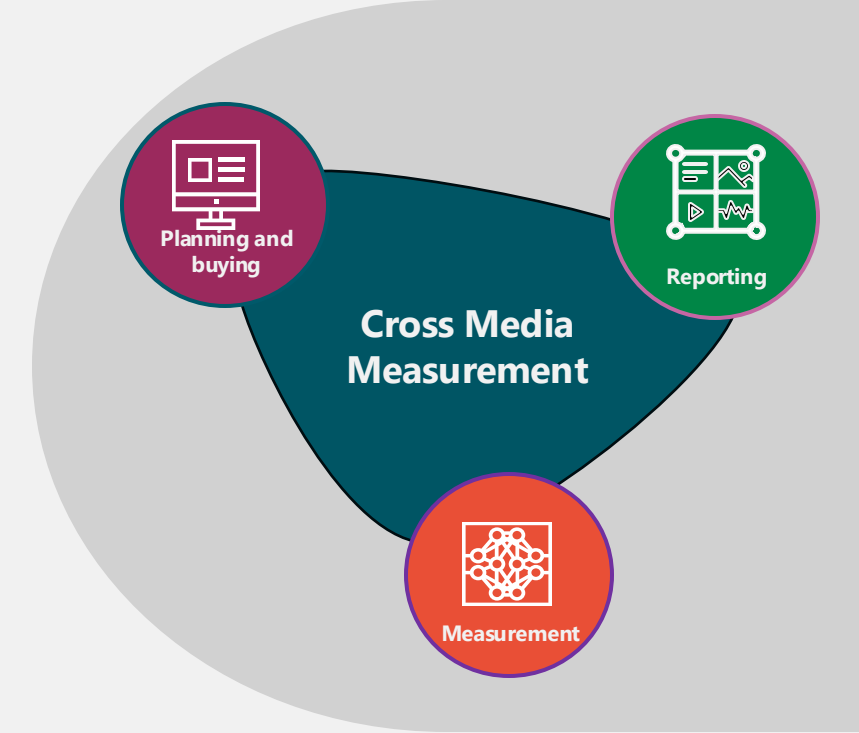
The challenge in cross-media advertising lies in the inconsistencies between how different media channels measure reach, traffic, and media consumption. Media owners, agencies, and other stakeholders often use similar terminology for metrics that differ significantly in definition and methodology. This inconsistency is compounded by both technical variations in measurement tools and a lack of standardised industry language.

This report attempts to address these complexities by surveying a broad spectrum of the Swedish media market and evaluating the comparability and validity of the reported metrics. The purpose of this review is to foster market transparency by distinguishing between independently verified data, data sourced from Joint Industry Committees (JICs), and unverified first-party metrics.

This report will cover the following:

- An overview of metrics used in campaign planning and reporting across media channels;
- A review of which measurement techniques underpin these metrics, e.g. which use panel vs census data, first-party data vs JIC measurement, third-party verified vs self-reported;
- The language and definitions used in planning, measurement, and reporting, and how these subtly differ between media channels; and
- An assessment of the consistency in definitions and measurement tools across different media channels.

By addressing these issues, this report supports Sveriges Annonssörer in its goal to create a transparent and effective cross-media advertising environment, enabling more informed decision-making and accurate comparisons for all those involved in the advertising ecosystem.



A message from Sveriges Annonsörer

The primary purpose of this review is to shed light on the diverse and often inconsistent ways advertising purchases are reported across the media landscape. With nearly as many reporting practices as there are media outlets, gaining a clearer understanding of these discrepancies is essential for assessing the risks and challenges advertisers face today.

In Sweden, the ad industry accounted for 50 billion SEK in 2024. A significant portion of this spend goes to global platforms that often operate as media owners, ad tech platforms, and provide measurement of their own systems. This results in a lack of transparency that compared to that available in traditional media channels.

To address these issues, global media advisors and auditors, **MediaSense** (formerly the PwC UK Marketing and Media team), in collaboration with **Sveriges Annonsörer**, conducted a review of media delivery reports from various media and platforms. The review was carried out through interviews and by collecting technical specifications. However, as no system access was granted, all findings remain a self-reported.

The media landscape has become increasingly fragmented, with individual channels developing their own reporting practices and definitions. These variations are not only challenging how to compare and evaluate cross channels but sometimes even within the same media outlet. As a result, advertisers have lost much of the control they once had over their investments. Comparing costs and performance between media categories or platforms has become nearly impossible.

Some examples, the definition of an ad impression varies widely. Some define it as more than 0 pixels for more than 0 seconds. Others adhere to the IAB standard of 50% pixels in view for 1–2 seconds. In some cases, it's defined as 100% of pixels in view. Similarly, "contacts" can refer to panel data that measures individuals, logged-in user accounts or digital signals extrapolated to represent synthetic audiences. Adding to the complexity, advertisers frequently receive a mix of self-reported data and third-party figures, making accurate comparisons between media and platforms nearly impossible. These inconsistent definitions and reporting practices highlight the urgent need for full transparency in how metrics are calculated and reported.

We hope that this report helps to clarify the current state of ad reporting, highlighting the issues that hinder transparency and comparability, with the ultimate aim of supporting true cross media measurement in Sweden.



Peter Mackhé
Media Expert
Sveriges Annonsörer

About MediaSense

MediaSense are a **leading global media advisory firm** and the fastest growing in the industry over the last 10 years.

In September 2024, MediaSense acquired **PwC UK's Marketing & Media Owner** advisory team consisting of 50+ experienced marketing and media professionals.

Headquartered in London, MediaSense are now a team of 250+ FTEs, bringing together **a unique blend of expertise from media agency, auditing, audience measurement, technology & client-side backgrounds.**

They remain highly regarded as **thought leaders across the industry**, having authored landmark studies including the Media2025 series and two global acclaimed and award-winning studies into programmatic advertising in partnership with ISBA (Incorporated Society of British Advertisers).

MediaSense hold strategic partnerships with key trade bodies including the WFA, ANA, IAB, ISBA and they are supporting the UK's **Origin cross-media measurement solution.**



Trusted and independent global media advisors



Recognised as thought leaders across the industry



Expertise in audience measurement



Experienced in cross-media measurement

Our approach

This review focused on interviews with the biggest media owners and platforms in Sweden. Alongside the interviews, we requested and reviewed ad measurement technical specifications and example post-campaign reports, where available.

Thank you to the interview participants for your time and for sharing the available documentation.

Advertising mail



Audio



Acast

KANTAR

Cinema



Digital



Meta

AudienceProject >=

Out-of-Home



OCEAN

Publishers

**BONNIER
NEWS**

Schibsted

Aller
EGMONT



KANTAR
**STAMPEN
MEDIA.**

TV



Overall findings and conclusions

- There is **significant variation** in measurement techniques and standards, both within and across media channels.
- **‘Traditional’ media**, such as linear TV, broadcast radio and print publishing have **established planning systems**, transparent measurement provided by a Joint Industry Committee (JIC) and post-campaign reporting that aligns on the same core traded metrics. However, their **digital counterparts** (including Broadcaster Video on Demand (BVOD), podcasts and digital publishing) **do not consistently apply these same best practices**, even within a given media owner.
- The digital platforms measure and trade on self-reported device-based impression metrics, using large scale census data. **Standards and definitions for impressions subtly vary** both by ad format and between platforms.
- For cross-media measurement, the Swedish industry should work towards **defining a common set of definitions and standards** that can be applied across media. Traditional media owners must apply the same rigour to digital formats of their legacy businesses.
- To enable cross-media measurement, the digital platforms need to align on common definitions of what constitutes an impression across ad formats, ideally meeting a **commonly established minimum threshold** such as the MRC’s minimum standards for cross-media display or video.

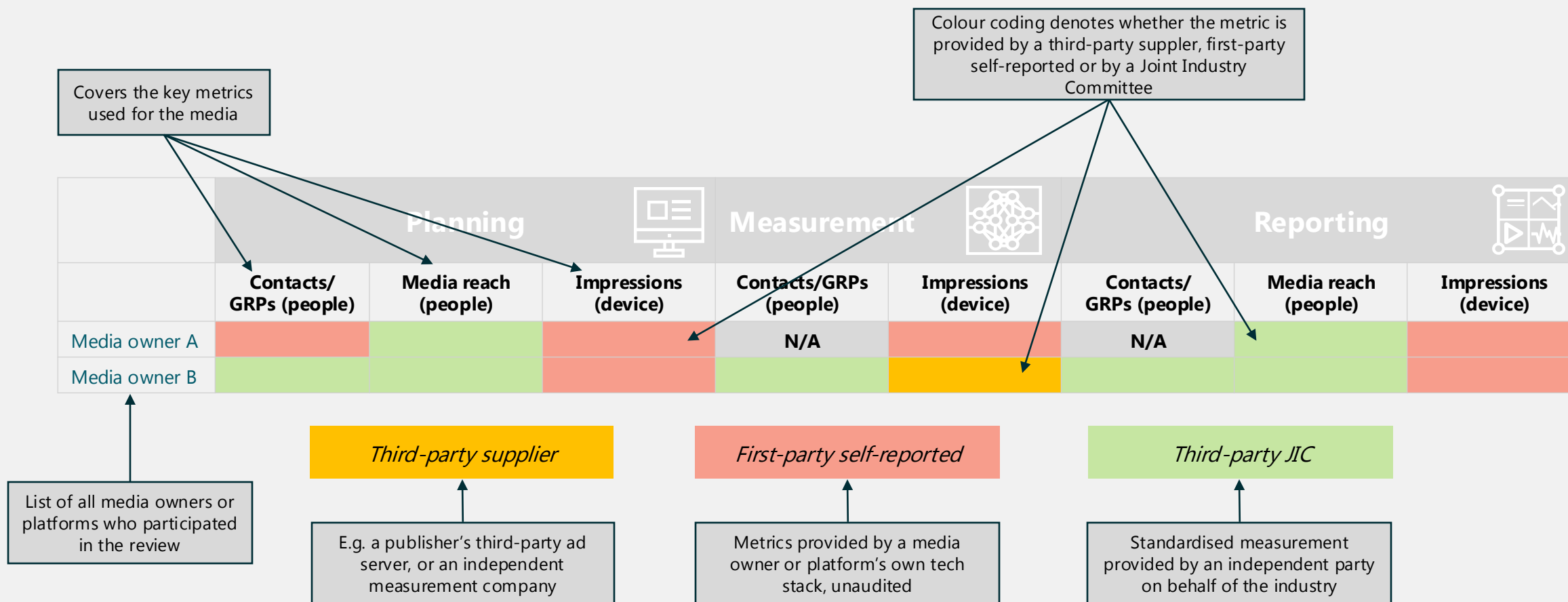


iii.

