

Unified Measurement Methodology

Unified Measurement

iSpot measures linear and OTT advertising in a unified manner. Companies use iSpot Unified Measurement to understand incremental reach over linear, and to measure OTT’s impact on business outcomes compared to linear. With our Unified Measurement solution, you can measure and analyze OTT campaigns with together with linear TV campaigns in real-time.

Validate and optimize OTT campaigns with detailed analytics per-publisher that provide:

- OTT impressions compared with linear.
- OTT incremental reach over linear and overlap with linear.
- OTT average frequency compared to linear and linear overlap.
- OTT conversion rates compared to linear.

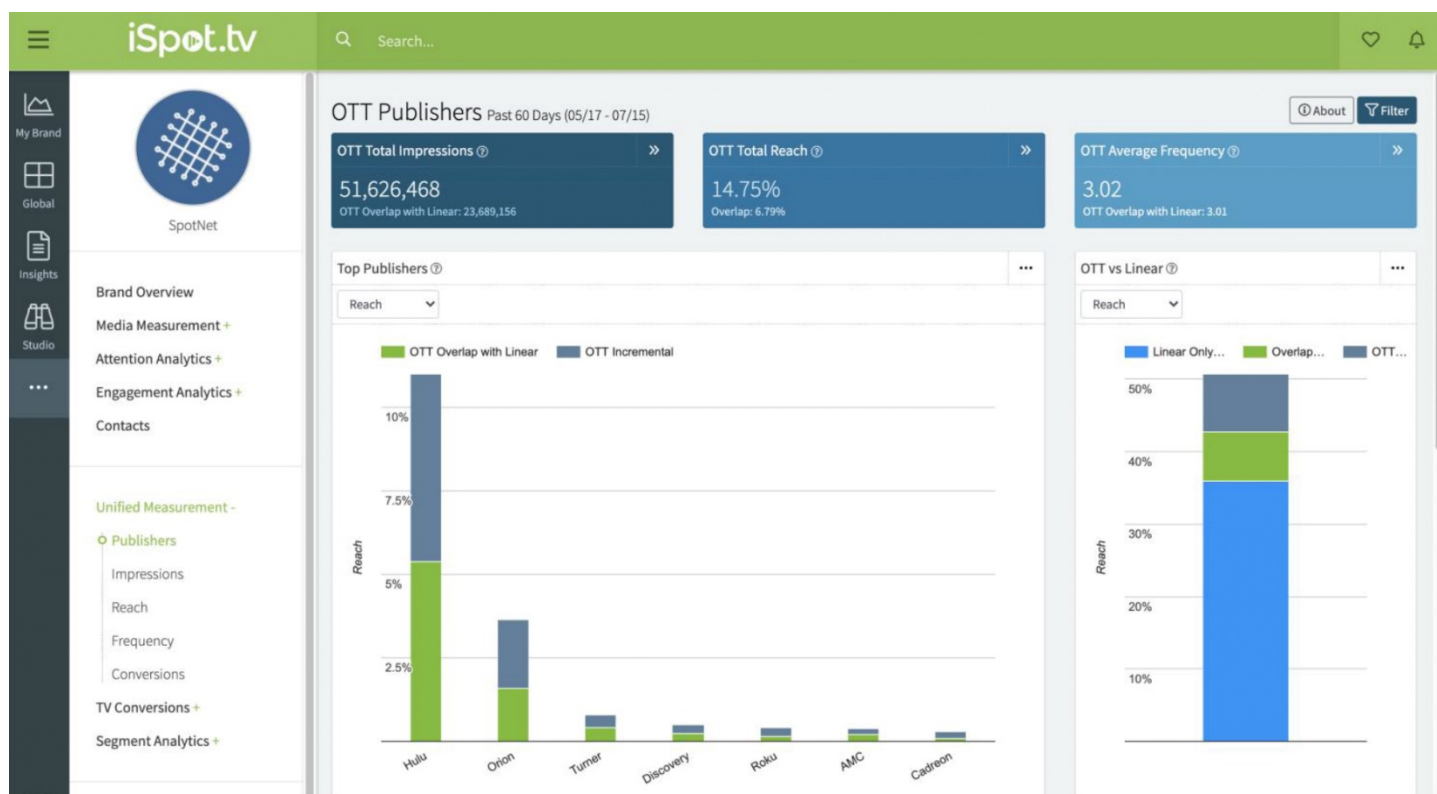


Figure 1: OTT Publishers report within the iSpot.tv dashboard

How it Works

iSpot measures linear TV impressions using our smart TV panel which is then extrapolated to the total US viewing population, and balanced against US Census geography and demographics. For more details on our Linear panel and balancing, see our Media Measurement Methodology.

