



IAB EUROPE'S GUIDE TO CTV TARGETING AND MEASUREMENT

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Section 1. Introduction

Following [IAB Europe's Guide to Connected TV \(CTV\)](#), [Guide to the Programmatic CTV Opportunity in Europe](#) and the [Guide to Brand Safety in CTV](#), there has been an industry ask to delve deeper into this channel, to explore the targeting and measurement options and best practices for CTV. As such, this guide has been developed by members of IAB Europe's Channels & Formats Task Force to provide an overview of the targeting and measurement capabilities currently available, as well as to share key considerations for the buy side. Given that this channel is evolving so quickly, the final chapter also dives into what the future holds for measurement and targeting in this space.

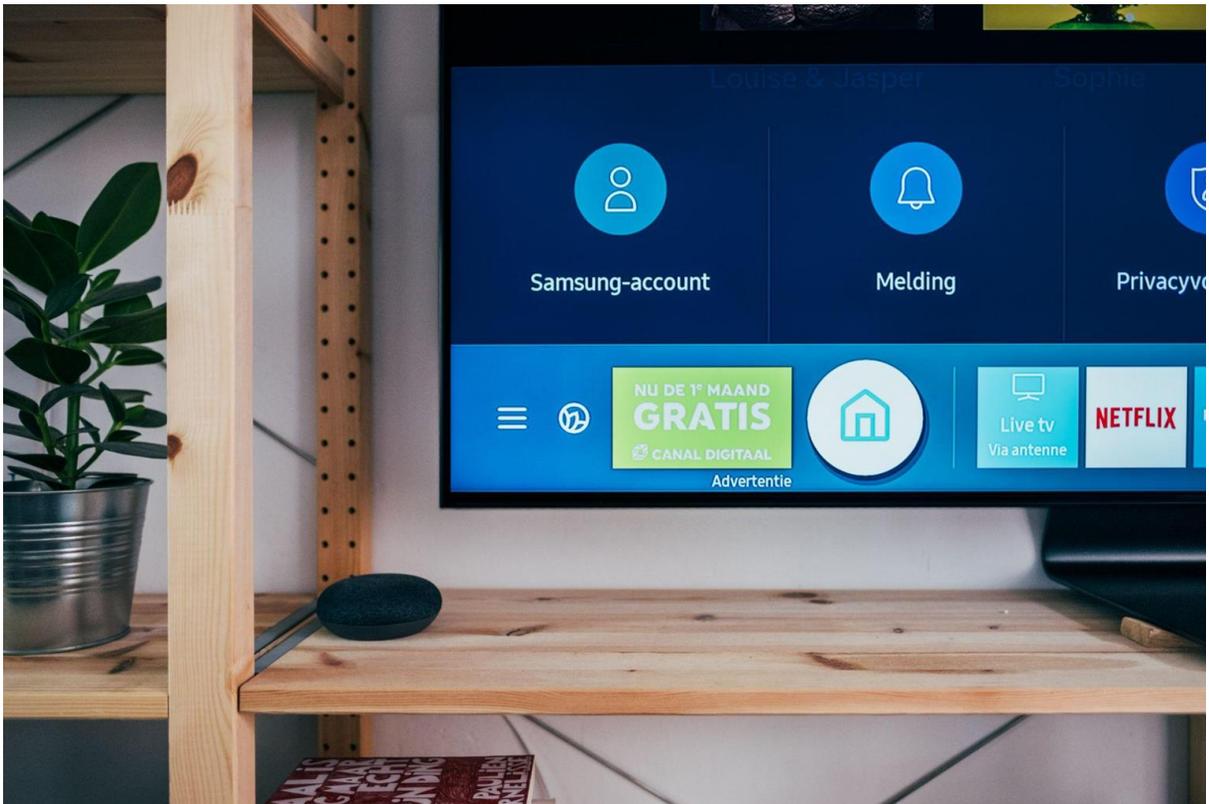
The CTV Landscape

It is important to distinguish between what we regard as CTV in this guide. TV viewership is split into three main areas: traditional linear, broadcaster video-on-demand (BVOD) and native CTV apps or channels. Traditional linear and BVOD have established measurement and targeting solutions which meet their needs and capabilities from a technical perspective. The new CTV space has pushed on from this and started to push the envelope when it comes to measurement, execution and reporting.