**Detailed
breakdown of
media channels
and key
findings**

About this report

We have summarised our findings for each media type across Planning, Measurement and Reporting, covering the key metrics by participant. Below is an annotated example of the summary table and colour coding.





Advertising mail breakdown

Advertising mail key findings

- 01 Primary Metric:** Advertising mail in Sweden, led by SDR, is primarily measured by the number of door drops or households reached.
- 02 Media Reach Insights:** SDR provides media reach data through Kantar surveys on request. While this third-party measurement helps estimate broader audience exposure, it is not included in standard reports.
- 03 Ad Effectiveness Surveys:** SDR uses RAM (Research and Analysis of Media) surveys to assess ad effectiveness, including metrics like ad recall and brand recognition.
- 04 Post-Campaign Reporting:** SDR delivers reports focused on households reached, with additional insights on media reach and ad effectiveness available for clients seeking a deeper understanding of campaign performance.

Advertising mail summary

● Introduction and background

Direct advertising mail is dominated by two key players, SDR and PostNord Sverige. SDR, Sweden's largest private direct mail advertising company with nationwide coverage, specialises in unaddressed direct mail. In contrast, PostNord, as the national postal service, focuses on addressed direct mail solutions.



● Ad formats available

- **Unaddressed door drops/household Editions:** These are direct mail campaigns which involve delivering ads directly to households within targeted geographic areas. The number of door drops is typically equal to the number of households, allowing clients to understand exactly how many homes their ads are reaching.
- **Addressed direct mail:** This adformat involves sending mail to specific individuals or households based on address data, allowing for a targeted approach.

● Measurement summary

SDR measures ad reach primarily by the number of door drops or households reached, which is the key metric for clients, ensuring transparency and predictability. Ad delivery is measured in accordance with the total number of door drops or households targeted.

Media reach data, is assessed using data derived from Kantar surveys, which provides insights into the audience reached. Media reach data based on these surveys is available on request but is not included in standard reports. SDR conducts surveys to evaluate ad effectiveness, focusing on metrics such as ad recall and brand recognition.

Overview of measurement approaches for advertising mail

	Planning 	Measurement 	Reporting 	
	Door Drops / Households	Door Drops / Households	Door Drops / Households	People reach
SDR				

Advertising mail is based on the physical number of households reached by door drops. Ad delivery is self-reported by the distribution company and is supported by survey-based research provided by third-party research companies.

Third-party supplier

First-party self-reported

Third-party JIC

Key insights for advertising mail measurement and reporting

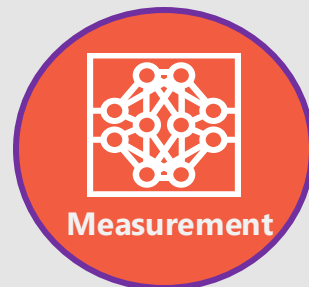
This slide provides an aggregated overview of key insights from the interview with SDR, in three stages: Planning & Buying, Measurement, and Reporting.



Planning

Delivery metrics sold:

- SDR's primary delivery metric for direct mail advertising is the number of door drops or household editions. This directly correlates with the number of households reached, as clients pay for a specified number of door drops. Each door drop represents a targeted household, ensuring transparency and clarity for clients in terms of the scope of their campaign's reach.



Measurement

First-party data

SDR's primary measurement is based on the number of door drops or households reached. This core metric aligns directly with what clients pay for, ensuring transparency and predictability in campaign delivery.

Third-party data

SDR also incorporates third-party surveys to provide additional insights:

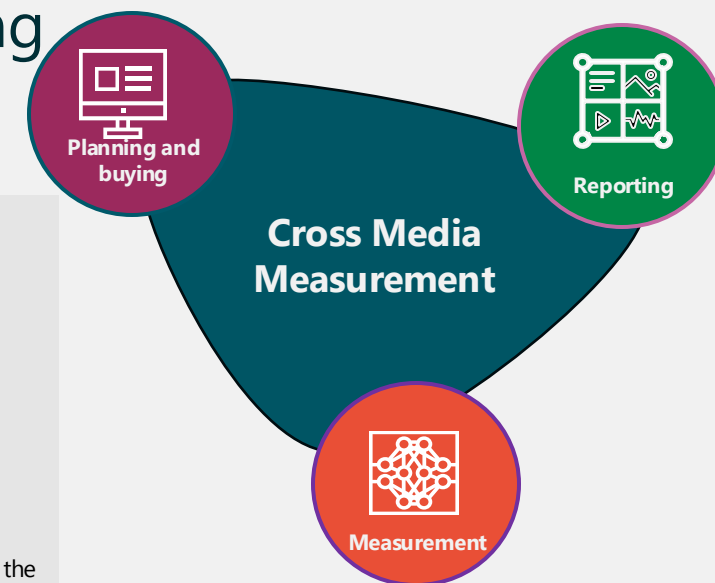
- **Media Reach:** Kantar's survey estimates the broader audience exposure of door drop campaigns. This data is available upon request but not included in standard reports, as clients do not pay for these insights by default.
- **Ad Reach and Effectiveness:** RAM (Research and Advertising Analysers of Media) evaluates campaign performance through metrics such as ad recall and brand recognition.



Reporting

Post-campaign reporting

SDR provides clients with reports focused on the number of households reached (door drops). For clients requesting more detailed insights, SDR can offer media reach data through Kantar's survey and effectiveness metrics from RAM. These post-campaign reports enable clients to assess the reach, engagement, and impact of their door drop campaigns, providing essential feedback to inform future strategies.





Audio breakdown

Audio summary

01

Key metrics vary between traditional radio and podcasts:

Radio is planned and traded based on Gross Rating Points (GRPs). Measurement is undertaken by Kantar, acting as the Joint Industry Committee (JIC), and is focused on people-based panel and metering methodologies. However, GRPs are only measured for national stations and not local.

Podcast advertising is traded primarily on device-based impressions with other metrics such as downloads, completion rates, and the Listen-Through Rate (LTR) available.

02

Joint Industry Committee (JIC) Measurement: Sweden is one of the few markets with JIC measurement for podcasts. Poddindex provides trusted and transparent measurement of podcast reach across the key podcast providers, which supports in the planning of campaigns and sense-checking post-campaign performance.

However, Poddindex only measures media and not ads. As a result, we found that podcast campaigns are traded, measured and reported based on device impressions only.

Audio summary

Introduction and background

Sweden's radio market is dominated by three main players – public broadcaster Sveriges Radio (SR), Bauer Media and local operator Viaplay. The country is well served with digital services from the three main broadcasters over their own DAB+ networks, providing 43% population coverage.

Podcasts are a growing media channel, with key players including Spotify, Apple Music, and Acast. Distributed digitally, these platforms use dynamic ad insertion to integrate relevant ads at the time of download or streaming, helping publishers monetise their content effectively across various platforms.

Companies interviewed:

Acast

*Bauer
Media Group*

*Kantar**

**measurement*

Ad formats available

- Radio ads can either be delivered by presenters or pre-recorded spots. Brands can sponsor specific programmes or features, run promotional ads to drive listener interaction, or create branded content to align with their messaging.
- Podcast ads can be strategically placed at different points within an episode, including pre-roll, mid-roll, and post-roll. There are various types of podcast ads, including:
 - Host-read sponsorships: These are considered the most premium form of advertising. The podcast host personally reads the ad, which can create a more authentic and engaging experience for listeners.
 - Pre-recorded ads: These ads are produced in advance and can be dynamically inserted into episodes.

Measurement summary

- Radio:
 - National Radio is planned and sold using GRPs as measured by Kantar as the JIC. Campaign and media reach is also measured and reported.
 - Local Radio is planned using the industry currency however campaign GRPs are not measured. Therefore, reporting focuses on spots delivered only.
- Podcast ads are primarily traded and measured based on delivered impressions. Advertisers can purchase ad space through different methods:
 - Direct Insertion Orders (I/O)
 - Programmatic Advertising

Overview of measurement approaches for Audio

	Planning 			Measurement 		Reporting 		
	Contacts/GRPs (people)	Deduplicated reach (devices)	Impressions (device)	Contacts/GRPs (people)	Impressions (device)	Contacts/GRPs (people)	Impressions (device)	Spots
Acast (Podcasts only)				N/A		N/A		
Bauer Media Group (Radio & Podcasts)	Radio	Radio & Podcasts	Podcasts	Radio	Podcasts	National Radio	Podcasts	Local Radio

Third-party supplier

First-party self-reported

Third-party JIC

Key insights from Audio measurement and reporting

This slide provides an aggregated overview of key insights from the Radio & Podcasts interviews in three stages: Planning & Buying, Measurement, and Reporting.



Planning

Radio:

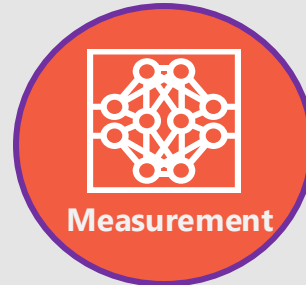
- **National Sales:** When selling national radio inventory, Kantar provides the data based on Gross Rating Points (GRPs).
- **Local Sales:** For local radio markets, where commercial ratings are not available, inventory is sold based on spots. Contacts are estimated based on historical data or listener reach, and sales are typically based on CPM.

