

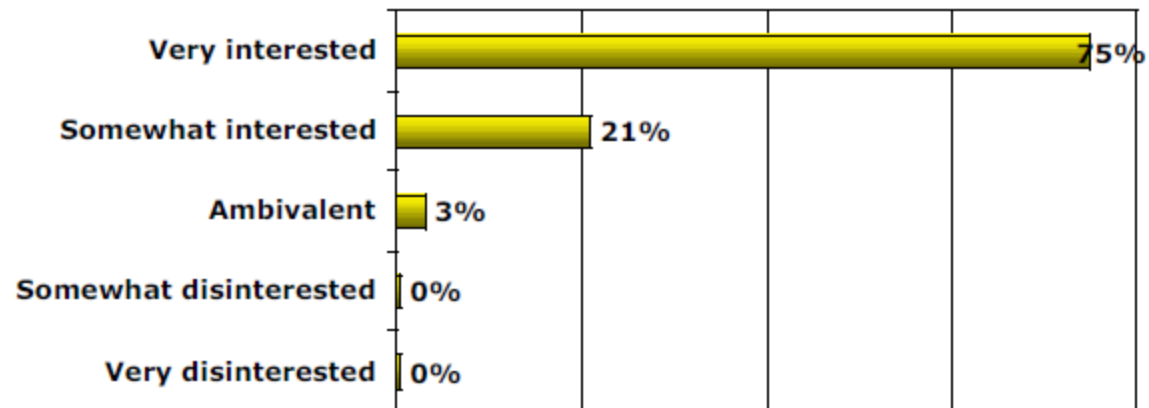


Commercial Ratings Summit

January 22, 2013

TV Audience Measurement

How interested would you be in having commercial ratings readily and easily available?



ANA Survey: TV's Issues and Challenges - The Client Perspective, March 2004

How interested would you be in having commercial ratings readily and easily available?

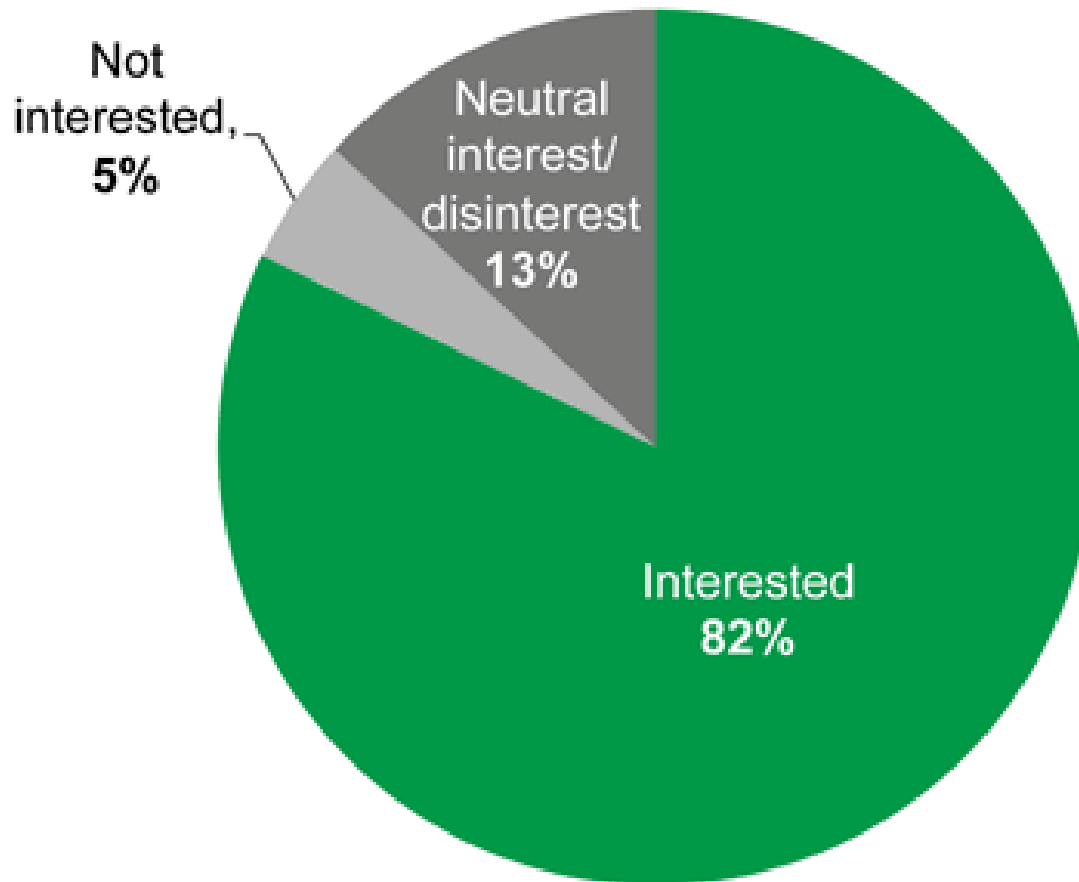


Total: 103

2006 TV Forum



Interest in Ratings for Individual Commercials



Q7: Currently, ratings for individual commercials are not available. Nielsen provides ratings for the average of all the commercials in a program. How interested would you be in having ratings available for each individual commercial?