iSpot measures OTT impressions using a variety of sources, including pixel integrations or direct integrations with digital partners. The following figure shows the universe of OTT and linear TV impressions and their relation to the iSpot TV Panel. iSpot measures the complete OTT universe (full blue circle) and extrapolates the TV Panel to the complete linear TV universe (full green circle). Reach, frequency, and impressions are determined within the iSpot panel area (the striped portion of each circle) and applied to the full universe. Finally, the overlap section represents TVs in the iSpot TV Panel exposed to both linear TV ad impressions and OTT ad impressions (grey area).

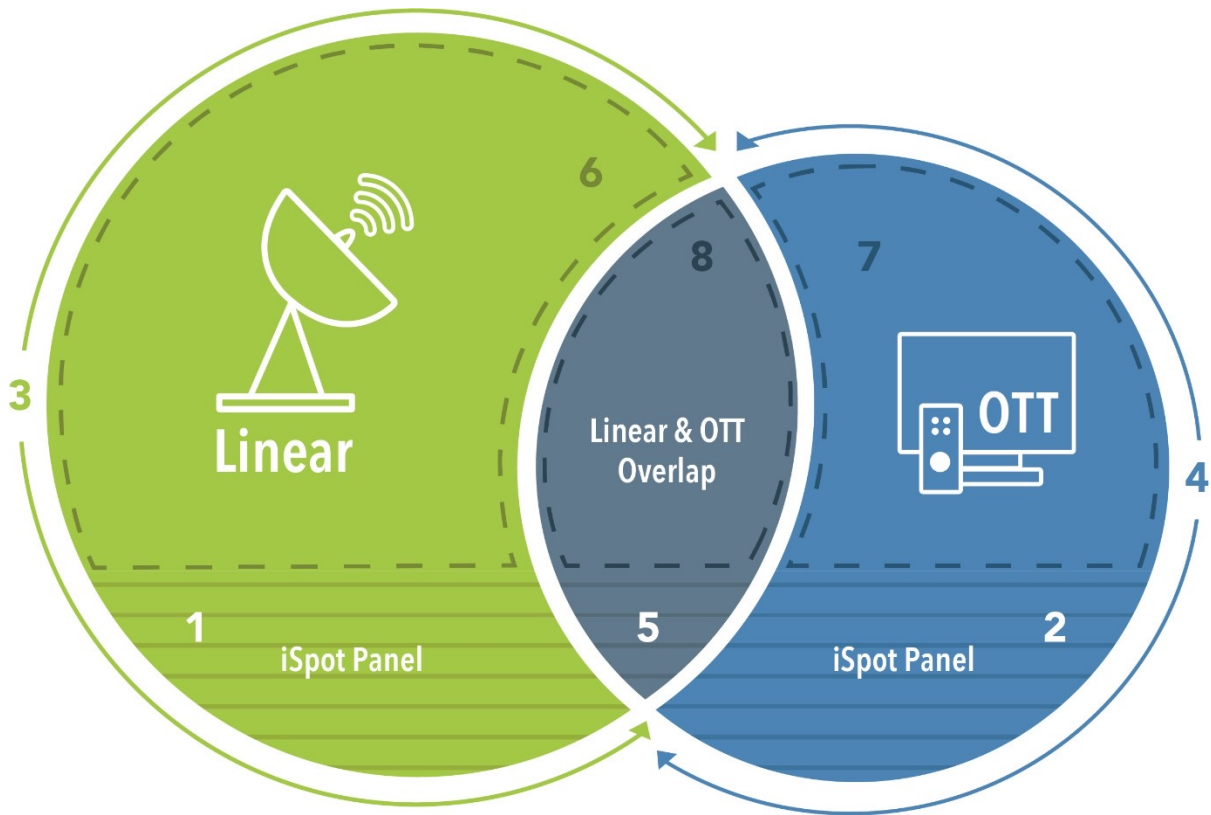


Figure 2: The iSpot.tv universe of OTT impressions and linear TV impressions across the US