Podcasts:

Podcasts can be bought either through Direct I/O or programmatically.

- For Direct I/O, the advertiser contacts the podcast provider for reach data and campaign setup.
- For programmatic, advertisers can plan the campaign by selecting specific podcasts or categories within a demand-side platform (e.g., DV360). They can also set the campaign to go live through the platform.

Podcast planning is supported by Poddindex measurement (see Measurement column).



Measurement

Radio:

JIC measurement is provided by Kantar. Radio measurement is based on a panel of 1,500 people who carry a device (People Meter) that picks up radio signals. This device provides the currency for understanding the audience's reach and listening behaviour.

Podcasts:

Sweden is one of the few markets with JIC measurement for podcasts. Poddindex provides trusted and transparent measurement of podcast reach, based on devices, across the key podcast providers, which supports in the planning of campaigns and sense-checking post-campaign performance.

However, Poddindex only measures media and not ads. As a result, we found that podcast campaigns are traded, measured and reported based on device impressions, supported by metrics such as listen-through-rate.



Reporting

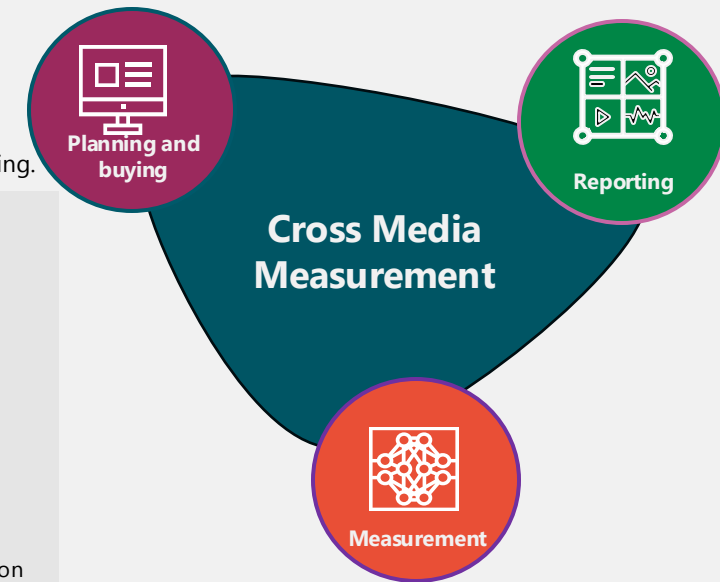
Radio:

Post-campaign reports for radio campaigns focus on estimated reach and listening metrics. These reports compare monthly listening patterns with previous periods to assess how a campaign has influenced listener engagement. The data is typically aggregated and provided through GRPs for national campaigns and estimated contacts for local campaigns.

Podcasts:

To create a post-campaign report for a Direct I/O campaign, advertisers or agencies access the podcast platform to collect key metrics, analyse the campaign's performance, and understand the insights and learnings from the campaign. All data is based on device impressions and listen-through-rates.

If the campaign was run programmatically advertisers can access the information via their DSP.





Cinema breakdown

Cinema key findings

01 Simple, first-party Measurement: Contacts and audience reach are measured using box office ticket sales data. This is not specifically third-party verified, but it is the same data that feeds financial reporting and box office records and is therefore generally considered trustworthy.

02 Post-Campaign Reporting: Standard post-campaign reporting focuses on contacts and reach. Further custom reports including data on audience reach, demographics, and brand engagement (ad recall, purchase intent) are available.

Cinema summary

Introduction and background

Cinema advertising revenues continue to recover towards pre-COVID-19 pandemic levels. Box office revenues are forecast to grow at a Cumulative Average Growth Rate (CAGR) of over 5% from 2025 to 2028, with advertising revenues increasing by 8.7% over the same period*

Cinema advertising allows advertisers to present their ads in a controlled environment to audiences, ensuring consistent exposure within a focused setting. Filmstaden, which has approximately 80% of the market share for on-screen advertising, plays a central role in the industry.

Companies interviewed:

Filmstaden

Ad formats available

- Cinema Screen Advertising:
 - These pre-movie ads use high-impact visuals and an engaged audience, offering brands an immersive and distraction-free environment.
- Interactive Gaming:
 - Filmstaden have introduced an interactive three-minute game allowing cinema audiences to compete against each other, using their mobile phone as controllers. This features ads, allowing brands a creative and engaging platform to reach their audience.

Measurement summary

Filmstaden's key metric for measuring ad reach is contacts, which represents the number of people exposed to the ads. Contacts are measured using box office ticket sales, with the assumption that each ticket sold corresponds to one individual attending the screening and viewing the ads. The first-party metric provides a clear insight into audience reach and serves as the basis for evaluating ad delivery.

For larger campaigns, audience demographics can also be analysed through third-party measurement conducted by Ipsos, offering additional insights into the composition of the audience reached as well as metrics such as ad recall and brand affinity.

Overview of measurement approaches for Cinema advertising

	Planning 		Measurement 		Reporting 	
	Contacts (people)	Media reach	Contacts (people)	People reach	Contacts (people)	People reach
Filmstaden						

Given the straightforward nature of cinema advertising and the direct correlation between ticket sales and ad exposure, all key planning and reporting metrics are based on first-party box office sales data.

Additional insights are available through custom measurement studies.

Third-party supplier

First-party self-reported

Third-party verified

Key insights from Cinema measurement and reporting

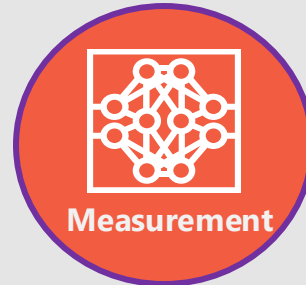
This slide provides an aggregated overview of key insights from the Cinema interview in three stages: Planning & Buying, Measurement, and Reporting.



Planning

Delivery metrics sold:

- Filmstaden sells cinema advertising based on contacts. This is a people-based planning and trading mechanic.
- People represents the number of people who view the ads. Contacts are defined as the number of tickets sold and subsequently the number of people attending screenings.



Measurement

First-party measurement:

- Measurement data is captured using box office ticket sales; this the foundation of ad delivery measurement directly reflecting the number of people exposed to the ads.
- Filmstaden's measurement data is reported through its internal system, which is also used for industry-wide reporting. The data is not independently verified by a third-party, but it is based on the same system used for official box office numbers, ensuring consistency and transparency across the industry.

Audience measurement and frequency:

- Contacts (people): Calculated based on the number of tickets sold.
- Frequency of Exposure: Cinema advertising typically sees lower frequency levels (around 1.3 exposures per viewer) due to the extended timeline of campaigns.
- Viewability: Ads are fully viewable on the cinema screen, ensuring 100% viewability.



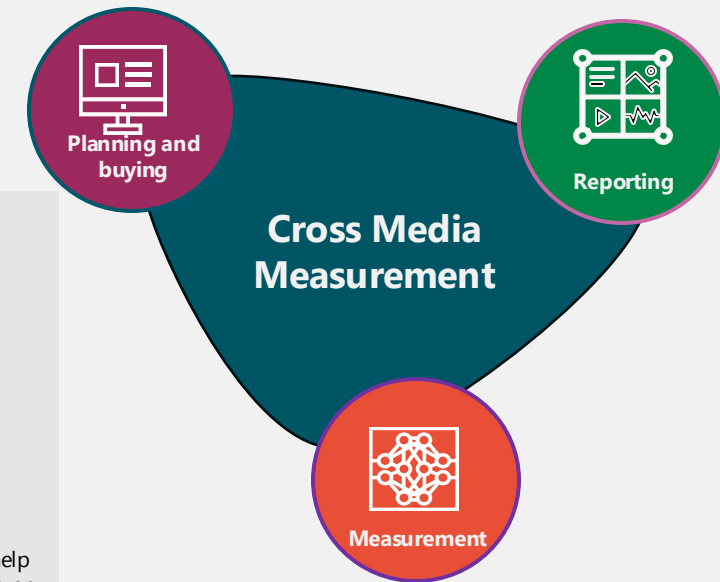
Reporting

Post-campaign reporting

Filmstaden provides post-campaign reporting to help advertisers assess campaign effectiveness, focusing on key metrics. The primary metric reported is contacts (people), which represents the total number of viewers who saw the ads.

For campaigns with over 500 contacts, Filmstaden uses an Ipsos measurement tool to provide deeper insights, including demographic breakdowns (age and gender) and key brand engagement metrics such as ad recall and purchase consideration.

- Audience demographics:** Data on age and gender, allowing advertisers to better understand the composition of their audience.
- Brand metrics:** Additional insights include:
 - Audience engagement with the ad.
 - Perceptions of the ad's novelty (whether it felt new and fresh).
 - Purchase intent (whether the audience would consider buying from the brand).





Digital breakdown

Digital key findings

01

Measurement relies primarily on self-reported metrics: Digital platforms such as Google, Meta and Snap have all developed their own advertising ecosystems, sometimes referred to as 'Walled Gardens'. The platforms allow buyers of advertisers to plan, buy and access reporting on ad delivery and outcomes all through their proprietary tools.

The metrics are measured by the platforms themselves and there is no independent third-party verification of delivery metrics.

02

Measurement Standards: The IAB* standards for display (50% of pixels for 1 second) and video (50% of pixels for 2 seconds) set a common benchmark for measuring impressions. Based on our interviews and reviews of technical documentation, these standards are met for most but not all available formats.

The MRC's standard for combined deduplicated cross-media video measurement of online video of 100% of pixels for 2 continuous seconds is not commonly adopted as the threshold for standard impressions.

03

Post-Campaign reporting: The platforms interviewed collectively equip advertisers with the tools needed to measure and enhance advertising effectiveness in real time. They provide detailed analytics and reporting features that help in understanding audience behavior, optimising ad spend and improving campaign outcomes. By leveraging these platform capabilities, advertisers can ensure their campaigns are both efficient and impactful.