When looking at today's CTV viewing pattern across the EU5, research has shown that [8 out of 10 households](#) watch a mix of traditional TV and CTV. Moreover, almost half of CTV content consumption is ad-supported, making the level of revenue growth we have experienced of the last 12 - 18 months understandable. As the revenue opportunity grows - and more ad budgets flow from linear TV into programmatic and CTV - it is crucial that effective targeting and measurement solutions are in place across the supply chain.

The Measurement Challenge

We need to ensure clarity is given around what we mean by CTV and its position in the development of viewership across the big screen. TV viewing has gone through an evolution, which started with traditional TV viewership being measured by panel based solutions. These provide robust insights in which to measure and trade TV campaigns but are limited to traditional linear consumption. The next stage of evolution came from the development of set-top boxes and other connected devices which enabled a level of addressability and targeting on a device and household level, but the execution and activation was limited and in its infancy. The current stage of evolution has been the adoption of Smart TVs and connected devices enabling TVs to become mini computers - which give the viewer the voice of not just the content they want to watch but also when and where.



These “smart” devices have brought a level of sophistication not seen before in the TV landscape. Whether this is the development of content curation on the device itself, the delivery of ads in video on demand (VOD), linear or even the Electronic Program Guide (EPG), or the ability to understand overall viewing across the device, to create reporting / insights to showcase these viewing habits, not on a household level but by device.

Targeting and Performance Metrics

Information is also crucial. The audience a brand reaches, around what type of content and how many times across the course of a campaign. Transparent reporting is a must yet hasn't always been available in programmatic buying.

Performance in CTV is starting to play a significant role - digital test and learn budgets have started the curve and these will continue to boom in 2022. Attribution, brand uplift and incremental reach KPIs are increasingly important.

With that in mind, the path to CTV success starts with a few simple ingredients - transparent reporting across the supply chain, frequency management, contextual targeting and performance metrics. The tools to do this are available and many more are being built - as always, it's up to us as an industry to make sure the right ones are utilised.

Section 2. Audience Targeting

2.1 Overview

CTV operates in a very different environment to desktop browsers and mobile app stores, and the same targeting options do not exist. But there is a growing swathe of solutions available for brands and their agencies. This is a large screen environment and coupling it with specific targeting options such as context and identifiers makes it very compelling for brands that are searching for new ways to reach potential customers.

The ways a brand can target on CTV include device, such as TV or gaming console, contextual based on program content, automated content recognition technology, and in some cases publisher first-party data. This is available when a publisher facilitates a login to their app or BVOD player, as well as all the standard TV Buying metrics around demographic with third-party data partnerships.



2.2 Key Considerations

It is worth considering what current targeting is available for brands and agencies.

Device or 'Identifier'.

The main identifiers passed in CTV advertising today by the big streaming apps are deterministic; VIDA (Vizio) RIDA (Roku), TIFA (Samsung), identifiers. This means advertisers, their agencies and DSPs can still find strong and scaled audiences in streaming environments. By using these targeting techniques, a brand knows they are running in smart TV environments. The app may pass other useful information such as post code, APP OS or type of stream - live or recorded. A caveat here is that the challenge with device IDs is that they are based on household and not on a personal level, so do not identify the single user, or more commonly with TV, the co-viewers in front of the screen.

This basic targeting can be used as the base layer with other techniques layered on top, and of course, brand safety or IVT detection tools are paramount.

Automated Content Recognition Technology

Automated content recognition (ACR) is currently only available through certain smart TV companies, but it will become more widely available to brands in 2022. ACR is anonymised device-level data. The technology offers a highly effective and compliant way to gather insights of viewership behaviours on Smart TVs. ACR works to understand and collect what is happening on a smart TV screen, whether the user or users are watching linear TV or playing video games. ACR uses content identifiers to match what it is seeing on the screen to a content library or database, meaning that the exact programme or film that the user or users are watching can be identified. That knowledge can be turned into targeting segments and applied to a programmatic buy.