The following sections further define each portion of the complete iSpot universe of OTT impressions.

iSpot Linear TV Panel (1)

The striped portion of the green circle represents:

- All active TVs within the iSpot panel that have been exposed to a linear ad.
- Weighting is applied to accurately account for primary and secondary TVs within the household. The primary TV receives more weight since it is more representative of household viewing.
- The linear TV panel is a subset of the total linear TV Universe.

iSpot OTT Panel (2)

The striped portion of the blue circle represents:

- The portion of OTT impressions that are matched to the iSpot panel via home IP address.
- This is a subgroup of the OTT Universe. These impressions are generated from any exposed device (TV, Laptop or mobile) that we're able to match to a TV in the iSpot Panel.

Linear TV Universe (3)

The full green circle represents:

- The linear TV universe that is determined by extrapolating the impressions of the iSpot TV Panel to the full TV universe.
- For more details on how extrapolation works, see our [Media Measurement Methodology](#).

OTT Universe (4)

The full blue circle represents:

- All OTT impressions regardless of if it occurred on a TV in the iSpot panel.
- There is no extrapolation of these impressions. These are all OTT impressions delivered.

Linear & OTT Overlap (5)

The striped portion of the grey circle represents:

- The TVs in the iSpot TV Panel that have been exposed to both linear TV ad impressions and OTT ad impressions within the time period (for a given advertiser.)

Linear TV Only (Extrapolated) (6)

The dashed line portion of the green circle represents:

- The impressions where the TV only saw the advertiser's linear TV ad.
- The difference between the linear extrapolated universe and the extrapolated linear TV overlapped impressions (linear & OTT overlap population).

OTT Universe (7)

The dashed line portion of the blue circle represents:

- The impressions where the TV only saw the advertiser's OTT ad.
- The difference between the OTT universe and the extrapolated OTT overlap impressions (linear & OTT overlap population).

Linear & OTT Overlap (Extrapolated) (8)

The dashed line portion of the grey portion represents:

- The total impressions where the TV saw the advertiser's ad both on OTT and on linear TV.
- We calculate the extrapolated overlapped impressions by the ratio of impressions in this group compared to the overall matched group.

Use Cases

The following use cases show how Unified Measurement provides reporting that customers can use to gain insights on the publishers, reach, frequency and business outcomes of their OTT and Linear TV campaigns.

OTT Publishers report

This report enables you to:

- View the highest-level KPIs of the OTT campaign – Total impressions, reach and frequency - over customizable time windows
- Compare performance of publishers side-by-side and use the data to validate or optimize campaigns
- Develop or refine an OTT strategy by comparing OTT incrementality and overlap with Linear impressions, reach and frequency