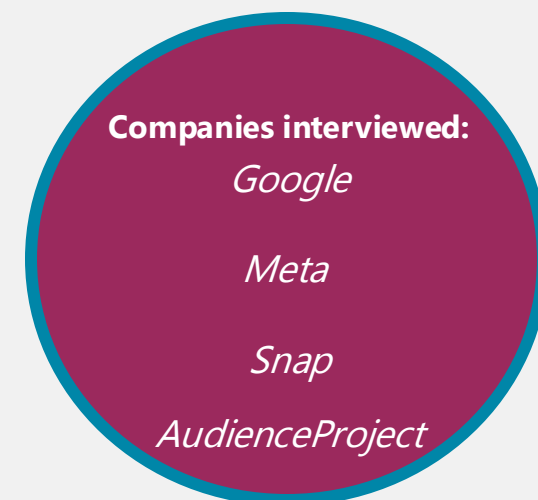
Digital summary

Introduction and background

Digital advertising remains the largest advertising sector and continues to grow at ~7% year-on-year in the Swedish market*. The digital advertising market in Sweden features prominent global players such as Google, Meta, and Snap.

Ad formats include display, video and search. Digital advertising can be bought through standard insertion orders, whereby impressions are purchased on a CPM basis, or traded through a programmatic auction-based model.

The major platforms measure their own ad delivery using proprietary technology and they decide the standards and definitions they adopt. There is no concept of a JIC in digital advertising, however there is some standardization and adherence to IAB/Media Rating Council (MRC) standards for display and video impressions. Third-party measurement is available through measurement companies such as AudienceProject.



Ad formats available

- **Display:** Display formats vary across platforms. Ads can appear within, above, below, or beside content. For instance, on Instagram and Snap, ads are integrated within the content. For Google's display network, ad placement is determined by the publisher.
- **Video:** Video ads are integrated differently across platforms. On Google, ads appear on YouTube and partner sites. Snap embeds ads within user-generated content. Meta places video ads within Facebook and Instagram feeds, stories, and reels.
- **Search:** Ads appear alongside search results on Google. Placement is based on keywords and relevance, ensuring ads are shown to users actively searching for related content.

Measurement summary

Digital advertising does not have a governing body for measurement standards. Most digital platforms adhere to IAB/MRC standards; however, this varies by ad format/platform.

- 1) Display impression definition:
 - A viewable ad impression is a served impression where at least 50% of the ad is visible for 1 continuous second or more. For ad formats larger than 970 x 250, this requirement is reduced to 30% visibility for at least one continuous second.
- 2) Video impression definition:
 - A viewable video impression is counted if at least 50% of the pixels are visible on the user's screen for at least 2 continuous seconds.

Overview of impression measurement

Placements / metric	Google	Meta (Instagram and Facebook)	Snap	TikTok (not interviewed)
Display impression (including desktop, mobile app and mobile web)	Some, but not all, display and video impressions are accredited as meeting the IAB/MRC standard for display impressions. Accredited environments include: - Desktop display & video - Mobile app display & video - Mobile web display & video - Some CTV (see below for exclusions) Non-accredited environments include: - Non-in-stream ads - YouTube Shorts ads - Google TV inventory - YouTube TV - Inventory bought through Display & Video 360 Demand Gen line items - Any YouTube metrics in Campaign Manager 360. Google do not report on IAB/MRC combined cross-media video impressions (100%/2seconds).	For ad impressions displayed in Facebook Feed and RHC (Right Hand Column) and Instagram feed and Stories, across both desktop and mobile, an ad impression is counted the instant any part of the ad appears on screen (i.e. greater than zero pixel and greater than zero second). For Audience Network and Facebook Messenger, impressions are counted the moment any part of the ad appears on screen (i.e., greater than zero pixels and greater than zero seconds).	Snap define a viewable impression as: <i>The number of impressions that were 100% viewable on a user's screen for at least 1 second.</i> Snap Ads Metrics measure impressions in line with IAB/MRC standards and have been accredited since 2022. Accredited metrics include: - Display and Video Impressions - Display and Video Viewable impressions - 2-Second video views	TikTok defines an impression as the number of times an ad is displayed on a user's screen. It counts every appearance, regardless of whether the user interacts with it. TikTok is not IAB/MRC accredited. However, it partners with third-party measurement providers (e.g. DoubleVerify and IAS). TikTok reports on metrics such as impressions, video views, clicks, and conversions through its Ad Manager platform.
Video impression (including desktop, mobile app and mobile web)		Impressions for viewable ad impressions and video viewability are IAB/MRC accredited for Mobile App only. For videos on Facebook Feed, Facebook video feeds (visible only on mobile devices), Facebook in-stream videos and Facebook search results, a 2-second continuous video play is counted once 50% of the video player's pixels are on the screen and the continuous play time is determined to be greater than 2 seconds. For other devices and formats, an ad impression is counted the moment any part of the ad appears on screen (i.e., greater than zero pixels and greater than zero seconds).	Desktop placements and metrics these are not IAB/MRC-accredited, however this is a small proportion of inventory.	TikTok offers video play metrics, enabling advertisers to measure how users interact with their in-feed video ads. Examples of these metrics include X-second video views, average play time per user, and video views at X% length.

IAB** standards:

Display – impressions are counted when the ad is rendered and at least 50% of pixels are visible for at least 1 second*

Video – impressions are counted when the ad is rendered and 50% of pixels are visible for at least 2 seconds

MRC Cross Media Video – impressions are counted when the ad is rendered and 100% of pixels are visible for at least 2 seconds

*For ad formats larger than 970 x 250, this requirement is reduced to 30% visibility.

** In collaboration with the MRC Viewable Ad Impression Measurement Guidelines

Overview of measurement approaches for Digital

	Planning 		Measurement 		Reporting 	
	Impressions	Reach	Impressions	Reach	Impressions	Reach
Google	(Display/Video)	(Video)*	(Display/Video)	(Display/Video)**	(Display/Video)	(Display/Video)**
Meta	(Display/Video)	N/A	(Display/Video)	(Display/Video)	(Display/Video)	(Display/Video)
Snap	(Display/Video)	(Display/Video)***	(Display/Video)	(Display/Video)***	(Display/Video)	(Display/Video)***

Display and video is primarily planned, measured and reported via first-party recorded impressions.

*Google Reach Planner is a Google Ads campaign planning tool designed to accurately plan for reach, views, and conversions-based video campaigns across YouTube and video partners sites and apps. It helps users accurately create media plans centered around Unique Reach, Views, and Conversions.

**Google Ads calculates unique reach using statistical models that account for user behavior across many browsers and devices. These models are created by observing aggregated user behavior across Google products to determine cross-device usage patterns. Google Ads combines behavior observations with other signals and local inputs (such as census and probability surveys) to deduplicate an audience across sessions, formats, networks, and devices.

***Snap uses a method called a sketch to provide all reach & frequency metrics. The exact method that Snap uses is called a Theta sketch. The reach and frequency numbers Snap provides are based on Snapchat user IDs and are more stable and deterministic than those based on estimated identity graphs, or device & browser cookies.

AudienceProject provides measurement and reporting of deduplicated campaign reach and frequency for Google, Meta and Snap. See following pages for further details.

Measuring Reach – The role of AudienceProject

Background

In the absence of JIC measurement of ads across digital channels, AudienceProject have developed a product that **enables deduplicated reach and frequency reporting across digital channels** and digital channels + linear TV (using TV JIC data).

For the purposes of this report, we are concerned with the measurement and reporting of digital only advertising.

Metrics & outputs

Deduplicated reach data is made available via API feeding directly into client's systems or accessed through AudienceReport, AudienceProject's proprietary analysis tool and dashboard.

Other available metrics alongside reach include frequency, cross-platform overlaps, on-target impressions and CPTs.

Data is accessed by both the buy-side, who are looking to understand incremental reach to optimise media investments and extend total reach, and the sell-side, who can use the incremental reach data to demonstrate the value of their inventory.

Approach & methodology

AudienceProject have two key data sources:

- Impression data from major digital platforms including Meta, Google (YouTube), Snap and AVOD players, received via Clean Room integrations;
- Direct measurement for Open Web and CTV, using cookies and Identity Graph methods.

Input data is **not independently audited**. AudienceProject does not set standards for quality of input data and is not responsible for the accuracy of data collected by their partners with whom they have Clean Room integrations.

This impression level dataset feeds into a **Synthetic Population** model which is built to have a synthetic record for every member of the Swedish population, to which impressions are assigned based on factors such as age, gender, geography and education.

AudienceProject manage an online measurement panel which helps to inform the deduplication calculations which leverages the **Sainsbury formula**.

Key insights from Digital measurement and reporting

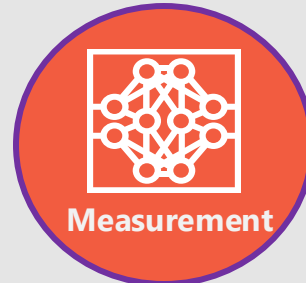
This slide provides an aggregated overview of key insights from the digital interviews, in three stages: Planning & Buying, Measurement, and Reporting.



Planning

Delivery metrics sold:

- Google, Meta, Snap, and TikTok offer a variety of delivery metrics tailored to different advertising goals. Advertisers typically set up campaigns based on their specific objectives, using a combination of impressions, clicks, views, or conversions. These metrics can be targeted to specific audiences using first-party data. Campaigns are optimised and measure campaign performance throughout the campaign lifecycle.



Measurement

First-party measurement:

Google, Meta, and Snap each provide comprehensive first-party data measurement tools on their ad platforms. These tools enable advertisers to track and analyse a wide range of metrics and dimensions, including clicks, impressions, conversions, and views. These metrics are derived from user interactions with advertising campaigns, allowing advertisers to gain insights into how users engage with their ads. Each platform has confirmed that they possess the necessary technology to measure their own first-party data accurately and effectively. This capability helps advertisers optimise their campaigns, improve targeting, and enhance overall ad performance. However, it is important to note that there is no governing body overseeing the measurement of this data, meaning that each platform is responsible for its own data measurement practices and standards.

