

Brussels, 25 March 2022

IAB Europe's background paper in the context of the public consultation on the European Media Freedom Act

Context

1. IAB Europe (Transparency Register: 43167137250-27) represents the broad digital advertising and marketing ecosystem, with 25 national associations whose 5000+ members include advertisers, agencies, publishers, and technology companies. We work with over 90 companies in our direct membership.
2. IAB Europe's mission is to lead political representation and promote industry collaboration to deliver frameworks, standards and industry programmes that enable businesses to thrive in the European market.
3. The purpose of the following information note is to provide background on the matter of measurement which is one of the aspects explored in the context of the public consultation on the European Freedom Media Act.

The critical importance of measurement for digital advertising & media

4. Measurement is key to both buy and sell-side stakeholders who through cross-media evaluation and a better understanding of the key metrics are able to drive more digital brand advertising investment. It is key for advertisers who require granular understanding of the reach and frequency of their advertising efforts. For publishers - offering their space for advertising - measurement is indispensable too, and it has become their portfolio to new investments from digital brand advertising which is why they need to diligently measure advertising return-on-investment.
5. It is commonly agreed that independent third-party measurement is critical in giving advertisers confidence to continue their investment in digital advertising. Measurement providers are in fact essential service providers to publishers that operate in different environments, offering them innovative research methodologies and a variety of products.

Industry initiatives

6. For decades, marketers have used traditional channels such as print, radio, TV and outdoor to reach consumers. It is an accepted fact that digital channels have disrupted this approach and whilst marketing has become infinitely more measurable, the question of what to measure has become increasingly complex.
7. Much of IAB Europe's reflection on the matter of measurement has been driven by IAB Europe's Brand Advertising and Research Committees, bringing together industry experts and practitioners. The former is set up with a mission to drive brand investment into digital by providing Brand Advertisers with a reliable and trusted Brand Advertising Framework for the converging digital and traditional media environment, whereas the latter provides strategic insight to drive digital advertising investment by overseeing and inputting to all of IAB Europe's research activities and formulating an annual research plan.
8. Several initiatives have been undertaken over the years, including [publication of Measurement Blueprint and initiation of Measurement Organisations Forum](#) (2015), as well as [carrying out of yearly surveys on Digital Brand Advertising and Measurement](#) (2014-8). Those projects would, amongst others, seek to better understand industry trends and demands, promote compatible sets of metrics applicable to all major media channels, and encourage closer cooperation between separate audience and brand KPI measurement initiatives in individual markets.
9. What has become apparent more recently is that the rapid pace of changes in the advertising and media sectors has given rise to myriad interpretations and explanations of similar concepts which in turn has resulted in a fragmented language in the industry. Feedback on the aforementioned from IAB Europe members and partners informed the creation of the [Digital Advertising Effectiveness Measurement Framework](#) (2020).
10. The framework provides a set of harmonised definitions, measures and metrics, simplified into three key areas of digital advertising effectiveness measurement; Media, Brand and Sales Effectiveness. As such, it seeks to bring more clarity and comprehension to the measurement ecosystem and with which trust, transparency and ultimately ensure continued investment by industry players. Additionally, the Framework provides a map of some of the measurement providers operating in these areas in order to enhance industry understanding of the research methodologies and products available.

11. Following the successful release of the Framework and ascertaining stakeholder feedback on what additional components could help improve digital measurement, IAB Europe's Research Committee has now proposed to include benchmarks in conjunction with the framework, to help advertisers with evaluating their campaigns effectively. The prospectus for a 'phase two' of the project is currently being consulted with the industry and is available [here](#).