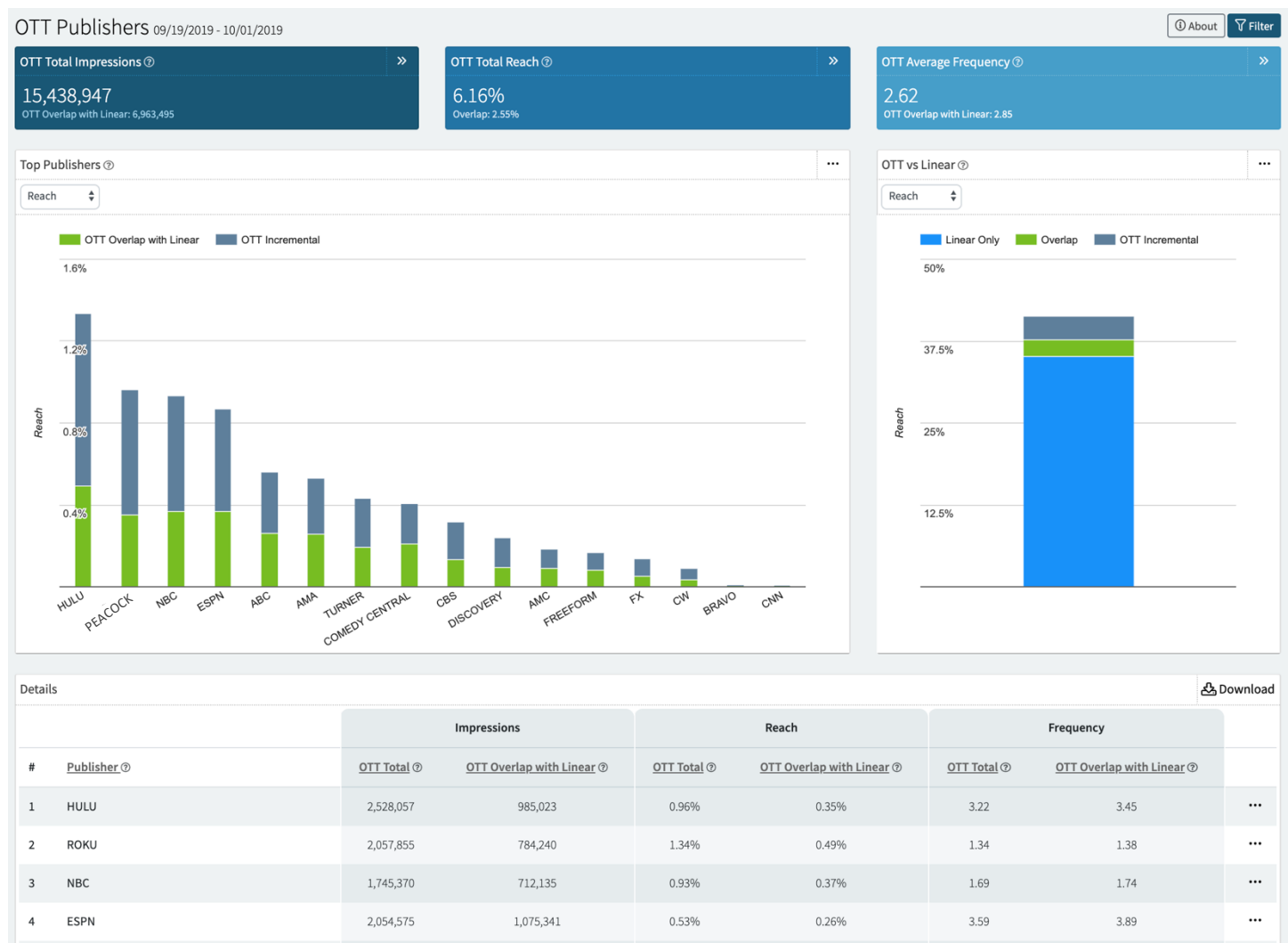


Figure 3: The OTT Publishers report in the iSpot Analytics Dashboard

OTT Impressions report

This report enables customers to:

- Determine cumulative and incremental impressions driven by the OTT campaign.
- Compare impression delivery day-by-day between OTT, linear TV, and the overlap.