Third-party measurement:

Google, Meta and Snap all partner with AudienceProject for third-party measurement of deduplicated cross digital channel reach. The data that Google, Meta and Snap provides to AudienceProject via Clean Rooms is the same data as their first-party measurement.

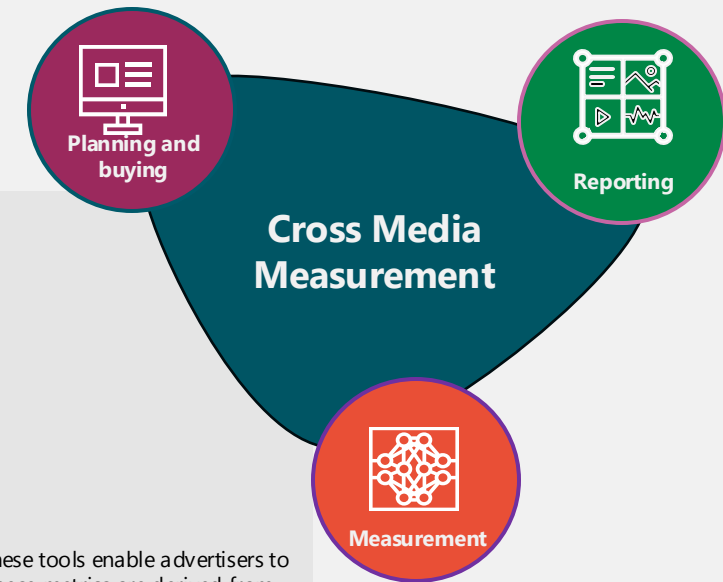
IAS (Integral Ad Science) and DoubleVerify focus on specific areas of measurement such as viewability, ad fraud, and brand safety and suitability. These companies provide independent verification to ensure that ads are seen by real people, are protected from fraudulent activities, and are placed in appropriate environments. However, it's important to note that while they measure these critical aspects, they do not measure all impressions, clicks, and conversions. Their primary role is to ensure the quality and safety of the ad placements rather than tracking every single interaction.

Reporting

Google's Display & Video 360 (DV360) and Google Ads offers real-time measurement and reporting, enabling instant campaign performance tracking. Snapchat Ads provides real-time analytics through Ads Manager, allowing monitoring of key metrics like impressions, clicks, and conversions. Facebook's Meta Business Suite delivers near real-time reporting for app promotion campaigns using Aggregated Event Measurement, offering detailed ad performance insights. These platforms equip advertisers with tools to measure and enhance advertising effectiveness in real time.



Reporting





Out-of-Home breakdown

Out-of-Home (OOH) key findings

- 01 Measurement Standards provided by an established Joint Industry Committee:**

Outdoor Impact provides measurement for the industry as the established JIC, which standardises practices across media owners. The primary metric for measuring campaign performance is Visibility Adjusted Contacts (VAC), which reflects the opportunity to see an ad and ensures third-party verification for consistency and transparency.
- 02 Broadly consistent trading and measurement across Digital and Traditional OOH:**

With only a few exceptions, inventory is consistently measured and traded across the different OOH ad formats.

Out-of-Home (OOH) summary

Introduction and background

Sweden's OOH market is one of the most digitally enabled markets in the world. Digital OOH advertising revenue accounts for approximately 36% of the OOH market, with the remaining 64% coming from traditional panels based on ad revenue for 2023*.

The market operates under the Outdoor Impact JIC, which standardises measurement practices and ensures consistency across providers. The primary metric used is Visibility Adjusted Contacts (VAC), which measures the opportunity to see an ad.

Companies interviewed:

Clear Channel

JCDecaux

Ocean Outdoor

*Outdoor Impact**

**measurement*

Ad formats available

- The Swedish OOH advertising market features a variety of formats, including digital screens, traditional panels, and innovative installations, offered by key players including JCDecaux, Clear Channel, and Ocean Outdoor.
- Digital screens: Offers advertisers dynamic and high-visibility placements in urban hubs and transport areas.
- Traditional panels: Static displays providing broad reach and consistent messaging.

Measurement summary

Outdoor Impact operates as the JIC for all major OOH media owners, measuring over 40,000 sites. Outdoor Impact uses a variety of data sources including traffic studies and footfall data in combination with data modelling provided by HERE and travel pattern data captured by Ipsos through panel interviews and GPS tracking technology.

VAC is the key measurement concept and is calculated for each panel based on a visibility adjustment (accounting for the size, location, distance etc) and realistic opportunity to see (accounting for how fast people are moving, display length etc.)

All interview participants use VAC as the main currency for trading and reporting.

Overview of measurement approaches for Traditional Out-of-Home (OOH)

	Planning 	Measurement 	Reporting 	
	VAC	VAC	VAC	Proof of play
Clear Channel				
JCDecaux				
Ocean Outdoor				

VAC – Visibility Adjusted Contacts – Is the industry standard metric for contacts for out of home media.

VAC is based on a combination of the volume of people passing by a screen, the technical specification of the screen such as size, location and angle towards the flow of people passing by, and the likelihood of people having the opportunity to see the ad displayed. The likelihood is based on international eye tracking studies as well as local studies of traffic velocity for pedestrians, cars and other vehicles. Reach and frequency is calculated by overlaying local traffic surveys measuring individual travel patterns with the VAC numbers for the individual screens.

Third-party supplier

First-party self-reported

Third-party JIC

Overview of measurement approaches for Digital Out-of-Home (DOOH)

	Planning 		Measurement 	Reporting 	
	VAC	SOV	VAC	VAC	Proof of play
Clear Channel					
JCDecaux		N/A			
Ocean Outdoor					

There are three ways to buy Digital Out-of-Home advertising:

- 1) Classic buying: The traditional method of buying digital OOH space, where advertisers negotiate directly with media owners to buy ad space and placements. This method uses VAC as the basis in the same way as static (traditional) OOH.
- 2) Run by station basis: Advertisers commit to a certain volume of ad space and the provider manages placements across their network.
- 3) Programmatic buying: Advertisers use digital platforms and algorithms to purchase and manage ad space in real time.

For 2 and 3, it is generally not feasible to calculate the exact VAC level for each playout for every screen used. Instead, an average VAC number is used. The JIC has agreed on the term EA VAC (Estimated Average VAC) for this, where the EA VAC is calculated as the average number of VACs delivered by a playout on a screen based on its total VAC delivery per day or week and the number of playouts that contribute to this.

Third-party supplier

First-party self-reported

Third-party JIC

Key insights from OOH measurement and reporting

This slide provides an aggregated overview of key insights from the OOH interviews in three stages: Planning & Buying, Measurement, and Reporting.



Delivery metrics sold:

- Primary Metric: Visibility Adjusted Contacts (VAC) – Measures the opportunity to see the ad, used for both planning and buying.
- Campaign planning is enabled through the IDS platform, provided by Outdoor Impact.
- For some regional specific DOOH campaigns, they may be sold of Share of Voice (SOV) for particular screens or sets of screens.
- Programmatic DOOH is still quite nascent in Sweden, with minimal inventory being traded programmatically.



Third-party measurement:

- Outdoor Impact serves as the JIC, providing third-party verified data for the industry
- VAC is the primary planning and reporting metric. There are three key data sources:
 - Data on the advertising objects (digital and paper), including modelling per object to account for visibility. All object information is reviewed and externally validated for existence and accuracy.
 - Traffic flows for cars, buses, cyclists and pedestrians taken from both public and private data sources, supplemented with traffic modelling performed by HERE. Official publicly available information (e.g. government traffic data) is taken as given. All private/internal sources are externally validated by a third-party (EC) prior to inclusion.
 - Travel studies, including interviews and observation carried out by Ipsos, which inform reach and frequency.
- Each media owner has their own process for validating that their objects are correctly displaying advertising. This includes a mix of automated checks for digital objects and regular physical inspections for digital and paper objects.



Post-campaign reporting

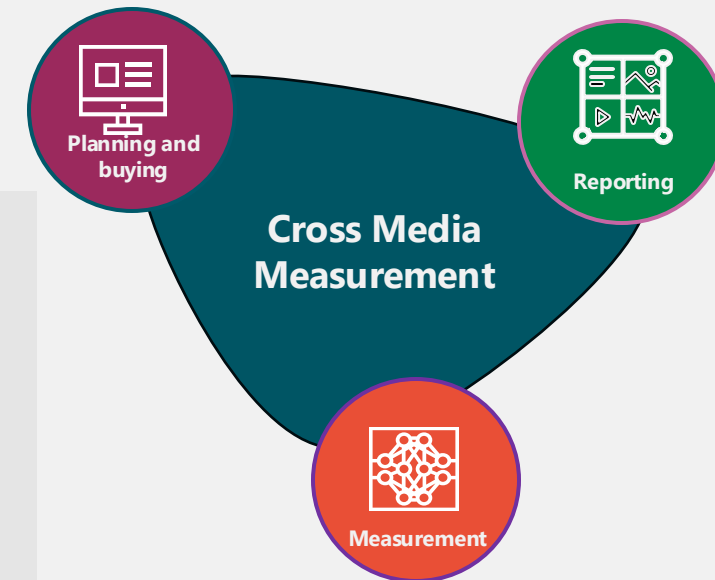
The metrics reported are as follows:

- VAC (Visibility Adjusted Contacts)
- Share of Voice (SOV) per screen
- Reach (total audience exposed to the ad, based on VAC and frequency)
- Frequency (average number of times individuals are exposed to the ad)

Some companies interviewed are transitioning to more dynamic systems, offering live campaign tracking in addition to traditional post-campaign reports.