For instance, light linear TV viewers can be reached, or a user or users who have seen a particular TV show, for example reaching only users who have been watching F1 content with an ad featuring an F1 sponsor.

As the usage of smart TVs continues to grow across Europe, Smart TV Original Equipment Manufacturers (OEMs) continue to increase the amount of people buying their TVs, ACR is likely to become a targeting force in the coming year.

Contextual Targeting

Content related targeting is available to brands in CTV environments, and it tends to rely on what is passed in the bid stream by the publisher and SSP. Whether through a third-party solution which is able to ingest video content and attach metadata (i.e. show or genre), or through the app or publisher themselves. This data can be attached via metadata segments when uploading content to the video management system. These contextual flags can then be passed to SSPs through either KVPs or other identifiers enabling inventory packages to be created and brought against. Currently, a majority of these identifiers are not passed through to the DSP and sit within the SSP platform only.

Specific inventory or channels can also be targeted in the same way where app publishers or CTV channel providers create identifiers by channel, by genre, or by context for targeting purposes. This is still in its infancy but is one of the fastest growing areas across the CTV landscape.

Additionally some data providers (i.e. Comscore) have launched more advanced CTV cookie-free audience targeting in Europe based on meta-data, content ID and app bundle IDs that are available in certain DSPs. These contextual segments use a crosswalk between audience behaviours and privacy-friendly contextual signals empowering brands to target CTV content that is the strongest predictor of audience behaviours without user-level identifiers.

There are more advanced techniques being applied to contextual, which will become more common in Europe in 2022. Here contextual data is enriched via fusion with, for example, TGI Survey Data from Kantar. The publisher sends a proprietary ID provided by a vendor that is later used at the DSP/SSP level to identify opportunities matching segments when an ad break occurs.

For instance, a program on a CTV app covers Fishing - the content has been 'tagged' with a vendor ID which passes down to be ingested and stored for later targeting. This adds scale to context.

There is also the opportunity to undertake 'semantic' targeting. Often third-party solutions can ingest a number of sources including metadata and EPG data and, depending on the sophistication of the technology, categorise the content not just by the basic content category (such as sports or technology) but also understand the overarching sentiment and themes of the programme being shown. This means the advertiser can apply much more nuanced targeting that fits with their target audience. This can move an advertiser forward from just targeting 'auto' content to targeting programmes around innovation, future focus, sustainability etc. This level of content understanding is in its infancy and as with all CTV targeting solutions does have scale limitations, but as publisher content libraries grow and advertisers strategies need more granularity, understanding content at this level will become increasingly important.

Audience Extension

Audience extension allows you to extend the reach of your linear TV campaigns, and deterministically reach the audiences beyond TV across mobile, tablet and desktop by leveraging Automatic Content Recognition (ACR) data and Device Graph. This can be done by excluding TV viewers who have not seen the TV campaign, extending the reach of your linear ad campaign; re-targeting users who have seen your linear ad campaign with a sequential campaign, then optimising frequency by re-engaging viewers who have seen your ad only a few times.

2.3 Best Practices For Buyers

- Do your due diligence on Supply Path Optimisation (SPO) - is your DSP connected to SSPs who are passing on the right information for contextual targeting from their publishers?
- Are there connections to OEMs such as Samsung Ads where ACR becomes an option and buyers can reach light linear viewers and measure incremental reach?
- Make sure reporting is transparent across the whole supply chain. Good targeting depends on open ecosystems and the ability to know who you are reaching around which content.
- Consider the use of curated marketplaces on the buy-side where premium CTV inventory is collated at scale.
- Consider working with DSPs connected to publishers and SSPs that offer extra layers of targeting including first-party data or contextually enriched audiences through third-party vendors.
- Leverage data providers who take a holistic approach to CTV categorisation that uses multiple CTV content identifiers (e.g. – bundle ID, content ID, meta-data, etc.) to ensure your campaign can scale.
- Consider working with data providers that offer more advanced CTV contextual segments.
- Consider curating inventory via auction packages as they can deliver additional targeting advantages:
 - App targeting: Include the CTV publisher apps you want to target by device type and app store for enhanced precision
 - Device type targeting: Include CTV inventory as well as individual makes and models in your video strategies through device targeting
 - Channel targeting: Create a group of bundle IDs of CTV publishers that you can easily target for streamlined buying
 - Country-level geographic targeting: Granular geographic targeting is available for most connected TV inventory through country options for maximum efficiency and personalisation

