



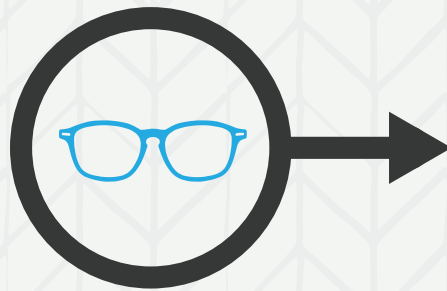
A DIGITAL MEASUREMENT *Evolutionary Path*

Prior to June 2014



Currency
Based on Served
Impressions

Today



Increasing use of Viewable
Impressions, with Improving
Filtration for Invalid Traffic

Preparation for
Cross-Media



Currency Based on
Viewable, Human-Valid
Impressions, with
Duration, In-target for
Audience Characteristics

Value of Advertising



Select Engagement
Metrics, Ad Effectiveness,
ROI Calculations