Share of Voice in DOOH means that the advertising is shown as a proportion of the total advertising time on the screen. For example, a 5 second video shown every 60 seconds has a SoV of 8.33% (5/60).

This should not be confused with the SoV metric that looks at an advertiser's investment level in comparison with other advertisers in the same category.





Publisher breakdown

Publisher key findings

01 **JIC Measurement for traditional print formats:**

Print circulation is measured by Kantar based on long established principles and is audited annually. This is supported by household coverage data also provided by Kantar.

Kantar's Orvesto Consumer Study is carried out quarterly and covers a range of media, including print publications. The data from this study gives data on average readers per issue and frequency to enable reach analysis.

02 **Varied buying and measurement for digital publisher advertising:**

Kantar's Orvesto Internet panel provides cookie-based measurement of Sweden's largest publishers, which can support campaign planning.

However, based on our interviews, digital inventory is traded and reported based on impressions as reported by their respective ad servers. Impressions are generally measured to IAB standards.

Publisher summary

Introduction

This section of the report focuses on ads delivered on traditional print publications (newspapers and magazines) and digital editions (display and video).

Like most markets, Sweden's print advertising has been in structural decline for a number of years, however demand for high quality, professionally edited, premium digital content remains strong.

Sweden's digital newspaper and magazine advertising revenues are forecast to grow at over 6% in 2025*.



*measurement

Ad formats available

Print Formats

- **Newspapers:** Traditional ads in newspapers, ranging from small classifieds to full-page spreads.
- **Magazines:** Ads in magazines, often featuring high-quality images for luxury and lifestyle products.
- **Classified Ads:** Small, text-based ads for jobs, real estate, services, and personal listings.
- **Inserts:** Separate ads (flyers or brochures) placed inside newspapers or magazines.

Digital Formats can be purchased via Programmatic or Direct IO

- **Display Ads:** Visual ads on websites and apps, including static, animated, or interactive.
- **Native Ads:** Ads blend in with the surrounding content
- **Video Ads:** ads placed before, during, or after video content or within articles.

Measurement summary

Print: JIC measurement is provided by Kantar who work with publishers to report and audit print circulation. Audited circulation data is supplemented by the Orvesto Consumer Study which provides data on readers per copy, frequency and cross-publisher overlap to enable reach reporting.

Digital: Kantar also offers online publisher measurement for Sweden's biggest titles through their Orvesto Online Panel. This data supports campaign planning. Digital inventory is sold both by Direct IO and Programmatically, where measurement and reporting comes directly from the third-party ad tech platforms, such as Google Ad Manager.

Overview of measurement approaches for Publisher advertising

	Planning 			Measurement 			Reporting 		
	Reach (device)	Reach (people)	Impressions	Reach (device)	Reach (people)	Impressions	Reach (device)	Media reach (people)	Impressions
Aller	Digital	Print	Digital	Digital	Print & Digital	Digital	Digital	Print & Digital*	Digital
Bonnier News	Digital	Print	Digital	Digital	Print & Digital	Digital	Digital	Print & Digital*	Digital
Egmont	Digital	Print	Digital	Digital	Print & Digital	Digital	Digital	Print & Digital*	Digital
Schibsted	Digital	Print	Digital	Digital	Print & Digital	Digital	Digital	Print & Digital*	Digital

Third-party JIC measurement is provided by Kantar.

Third-party supplier measurement for digital publisher inventory is provided by the publisher's SSP/DSP partners and can be accessed directly through their campaign management tools, for example Google Ad Manager.

*Ad reach is not reported for print and digital advertising via Kantar, only media reach.

Third-party supplier

First-party self-reported

Third-party JIC

Key insights from Publisher measurement and reporting

This slide provides an aggregated overview of key insights from the publisher interviews, in three stages: Planning & Buying, Measurement, and Reporting.



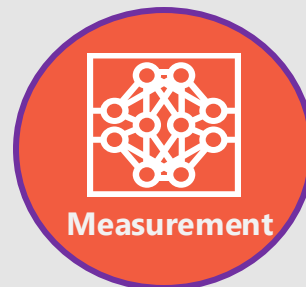
Planning

Delivery metrics sold:

Print: Most publishers use Kantar to understand their audience reach and circulation for both magazines and newspapers. They will then feed this information to advertisers and agencies in order to book advertising space.

Digital: When an advertiser wants to purchase inventory from a publisher, there are two main methods for buying ad campaigns digitally:

- **Programmatic Advertising:** Advertisers or agencies can use demand-side platforms (DSPs) like Display Video 360 (DV360) to access a publisher's inventory. DSPs enable buyers to set up campaigns, target publisher audiences, and review rates and objectives. Programmatic offers both guaranteed and unguaranteed inventory and is typically sold on a CPM (Cost Per Mille) basis.
- **Direct I/O Buying:** For programmatic private deals, including Programmatic Guaranteed, an advertiser or agency will contact a publisher directly to request details about the audience, rates, and inventory availability. The publisher will use a supply-side platform (SSP) to provide this information.



Measurement

Metrics measured:

Print: Kantar measures print circulation for most publishers, working in collaboration with publisher submissions. Publisher-submitted data is audited annually by Kantar.

Circulation data is supplemented by the Orvesto Consumer Survey (40k digital interviews per year) which provides data on readers per copy, frequency and cross-publisher overlap to enable reach reporting.

Digital:

Throughout the lifecycle of a digital campaign, both publishers and advertisers/agencies can use DSPs and SSPs to monitor ad delivery and campaign performance. Metrics are measured by the ad tech stack of choice and generally adopt IAB standards for display and video impressions.

Other common metrics used to measure a campaign include impressions, cost, click-through-rate, reach, completion rate, and viewability, all of which are measured by the ad server.

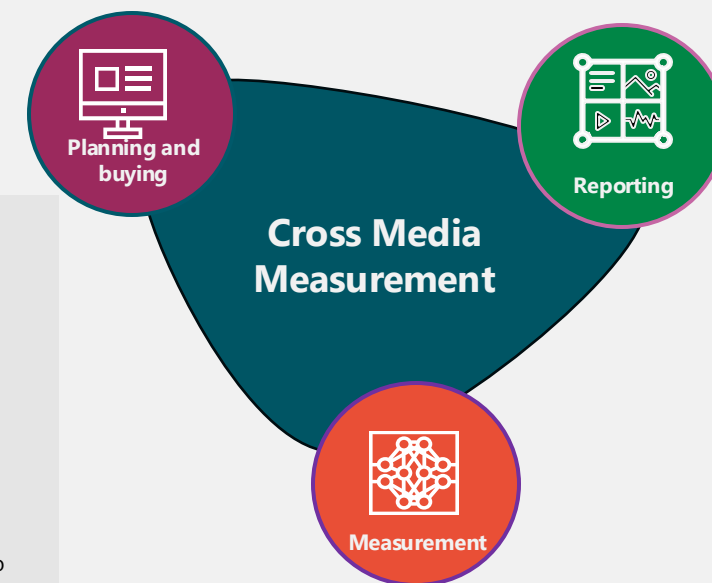


Reporting

Post-campaign reporting

Print: Some publishers offer brand uplift studies to demonstrate the impact of print advertising. These studies survey the publisher's audience with key questions to determine if the ad campaign has had a positive effect on users.

Digital: With SSPs and DSPs offering near real-time data, end-of-campaign reporting in digital advertising is relatively straightforward. Advertisers or agencies can generate reports to assess overall campaign performance, or publishers can do this for them. While these reports aren't verified by a third-party, third-party verification can be integrated through partners such as DoubleVerify or Integrated Ad Science.





TV & video breakdown

TV key findings

01 **Linear TV is traded and reported in a very consistent way, leveraging measurement from MMS as the JIC.**

- There is one source of truth, with consistent metrics and definitions across the industry.
- Underpinned by a trusted and established JIC with transparent methodology, leveraging both people-based panel measurement and census device-based data.

02 **Online video is primarily traded and reported based on impressions, with some reporting of people-based contacts.**

- All interviewees sell and report on device-based impressions, with some additional reporting of people-based contacts leveraging co-viewing factors from MMS.
- MMS measures online TV using a hybrid methodology of census data from participating broadcasters and their linear TV panel.
- However, we found that broadcasters are not using the MMS measurement as the core metric because not all inventory is covered through the existing SDK (Software Development Kit).

TV summary

Introduction and background

The TV advertising market in Sweden features a mix of linear and online video platforms managed by major broadcasters, including TV4, Viaplay, and Warner Bros Discovery, alongside global platforms like YouTube.

Linear TV represents approximately 80% of the total broadcaster advertising revenue, with the other 20% being online TV. Online platforms such as YouTube include both long and short-form video content. Growth in online TV ad revenues is forecast to broadly offset declines in traditional linear TV advertising*.

Companies interviewed:

TV4

Viaplay

Warner Bros Discovery

Google (YouTube)

*MMS**

**measurement*

Ad formats available

- Within linear TV, the following ad formats are available:
 - TV spots
 - Sponsorships
- The following ad formats are available for Digital Video (Online TV, VOD and YouTube long-form video):
 - Pre, mid and post roll spots

Measurement summary

TV audience measurement for both linear and online is provided by MMS, the established and independent JIC. Measurement is based on MMS' panel of 3,000 Swedish homes, representing over 6,000 people.