- Linear TV ad exposure: What percentage of your audience watched linear tv programming and how can you increase your reach with light linear viewers?
- Gaming (the amount of time spent gaming on TV is on the rise across Europe; In Jan-June 2021 [Samsung Ads saw a 28% YoY increase in monthly gaming TVs in the UK](#)). Consider your gaming strategy, how can you reach gamers while they're deciding on what games to play?



Section 3. Measurement

3.1 Overview

There has been a common misconception within the CTV advertising field, which is the difficulty and impossibility of accurately measuring CTV advertising performance.

The CTV territory is a fragmented one, which makes measurement challenging. It is a complex environment with different streaming platforms (e.g. Roku), connected devices (e.g. Samsung TVs), and content distributors (e.g. Amagi). The biggest challenges to date have been a lack of common identifiers, a multitude of different measurement methodologies from streaming providers, CTV being a cookie-less environment, as well as cross media measurement to enable accurate reach and frequency reporting. In addition, a hybrid of digital measurement signals and techniques that allows the identification of the device, the channel or platform of distribution with the content being streamed needs to also combine the multi-viewer dynamics of TV viewing.

Having said that, the industry has responded to these challenges by bringing forward different measurement solutions, which will help advertisers get in depth insights into their CTV campaign performance. Even though common identifiers within the CTV ecosystem are still a topic of the future and thus are not a currently available solution, other measurement and reporting options are available to advertisers today.

3.2 Key Considerations

It is worth considering which CTV measurement solutions are currently in the market and choose those that closely align to your KPIs.

Attribution

The CTV audience is typically easier to reach across a set of connected screens than the traditional linear TV audience, which makes the need for attribution studies apparent.

The CTV audience is more likely to use multiple devices at the same time, such as using their smartphones while streaming content. This development benefits the impact of CTV advertising on the user, as this second screen behaviour leads to more search requests and purchases right after seeing a CTV ad.

In order to measure multi-touch attribution in CTV, companies such as TVSquared have made it their mission to track on-site and in-app conversion events following the user's exposure to an ad. This is done by implementing pixels on the advertiser's website at specific events (e.g. visiting the website, adding to shopping cart, etc.). Based on IP address the link can then be made between a user being exposed to an ad, and a specific user action that followed. The pixels, which were previously implemented on the advertiser's website, then fire once the user actions at a certain event, such as adding products to their shopping cart.

Audience Measurement

Historically, Automated Content Recognition (ACR) has enabled linear TV advertisers to understand what content was being consumed by their target audience. In order to understand not only what is being watched but who is consuming the content, third-party measurement providers in the industry offer audience reporting based on sophisticated user panels. These user panels deliver insights on basic demographics, employment and interest of the target audience. Critically, panels also capture who is in the room when the TV is on, usually by use of a handset whereby each household member and any guests to the home register their presence at that time. The result of this is that there is a multiplication factor beyond a pure count of television sets to actual (co-)views.

Since CTV is a cookie-less environment, which makes user targeting and audience measurement somewhat challenging, the industry has adopted a similar approach to user and content reporting as linear TV at household level, thus bridging the gap between traditional TV viewing and CTV.

This is great news for advertisers, since it enables measurement across all (C)TV buying and helps determine where to reach which household audiences and optimise campaigns accordingly.

