



MAKING MEASUREMENT MAKE SENSE

Key Milestones in Viewability



3MS is established by ANA, 4A's and IAB; appoints "viewability" as first priority



Media Rating Council (MRC) announced as governance body to move 3MS agenda forward



MRC researches Viewable Impressions:

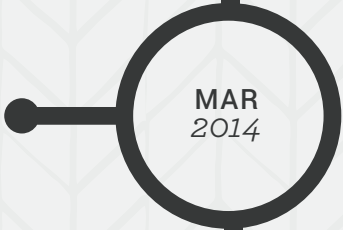
- conducts agency pilot
- Bain conducts 100+ face-to-face interviews with industry leaders
- audits of measurers & methods
- reviews billions of impressions
- works with ANA, 4A's & IAB to develop measurement standards



3MS Blue Ribbon Task Force created - including 15 industry leaders



MRC "oks" transacting on display ad Impressions



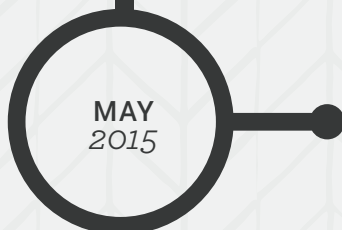
MRC issues *Viewable Ad Impression Measurement Guidelines*; "oks" transacting on video ad Viewable Impressions



MRC issues *Viewability Implementation Guidance* to clarify adoption process



MRC issues interim guidance on transacting on Viewable Impressions in mobile browsers and apps



MRC conducts more research to understand scope and reasons for discrepancies among Viewable Impression measurements



MRC issues *Viewability Guidelines 2.0*



What's next? Viewable Impressions for Mobile Browsers & Apps; and, building upon the foundation of Viewable Impressions, Digital Audience-Based Metrics that can be compared across other media types



Making Measurement Make Sense (3MS) is a cross-industry initiative founded by the American Association of Advertising Agencies (4A's), the Association of National Advertisers (ANA), and the Interactive Advertising Bureau (IAB). The Media Rating Council (MRC), an independent body, is responsible for setting and implementing measurement standards.