1) Linear TV:

- Provides key metrics such as audience ratings, campaign reach and frequency, and TRPs (Target Rating Points) or GRPs (Gross Rating Points)

2) VOD:

- MMS uses an SDK (Software Development Kit) to capture online TV viewing through broadcaster apps
- Provides equivalent people-based metrics as Linear TV

3) Online video (long-form):

- YouTube measurement is carried out using Google's analytics tools, such as YouTube Analytics and Reach Planner, along with the third-party provider AudienceProject

Overview of measurement approaches for TV advertising

	Planning 			Measurement 			Reporting 		
	Impressions (device based)	Contacts (people based)	Media reach	Ad server impressions	Contacts / GRPs	People reach	Impressions (device based)	Contacts (people based)	Campaign reach
TV4	Online TV	Linear & VOD (MMS)	Linear (MMS)	Online TV	Linear & VOD (MMS)	Linear (MMS)	Online TV	Linear & VOD (MMS)	Linear (MMS)
Viaplay	Online TV	Linear (MMS)	Linear (MMS)	Online TV	Linear & VOD (MMS)	Linear & VOD (MMS)	Online TV	Linear (MMS)	Linear (MMS)
Warner Bros Discovery	Online TV	Linear (MMS)	Linear (MMS)	Online TV	Linear & VOD (MMS)	Linear & VOD (MMS)	Online TV	Linear (MMS)	Linear (MMS)
YouTube	Ad server	N/A	Reach Planner	Ad server	N/A	Audience Project*	Ad server	N/A	Audience Project*

- Linear TV is planned, measured and reported based on MMS' people-based panel measurement. Metrics and practices were consistent across all media owners interviewed.
- MMS also measure Online TV, however based on our review, media owners are still trading and reporting based on impressions directly from their third-party ad server. This is primarily because the MMS SDK does not cover 100% of media owner inventory.
- Of the interviewed media owners, only TV4 used a mixture of device impressions and people contacts in their reporting, using MMS published co-viewing factors to scale impressions to contacts.
- YouTube is planned, measured and reported using YouTube Analytics and Reporting API. Reach is predicted for planning purposes using Google's Reach Planner tool and measured and reported via partnership with Audience Project.

*See page 31 for further details on the AudienceProject methodology

Key insights from TV measurement and reporting

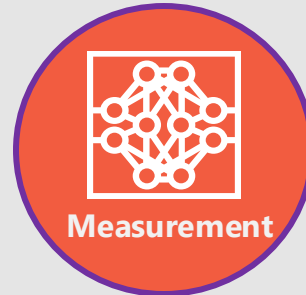
This slide provides an aggregated overview of key insights from the TV interviews, in three stages: Planning & Buying, Measurement, and Reporting.



Planning

Delivery metrics sold:

- Linear TV: All companies interviewed sell TV spot campaigns and sponsorships based on Gross Rating Points (GRPs) / Total Ratings Points (TRPs). This is a people-based planning and trading mechanic, underpinned by MMS as the JIC for TV.
- Online TV: Companies typically sell device-based impressions, which can be targeted to specific audiences based on first-party broadcaster data.
- Online video (long-form): Metrics for YouTube long-form video are based on impressions and views, such as when a user has watched at least 30 seconds of a content or the entire video.



Measurement

JIC measurement:

- MMS provides measurement of content and ads on linear TV, catch-up and digital VOD.
- MMS uses a mixture of panel measurement, from a panel of 3000 households (~6360 people) using People Meter technology, and census level data captured via a Nielsen's Streaming Meter and SDK.
- MMS provides people-based metrics to the industry, including key metrics such as:
 - TRPs and GRPs
 - Reach & Frequency (people)
 - Contacts
 - Share and time spent
- In addition to linear viewing, MMS also measure content and ads on online VOD platforms, although coverage of VOD apps via the Nielsen SDK varies by broadcaster.

Third-party unverified measurement:

- Each broadcaster also captures impression data from their respective ad servers, such as FreeWheel. These impressions are recorded when the ad is served, in line with IAB standards.



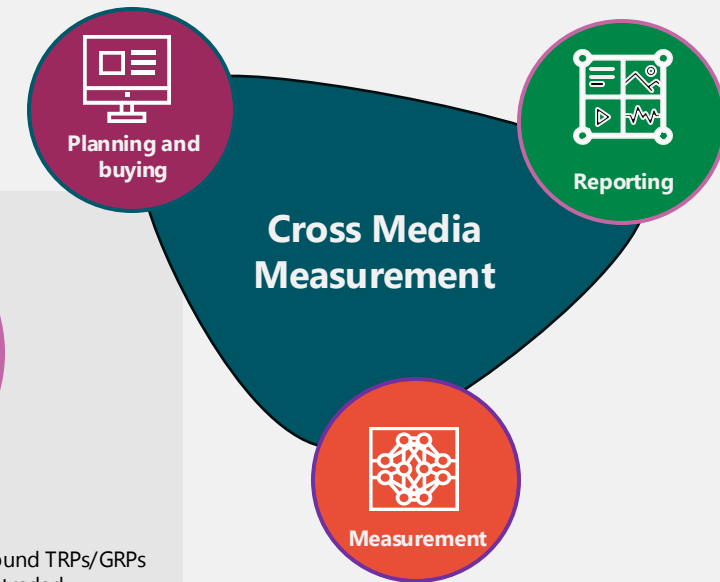
Reporting

Post-campaign reporting

- Linear TV: Post campaign reporting centres around TRPs/GRPs and Contacts based on MMS data, split by the traded demographics. All metrics are people-based, as measured by MMS.
- Digital (VOD): Campaign reporting is based on impressions served and unique device counts (technical device-based reach).
- VOD impressions are typically counted at one-second, and completion rates are also typically reported on VOD.
- YouTube uses its own tools such as Campaign Manager 360 and Display & Video 360 to track campaign performance. These provide detailed reporting on impressions, views, click-through rates.

Third-party verification:

- Linear TV is measured and reported via MMS, and hence no further third-party verification is performed.
- For Online TV, some broadcasters are using MMS for measurement whilst others rely on ad server impressions which are not third-party verified.
- YouTube uses AudienceProject for reach measurement, that collects and serves data as a third-party reporter for YouTube.





iii.

Recommended

best practices

Recommended Best Practices

01

Standardise Media Measurement:

- Definitions – agree with all key players common standards and definitions of when ad has been visible / across media
- Develop unified standards for key metrics (e.g., impressions, reach, frequency) across traditional and digital media, and determine what needs to be third-party verified.
- Adopt IAB/MRC minimum standards for cross-media display or video to ensure consistency in reporting.
- Ensure digital platforms align measurement methodologies with traditional media standards.

02

Consistent Reporting on Core Metrics:

- Align on common definitions of core metrics (e.g., impressions, reach, frequency, GRPs) across platforms.
- Ensure digital media platforms report impressions and frequency with the same consistency as traditional media.
- Standardise ad formats and establish minimum time requirements for consistent measurement across platforms.

03

Data Integration and Cross-media Tools

- Create infrastructure for integrating data across traditional and digital media platforms.
- Provide cross-media tools to offer insights into audience engagement across multiple platforms.

04

Transparent Verification:

- Ensure transparent and independent verification of measurement methodologies.
- Use third-party verification to ensure reliability and build trust in data reporting.

Recommended Best Practices

05

Reporting Frequency:

- Align reporting timeframes to allow for comparable performance tracking across traditional and digital media.
- Where possible, Traditional media should incorporate granular measurement (e.g. second-by-second) to enable closer comparison to digital.

06

Collaborate on Industry-Wide Initiatives:

- Media owners, digital platforms, and industry bodies should collaborate to establish industry-wide measurement standards.
- Create Joint Industry Committee (JIC) initiatives across media types to agree on common metrics and definitions for cross-media measurement.

Measurement overview

Media type	Company	Planning						Measurement					Reporting						
		Door Drops/ Households	Contacts/ GRPs (people)	Circulation (devices)	Reach (people)	Impressions	SOV	Door Drops/ Households	Contacts/ GRPs (people)	Impressions	Circulation (devices)	People reach	Door Drops/ Households	Contacts/ GRPs (people)	Impressions	Spots	Circulation (devices)	People reach	SOV
Advertising mail	SDR																		
Audio	Acast																		
Audio	Bauer Media Group																		
Cinema	Filmstaden																		
Digital	Google																		
Digital	Meta																		
Digital	Snap																		
OOH	Clear Channel																		
OOH	JCDecaux																		
OOH	Ocean Outdoor																		
Publisher	Aller																		
Publisher	Bonnier News																		
Publisher	Egmont																		
Publisher	Schibsted																		
TV	TV4																		
TV	Viaplay																		
TV	Warner Bros Discovery																		
TV	YouTube																		

Key: Third-party supplier First-party self-reported Third-party JIC

Appendix

Contact tracker

#	Company name	Participated?	Type	Media
1	Acast	✓	Media owner	Podcast
2	Aller	✓	Media owner	Publisher
3	AudienceProject	✓	Measurement provider	Measurement provider (Digital)
4	Bauer	✓	Media owner	Radio
5	Bonnier News	✓	Media owner	Publisher
6	ByteDance, TikTok	X	Platform	Digital - Social
7	Clear Channel	✓	Media owner	OOH
8	DirektPress/Mitt i	✓	Media owner	Publisher
9	Egmont	✓	Media owner	Publisher
10	Eniro	X	Media owner	Search & Directory
11	Filmstaden	✓	Media owner	Cinema
12	Google	✓	Platform	Digital – Social
13	Hemnet	X	Media owner	Marketplace
14	JCDecaux	✓	Media owner	OOH
15	Kantar	✓	Measurement provider	Measurement provider (Radio, Print)
16	LinkedIn	X	Platform	Digital - Social
17	Meta	✓	Platform	Digital - Social
18	MMS	✓	JIC	TV JIC
19	Ocean Outdoor	✓	Media owner	OOH
20	Outdoor Impact	✓	JIC	OOH JIC
21	Postnord	X	Media owner	Advertising mail
22	Schibsted	✓	Media owner	Digital, Publisher, and Traditional media (News)
23	SDR	✓	Media owner	Advertising mail
24	Snapchat	✓	Platform	Digital – Social
25	Spotify	X	Platform	Digital – Audio
26	Stampen	✓	Media owner	Publisher
27	TV4	✓	Media owner	TV
28	Twitch	X	Platform	Digital – Social
29	Viaplay	✓	Media owner	TV
30	Wamer Bros Discovery	✓	Media owner	TV