The setup is quite straightforward. A pixel is implemented in the beginning of the campaign, which is then passed to the third-party measurement provider. Once the campaign has ended, the measurement partner will provide detailed reporting on the household audience reached based on their panel data and a weighting ratio. This approach can depend upon the market and agreed measurement source.

Brand Uplift

Brand uplift studies help evaluate the branding impact of an advertiser's CTV campaign. Currently there are a number of measurement options available to advertisers, each with their own pros and cons. Which approach is most appropriate will depend on a number of factors, including; the activity an advertiser is looking to measure, feasibility of the different approaches in the market of measurement, the data sets and partnerships available in their market and to their brand, the outcome the advertiser is looking to measure, and the investment level available for measurement.

1. Partnerships can be formed with CTV providers, or exposure tracking companies and measurement companies, to match passive household exposure to brand outcomes. These integrations may allow for passive measurement of exposure but may need to be combined with modelled exposure approaches to get from the household exposure level to the respondent level, depending on the focus of the research. CTV providers vary by market, so partnerships are typically at a local level. These can give you a good view on the impact of the provider where the partnerships are in place. This can however be an expensive approach due to the complexity of matching datasets and can require high levels of reach as you need to get multiple datasets to overlap.

2. Opportunity to see, or specific media consumption questions can be used to model probability of CTV exposure where passive exposure tracking is not possible. These questions can be tailored to improve accuracy based on the delivery method of the advertising or CTV device being used. In some cases, and for some markets this may be the most appropriate methodology to isolate CTV impact. It is the most easily scalable approach across markets, and generally less expensive than the passive measurement approaches.

3. Other more custom approaches can be developed with purpose-built passive exposure tracking panels (e.g., using mobile metering and fingerprinting technologies). The exposure data collected through the panel can then be matched to CTV delivery data to isolate exposure. Use of this method will be limited until metered panel management costs can be reduced, as the panels are expensive to build, manage and scale across markets (each with varying media ecosystems and legal frameworks).

4. Live recruitment approaches may also be a possibility in some markets where technology is available to support this. Some technology providers can deliver short in device surveys targeted to exposed and non-exposed individuals to understand the CTV impact on brand attitudes. With any live recruitment you are limited in the number of questions you can ask, and need to be aware of the impact of disrupting the user experience for the survey, which can be perceived as negative to many consumers.

Whilst many tend to lean towards the passive measurement solutions, the accessibility and cost of these options can be prohibitive. Other methods may allow you to achieve your research objectives and provide the insights needed to make better investment decisions.

Incremental Reach

CTV viewing has doubled that of traditional TV. Across the EU5 markets between January 2020 and May 2021, [traditional TV viewing rose by 17%, while CTV consumption increased by 55%](#). Hence the need for incremental reach measurement amongst CTV streaming providers, but also against linear TV campaigns, becomes apparent when showcasing the value of CTV.

For reach measurement there are a lot of overlaps with the brand methodologies, as for branding you need to identify the exposed users before you can survey their attitudes. Ensuring a representative panel base is however essential to get an accurate read on reach, as you want to ensure the reach is not based on a subset of the population unless this is the aim. As with brand, the appropriate methodology will depend on your research objectives, market of measurement, and available budget for the research.

No research methodology will be perfect, so it's always important to have a clear understanding of your research aims so you can discuss the options with your measurement provider, who can recommend the best approach for you.

Here are a few measurement options available to understand incremental reach:

1. As with brand research, partnerships can be formed with CTV providers or exposure tracking companies and measurement companies to understand reach within their network.
2. Opportunity to see, or specific media consumption questions can be used to model probability of CTV exposure where passive exposure tracking is not possible. This can provide a view on overall reach of the campaign, and the incremental reach of the CTV activity, as well as potential synergies between media.
3. Again, other more custom approaches can be developed with purpose-built passive exposure tracking panels. These need to have a nationally representative composition to ensure the reach is calculated appropriately and it's worth noting that many of these panels have an Android skew due to the metering technology used.