Source: ANA 2011, Leveraging TV for Growth Survey



White Paper

from the Marketing Insights Center



Leading the Marketing Community®

Achieving Accountability: The Case for Brand-Specific Commercial Ratings

A Position from the ANA Television Advertising Committee

Introduction

Today's marketing function is expected to meet demanding brand-building goals set by the CEO and board of directors for revenue/profit growth and return on investment. In response, marketing executives must justify and evaluate their media investments in meaningful and precise ways.

The need for accountability is especially great in television advertising, where \$70 billion is spent annually on commercial time. As a result, marketers require a deeper understanding of program and commercial viewership as well as the behaviors that result from consumers' television experiences. In light of these critical needs, the ANA Television Advertising Committee supports and encourages the industry's growing movement towards television commercial ratings.

Strong Interest in Commercial Ratings

ANA members have expressed keen interest in commercial ratings:

The Path to Brand-Specific Commercial Ratings

February 2010

ANA continues to advocate for increased granularity of commercial ratings. In March 2007 the ANA Television Advertising Committee issued a white paper calling for brand-specific commercial ratings. That helped accelerate the transition from program ratings (currency for 50-plus years) to ratings for “average commercial minutes” (called C3). While this is a step in the right direction, many advertisers want even more granular data for the analytic insights they could provide. They want brand-specific commercial ratings that can answer the question, “How many people actually had the opportunity to see my spot?”

More recently, ANA has worked closely with Nielsen to:

- represent the perspective of the many advertisers who seek increased granularity of commercial ratings.
- provide a forum for discussion between the ANA Television Advertising Committee and Nielsen.
- provide input on various tests and initiatives Nielsen has been conducting to increase the granularity of commercial ratings.



COMMERCIAL RATINGS - Why We Need Them Now -

Members from the AAAA Media Research and Local Television & Radio Committees recently formed a Task Force to develop this point-of-view on the need for commercial ratings. The following has been reviewed and approved by those committees and the Media Policy and National Television/Radio Committees. Special thanks to Kate Lynch of Starcom and the other members of the Task Force who developed this bulletin: Fran Kennish, The Media Edge; Laura Silton, LCI; Pete Stassi, BBDO; and Ira Sussman, Initiative Media.

*Donna G. Campbell, Vice President,
Media Services Division*

Background

With the exception of the United States, most highly developed advertising markets around the world trade on the basis of "commercial minute" not "average program" ratings. In a world of increasing fragmentation and technological advances average program ratings do not provide the level of accuracy required by advertisers and agencies for evaluating and trading television airtime. Variation from lowest commercial rating to the highest minute of the top 10 programs for December 2000 was 25%. On average, the variation between the lowest commercial rating and the average program rating was between 5% and 10%.

While we do not know with complete accuracy the number of viewers who leave the room during commercial breaks or the level of audience actually watching the television during the commercial break, the currently employed people meter technology is able to provide minute by minute ratings. These ratings do take account of some of the switching behavior and therefore will provide a closer to reality measure of the true audience level.

Date: 7/13/01

Bulletin #: #6023

Route To:

(continued on reverse)



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Stevie Benjamin
Director, Media
MillerCoors LLC



Overall the opportunity to have BETTER data benefits the industry (media companies and our own individual companies) as well as the consumer. An “average commercial rating” is simply not accurate data. When you do look at individual commercial ratings you see how much the ratings really vary. Since the data and possibility exists, why are we not adopting? Why would we want worse data? If you are not moving forward you are moving back.

Also, Strategic, Creative, & Analytical reasons ...



Fernando Arriola
Vice President, Media and Integration
ConAgra Foods



The value of brand specific commercial ratings for ConAgra Foods really revolves around getting what we pay for. Our partners have shown us that commercials at the start or end of the pod get higher ratings than commercials in the middle.

Also, some networks do not schedule :15 units in the first, highest rated, “A” position. As many of our brands run a high percentage of :15s, our very rough calculations show that we could likely get 10% more value out of our media schedules if we were paying (the lower cost) for the actual lower mid pod ratings that those spots garner – not the higher POD average rating.



Mark A. Kaline
Global Director-Media,
Licensing & Consumer Services
Kimberly-Clark Corporation



Brand specific commercial ratings provides a key next step in the journey to a series of metrics, across media, that can all be translated into a common language for the purposes of measuring commercial programs in their entirety.

Additionally, with the advancements made in measuring view ability and estimating audience in the online space, having brand specific commercial ratings for TV would help give marketers a more complete picture of their video efforts and drive more effective planning with online video in mind.





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