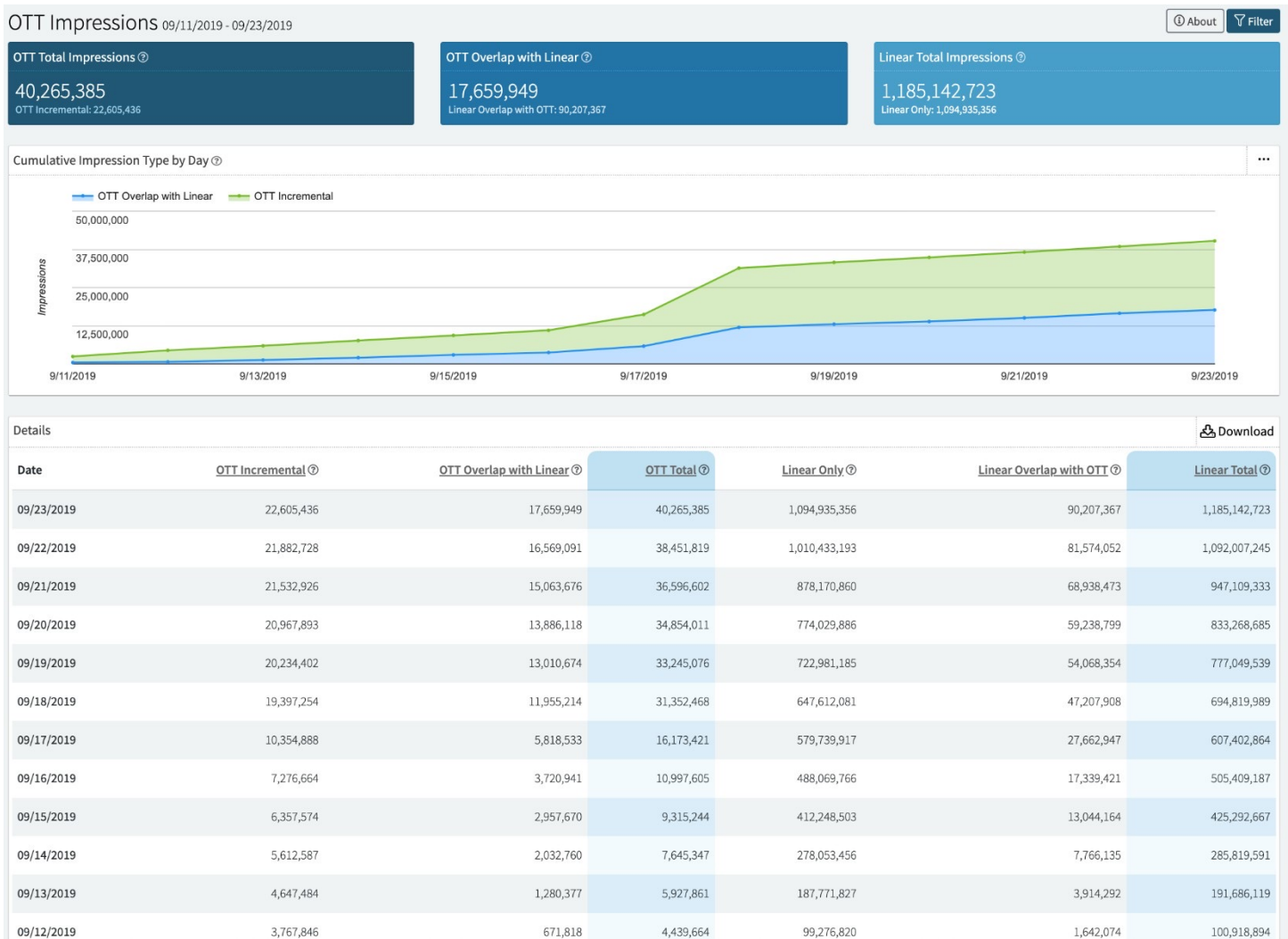


Figure 4: The OTT Impressions report in the iSpot Analytics Dashboard

OTT Reach report

This report enables customers to:

- Determine cumulative and incremental reach driven by the OTT campaign.
- Compare reach day-by-day between OTT, linear TV, and the overlap.