Some of the technologies used in the more custom approaches include:

1. Audio or acoustic fingerprinting serves to identify what content a user or users are watching on their smart TV. In the initial phase of fingerprinting, the publisher's inventory goes through a specific algorithm, which generates and assigns these audio fingerprints. Once the user watches the specific content, audio fingerprints are picked up and analysed to determine the content, which is being consumed.
2. The largest OEM's in the market are able to utilise ACR technology to measure viewership across their screens and consequently determine the incremental reach across their CTV vs. linear TV or vice versa.

3. Audio Watermarking is another ACR technology, whereby the ad is “tagged” with an inaudible (to humans) audio signal and then picked up by a passive metering device such as a people meter or portable people meter. Such an approach is complementary to a market currency project, and helps distinguish ads that have played via a linear feed versus an addressable digital ad.
4. Audience extension allows you to extend the reach of your linear TV campaigns, and deterministically reach the audiences beyond TV across mobile, tablet and desktop by leveraging Automatic Content Recognition (ACR) data and Device Graph. This can be done by excluding TV viewers who have not seen the TV campaign, extending the reach of your linear ad campaign; re-targeting users who have seen your linear ad campaign with a sequential campaign, then optimising frequency by re-engaging viewers who have seen your ad only a few times.
5. In addition, some solutions have the ability to utilise an advertiser’s clock number from their linear campaign to determine the number of users, who were reached by linear TV only, by CTV only or by both. Multiple research companies in the digital space offer incremental reach studies, such as Beatgrid.

Sales Impact

When it comes to measuring the sales impact of CTV campaigns, there are a couple of options currently:

1. Partnerships can be formed with CTV providers or exposure tracking companies and measurement companies to match passive household exposure to sales outcomes. CTV providers and sales panels vary by market, so partnerships are typically at a local level.
2. For substantial spend, advanced analytics can be used to model incremental impact of CTV based on various datasets (such as survey, sales, and media spend/delivery data), to understand total return on investment.

CTV Performance

When it comes to performance measurement of CTV campaigns, numerous metrics, such as viewability, quartile rates, and completion rates are available to advertisers. Although the CTV environment does not support [VPAID](#), which would enable measurement of even more granular performance insights, multiple media measurement providers in the industry (e.g. Moat, Integral Ad Science, DoubleVerify) offer performance metrics for CTV, which will help advertisers make sure that their ads were served to a human being, were viewable and watched until the end.

Another important aspect is to compare performance against other formats available to the advertiser. Traditionally this is done by comparing viewability rates across each format but this has one large flaw, it doesn't take into account cost of media. The most efficient and value driven metric to understand performance on a cost level is cost per completed viewable view (CPCVV) , this metric gives a true measure of value against the cost of media. A far more efficient benchmark than traditional CPM or viewability alone. It is worth noting that CTV ads are typically highly viewable, hence focusing on the cost per completed viewable view. A factoring of the level of co-viewing of a CTV ad versus an individual exposed to a non-CTV digital ad should also be included in such comparisons.

Example - How CTV Campaign Measurement can work within an OEM

With Samsung Ads, advertisers can identify audiences who were:

- Exposed or not exposed to their linear TV ad
- Engaged with their Samsung CTV app
- Gaming on games, on their games console

With Samsung Ads' insights, advertisers, content providers, and brands can validate which audiences have been reached, and tie video exposure to ROI including:

- Tune-in
- Increased game plays
- App opens and time spent
- Performance lift metrics like brand lift (e.g. Nielsen)
- Impressions, CTR, VCR (Video Completion Rate)

3.3 Best Practices

When measuring the effectiveness of your CTV campaigns, make sure you have the right technology in place or work with a partner (DSP, SSP, publisher, etc.), who has a strong footprint in the CTV space. This will enable you to have easy access to performance reporting and advanced research studies, such as attribution, brand uplift and incremental reach.

Choose your partners based on their proven track record of measuring CTV performance. When working with an SSP, streaming network or DSP, who have historically heavily focused in the CTV space, you can benefit from their measurement solutions, their expertise, and relationships with publishers. This will provide various benefits, such as an easy set-up of research studies and campaign measurement, efficient set-up of your campaigns and the smart selection of CTV publishers, which will help you achieve your KPIs.