Total of 23 participants



MediaSense®

Measurement standards (publicly available)

Company	Link
Bauer Media	Display & Video Ad Specifications - Bauer Media
Clear Channel	How to measure Out of Home advertising Clear Channel
Google/YouTube	Google measurement playbook
Kantar	Reach Measurements Edge
LinkedIn	LinkedIn Ad measurement and reporting
Meta	Meta ad measurement Instagram ad measurement
MMS	Mediamätning – MMS
Outdoor Impact	How We Measure Outdoor Impact
Snapchat	Snap Ads Metrics
Spotify	Ad Measurement & Performance Tools Spotify Ads
TikTok	Basic metrics and definitions in TikTok Ads Manager

Self-reported metrics

Company	Metric	Definition
Meta	Views	The number of times content is displayed on a user's screen. If the same user looks at it multiple times, each instance counts as a view. For Instagram Reels, a view is how many times the video was played.
	Impressions	An impression is counted as the number of times an instance of an ad is on screen for the first time. Meta uses a JavaScript-based check (every 100 milliseconds or at 60 frames per second), if the conditions are met, a 1x1 pixel is triggered, and the impression is recorded.
	Reach	The number of Accounts Centre accounts that saw your ad at least once during a campaign.
	CPM (cost per 1,000 impressions)	The average cost for 1,000 impressions.
	CPC (cost per link click)	The average cost for each link click.
	Cost per 1,000 Accounts Centre accounts reached	The average cost to reach 1,000 Accounts Centre accounts.
	Frequency	The average number of times that each Account Centre account saw your ad. Calculated as the number of impressions divided by the reach.
Google / YouTube	Impressions	Reveal your campaign's reach and how often viewers are exposed to the in-feed thumbnail, the initial in-stream portion of your video, or playback of your Shorts ad. • In-stream ad impressions: This metric is counted when the video starts playing on the watch page before, during, or after the viewer's organic video starts playing. • In-feed impressions: This metric is counted when the viewer views the thumbnail of the video. • YouTube Shorts ad impressions: This metric is counted when the video starts playing in the Shorts feed, in between playbacks of organic Shorts videos.
	Paid views	Paid views reveal the number of times viewers view a larger portion or the entirety of your ad, beyond just the impression. • In stream ad views: This metric is counted when the viewer watches 30 seconds or until the end of the video, whichever comes first. Interactions on the ad can also increment the view count. For example, the following count as a view for in-stream ads: • A viewer watches the entirety of a 20-second video ad. • A viewer watches 32 seconds of a 40-second video ad. • A viewer clicks an interactive element of the ad at 18 seconds (which is both a click and a view increment) of a 20-second ad. • In-feed ad views: This metric is counted when the video watch page loads after the viewer has clicked the thumbnail and is taken to the video watch page. Some exceptions to counting views include: ▪ In-stream ad views (Non-bumper): If you upload a video that's less than 10 seconds long, you'll find views in Google Ads but it won't increment views in YouTube Analytics or on the public view count on the watch page. ▪ Bumper and non-skippable ad views: Views aren't counted in Google Ads or on the external watch page. You can't access your data off of "Users that viewed my ad". • YouTube Shorts ad views: This metric is counted when one of the following scenarios are met: ▪ For videos less than 10 seconds: Viewers watch the full video or click on the call-to-action button. ▪ For videos over 10 seconds: Viewers watch over 10 seconds or click on the call-to-action button. ▪ A viewer clicks on the call-to-action button of a video ad.

Self-reported metrics

Company	Metric	Definition
Google/YouTube	Organic views	When a viewer watches your video without any prompts.
	Interactions	Engagement for Video campaigns.
	Engagements	Engagements are counted after 10 seconds of viewership. • Engaged-view (also “Engagements”): This metric, which isn't available in Google Ads, refers to the engagements found in the “Interactions” column when viewers view a Video campaign. • Engagement rate: Originally, engagement rate calculation was measured as the number of times people engage with your ad divided by the number of times your ad is shown. However, it's been determined that it's more complex than "Engagement rate = engagements / impressions" due to the various ad formats being served in Video action campaigns (VAC) campaigns. Our product team is looking into ways to make this clearer in reporting in the future.
	View rate	The view rate helps you determine the percent of impressions that resulted in a view. View rate = views / impressions
	Maximum cost per view	This is the bid you set for your campaign or ad group. It should be the highest amount you're willing to pay for a view in the auction. Average cost per view (avg. CPV): This helps you determine on average how much you're paying for a view, and the cost effectiveness of your ads based on views as a main goal of your campaign. CPV is most valuable when it's used as a means for comparison between ads, ad groups, and campaigns (isolated metrics are not as insightful). You can then determine which strategies are working best based on your budget. Average cost per view = cost / views
	"Video played to" metrics	Count the percentage of people who watched 25%, 50%, 75%, or 100% of the video out of the viewers who initiated the player. The point at which the video player is initiated will differ for different formats (for example, with in-stream, videos start playing automatically. For in-feed, this occurs when the viewer is taken to the watch page after clicking the thumbnail).
	Earned actions	An earned action includes earned views, likes, subscribers, playlist additions, and shares. They occur when someone views your video ad, then within 7 days after the initial view performs an action on your linked YouTube channels. You aren't charged for earned actions. Multiple views from the same person are counted as a single earned view.
	Viewability and Active View (Disambiguation)	Viewability relates to all campaign types, and it's not video-focused. An ad is “viewable” when at least 50% of its area is visible for 1 second in Display Network ads, or 2 seconds for video ads.
	Display impression share metrics	Video impression share can be checked by pulling impression share metrics, as YouTube is part of the Google Display Network.
	Brand lift metrics	Brand Lift is not available in all accounts. To have Brand Lift enabled, you must have a dedicated Google Ads representative.
	% shared	% served represents the percentage of impressions each ad received out of the total impressions for the ad group or campaign during the selected time period.

Self-reported metrics

Company	Metric	Definition
TikTok	Clicks (all)	Number of clicks from your ads. This includes clicks that lead to destination as well as those for social and interaction purposes.
	Clicks (destination)	Number of clicks from your ads to a specified destination.
	Conversions	Number of times your ad resulted in the optimization event you selected.
	Conversion rate (CVR)	Percentage of results you received out of all impressions on your ads.
	Conversion rate (CVR, clicks)	Percentage of results you received out of all destination clicks on your ads.
	Cost	Sum of your total ad spend.
	Cost per 1,000 people reached	Average cost to reach 1,000 unique users.
	Cost per conversion	Average amount spent on a conversion.
	CPC (destination)	Average cost of each click to a specified destination
	CPM	Average amount you spent per 1,000 impressions.
	CTR (destination)	Percentage of impressions that resulted in a destination click out of all impressions.
	Frequency	The average number of times each user saw your ad over a given time period.
	Impressions	Number of times your ads were shown.
	Paid likes	Number of times your ad was liked during the ad impression.
	Reach	Number of unique users who saw your ads at least once.
	Real-time conversions	Number of times your ad resulted in the optimization event you selected.
	Real-time cost per conversion	Average amount spent on a conversion.
	Real-time conversion rate (CVR)	Percentage of conversions you received out of all impressions on your ads.
	Real-time conversion rate (CVR, clicks)	Percentage of conversions you received out of all destination clicks on your ads.

Self-reported metrics

Company	Metric		Definition
LinkedIn	Billing and Ad Performance Measurement Reporting	Total impressions	Total number of times the advertiser's ad was displayed.
		Total clicks	Total chargeable clicks based on advertiser's campaign objectives.
		Video ad views	Two or more continuous seconds of playback while the advertiser's video is at least 50% on screen.
		Average click-through rate ("CTR")	Total chargeable clicks divided by total impressions.
		Average cost per click ("CPC")	Total amount spent by the advertiser on ads divided by total clicks.
		Cost-per-mille ("CPM")	Total amount spent by the advertiser on ads divided by 1,000 impressions.
		View Rate	Number of video ad views/impressions, multiplied by 100.
		Completions	Number of times the advertiser's video was watched at 97-100% of its length, including watches that skipped to this point.
	Engagement Metrics	Comments	Total count of comments the ad received.
		Shares	Number of times the ad was shared.
		Reactions	Total count of positive reactions the ad received.
		Dwell Time	Average time spent viewing the ad when at least 50% of the pixels are present on the screen.
		Clicks to Landing Page	Number of clicks to an advertiser's website landing page.
	Viral Metrics	Viral Impressions	Impressions resulting from members sharing an ad to their own network of connections. Viral impressions are not counted as regular impressions.
		Viral Reactions	Total count of positive reactions on viral Sponsored Content ads which can capture like, interest, praise, and other responses.
		Viral Comments	Total count of comments received from viral impressions.
		Viral Shares	Total count of shares from viral impressions.
Snapchat	Clicks		The number of clicks on your ad that took Snapchatters to the ad's destination.
	Click Rate		Percentage of paid impressions clicked on.
	eCPSU		Effective cost per click, calculated as the spend divided by the number of clicks delivered.
	Average Attachment Screen Time		The average number of seconds spent viewing your attachment across all clicks (Total Attachment View Time/Clicks).
	Total Attachment View Time		The total number of seconds spent viewing your attachment across all clicks.

Self-reported metrics

Company	Metric	Definition
Snapchat	Attachment Impressions	The total number of times Snapchatters viewed your attachment. Tracked when the attachment fully renders on a device following a click.
	Attachment Frequency	The average number of times a Snapchatter clicked and successfully opened an attachment. Tracked when the attachment fully renders on a device.
	Attachment Paid Reach	The number of unique Snapchatter who viewed your attachment.
Spotify	Impressions	# of impressions/downloads served.
	Household Reach	# of unique households.
	Household Frequency	Impressions / household reach
	Spend to Date	Calculated based on delivered impressions and CPM that's entered in for each line item during campaign setup.
	Reach	# of unique listeners who streamed your ad on Spotify
	Frequency	Impressions / Reach

Thank you

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