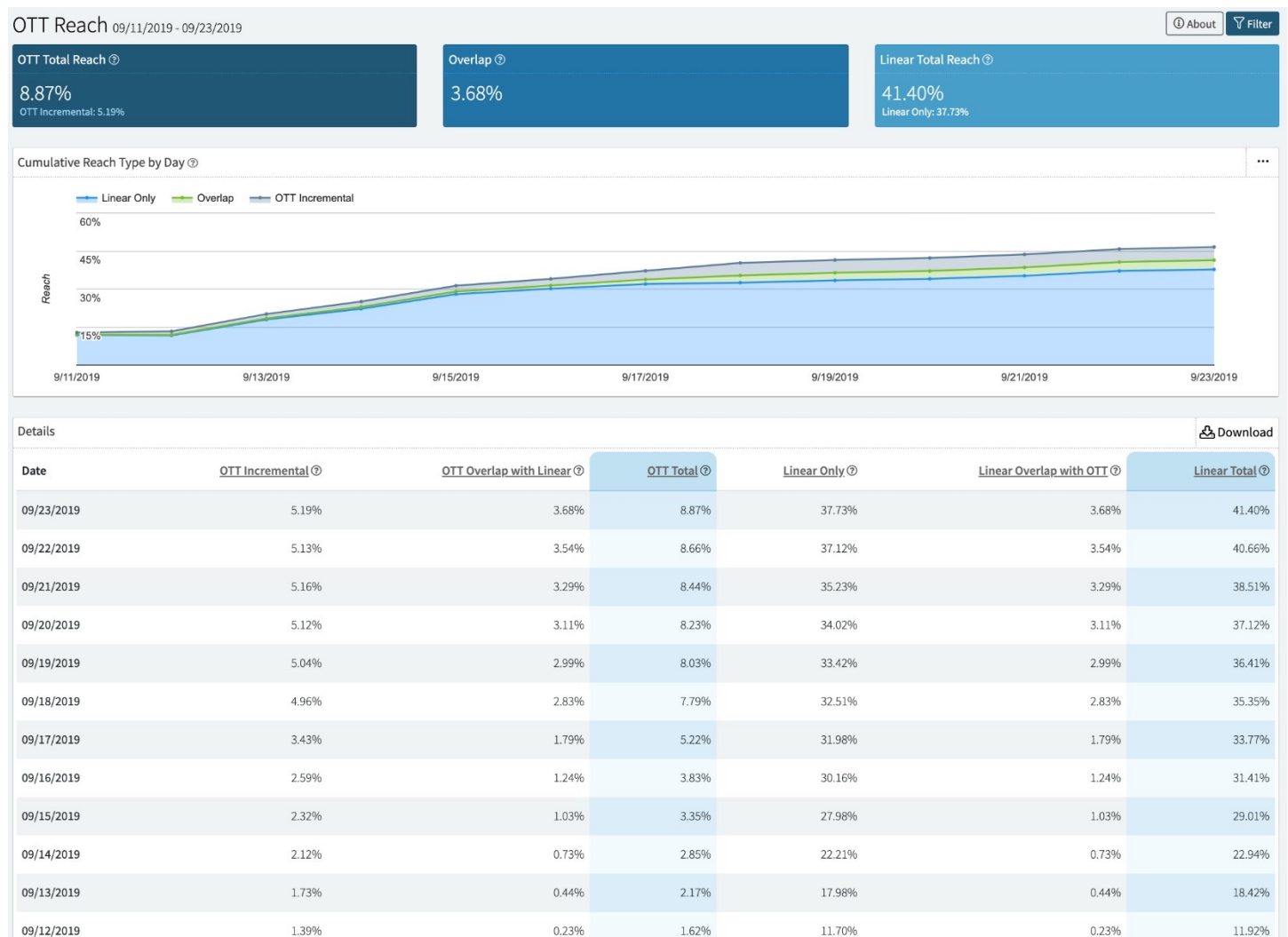


Figure 5: The OTT Reach report in the iSpot Analytics Dashboard

OTT Frequency report

This report enables customers to:

- Determine cumulative and incremental frequency driven by the OTT campaign.
- Compare frequency of ad exposure day-by-day between OTT, linear TV, and the overlap.