When setting up measurement for your first CTV campaigns, make sure you have enough budget to get robust findings. You might also want to consider including CTV, OTT and OLV formats in your test campaign to get a comprehensive view of the users you reach throughout the different formats, the ad effectiveness and overall performance of the different formats.

Section 4. Looking to the Future

The Future of CTV Targeting

We have the opportunity today to combine the best of TV—quality content, the largest most-trusted screen, and an engaging storytelling environment—with the best of programmatic and digital execution—cross-platform identity stack powering relevant audience targeting. In saying that, there is still work to be done.

Publishers must be encouraged to adopt CMP's - with more available traffic with consent the targeting solutions can evolve. Once this is more frequent, IP addresses can be used to connect IDs from other elements of the supply chain. In the US device graphs map users using mobile ID and house IP connected to CTV - as ID adoption and consent increases in the supply chain across Europe we could see similar technology here.

Cookieless targeting techniques from the likes of Oracle, Comscore and Digiseg will become more frequently used across the digital ecosystem so similar contextual techniques on CTV will be utilised more to reach incremental audiences.

Targeting using publisher data sets will evolve as more eyeballs continue to move to CTV. The large OEMs like LG and Samsung will capture more users through app login thus offering more robust audiences for buyers.

The Future of CTV Measurement

The future of CTV measurement is very much dependent on certain aspects being met across the ecosystem. As mentioned previously CMPs are essential for privacy, controls and ensuring the right permissions are given to the industry for measurement and targeting.

The next obstacle is cross-channel. Currently we are only able to measure and report on certain areas of TV viewing together, whether linear and BVOD or linear and CTV. To truly showcase the effectiveness and reach of CTV we need to be able to compare figures across all types of viewing solutions.

Currently, solutions for measuring all viewing methods are not widespread. That said, the technology and methodology for capturing, calculating and reporting across linear, simulcast, and app delivered BVOD/AVOD/SVOD content is now emerging to provide a true picture of what viewers are watching on their TV's. Take [BARB in the UK](#) as an example. This does require industry collaboration and investment, of course, and an openness and agreement from the measurement body stakeholders to widen the perimeters of measurement.

Technically this brings the advent of new hybrid measurement approaches combining the best of worlds including ACR - be it via audio fingerprinting or watermarking, with passive panel metering technologies such as people meters or portable people meters, along with digital metering, potentially via linked mobile devices or via home router level meters, and accompanied with further third or first party census feeds. The combination of such signals enable robust de-duplication and identification of linear versus BVOD or CTV App feeds at a household and individual level, including co-viewing estimates.

That said, we do have the ability to measure on a 1-1 level and this may be in many cases a suitable goal rather than utilising panel or algorithms to determine what is being consumed on our TV screens. Be it at scale, or just on a 1-1 level this certainly requires a level of cooperation not yet seen across the ecosystem but it is imperative for the future of all TV participants when you consider the level of competition for viewers' attention across every screen and device.

Targeting at household level is far simpler and something which is already close at hand but requires a mind shift from previously held ideas. Targeting needs to sit with supply-side, app developers, broadcasters, OEM's etc., who are the only people in the ecosystem with a direct connection with the viewers. This allows them to obtain consent, or not, and if given consent to be able to create viewing, contextual, audience, or any other data segments for targeting across their ecosystem. It is imperative for the demand-side to understand this fundamental shift in dynamics between the two sides of the ecosystem. The advantage for the demand side will come from them matching their data with the supply-side, creating far higher match-rates and actionable insights, this will ensure they are also able to build relevant data segments for targeting across CTV.

Summary

Connected TV is a fast evolving space with lots of opportunity and potential, particularly in the areas of targeting and measurement. As such, the contributors to this Guide have sought to provide up to date information on the current options for audience targeting and measurement for CTV campaigns. Whilst buyers have many opportunities currently, it is clear that as work continues in this space, the potential for further options is huge.

This Guide also summarises some best practices for buyers looking at CTV campaign targeting and measurement.

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