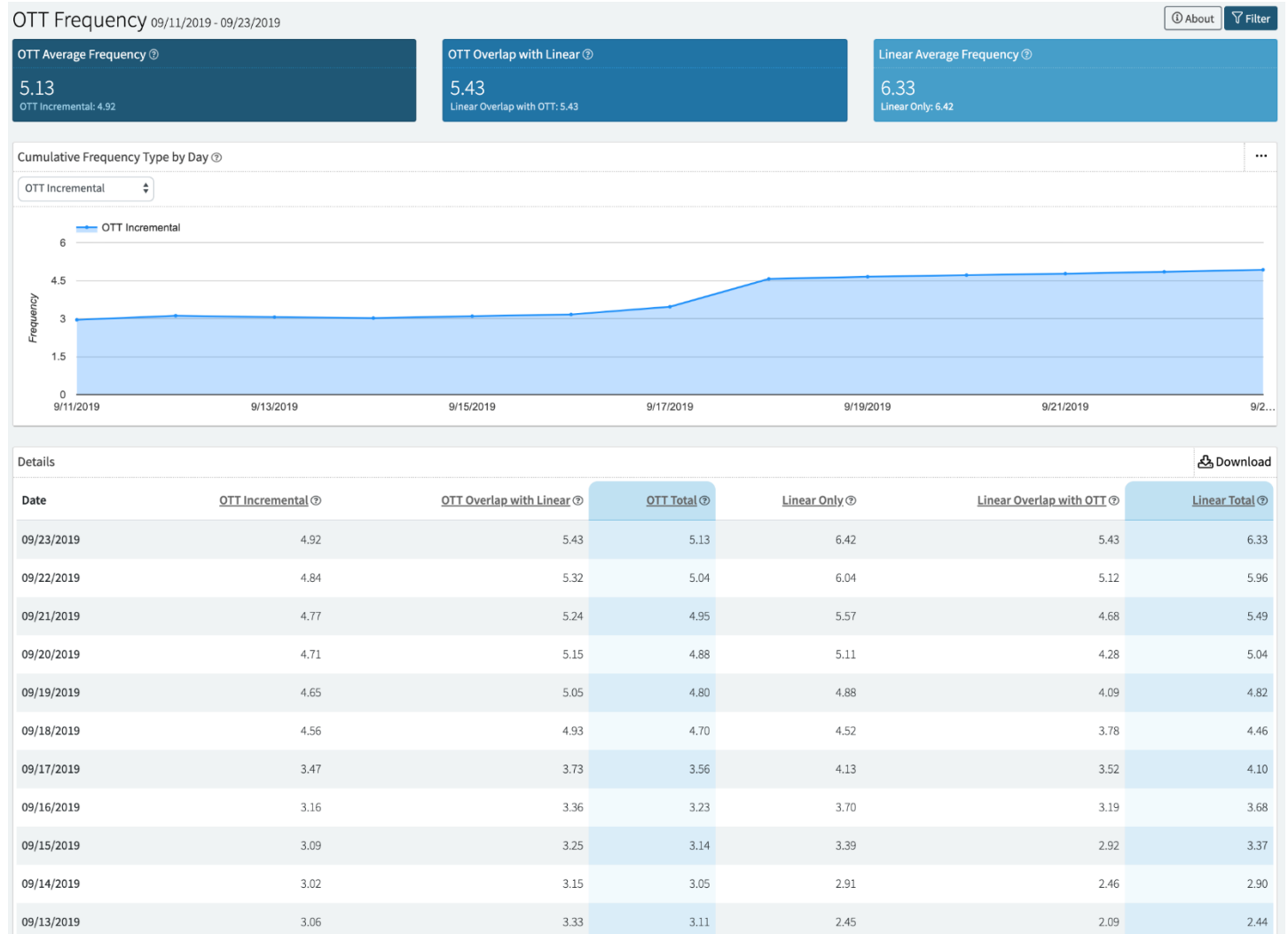


Figure 6: The OTT Frequency report in the iSpot Analytics Dashboard

OTT Conversions Report

iSpot’s OTT Conversions report connects OTT Impressions to conversion data in order to measure business outcomes. Conversion data may consist of online conversions tracked via conversion pixel, offline conversions such as call center or POS transactions via a data onboarder, or other conversion types.

OTT conversion activity is compared against linear conversion activity to provide customers with an always-on attribution solution for comparative analysis.

This report enables customers to:

- Compare business outcomes of OTT to Linear campaigns
- Identify the publishers that drive conversion events and conversion rate
- Tailor the OTT campaign to target publishers that give the most desirable outcomes

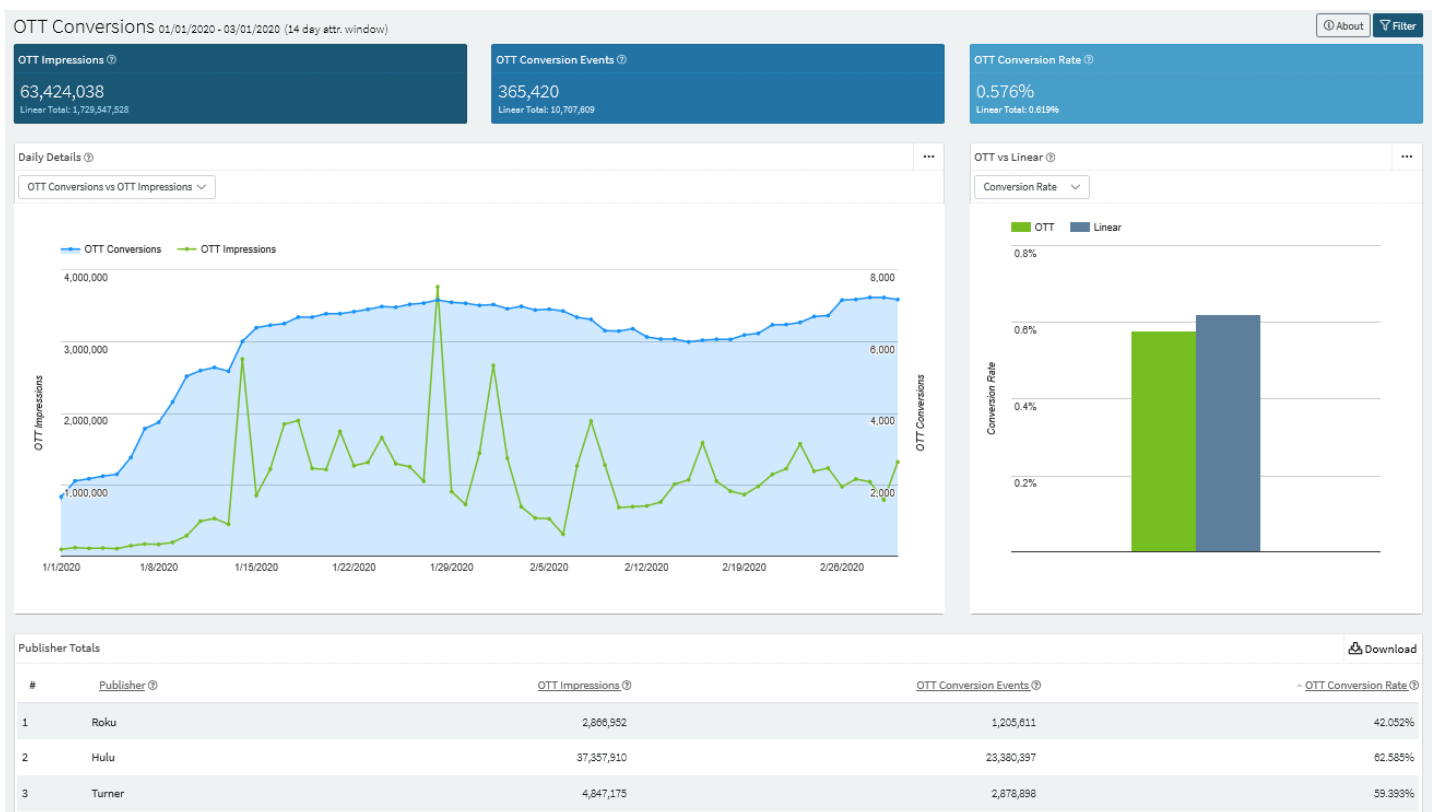


Figure 6: The OTT Conversions report in the iSpot Analytics Dashboard

Terminology

The following terminology applies to Unified Measurement.

OTT

- **OTT Only Impressions:** The total number of ad impressions delivered by OTT publishers on a TV only exposed to OTT ads.
- **OTT Total Impressions:** The total number of ad impressions delivered by OTT publishers, regardless of linear TV ad impression exposure.
- **OTT Only Reach:** The total percentage reached by OTT ads comprised of TVs only exposed to OTT ads.
- **OTT Total Reach:** The total percentage reached by OTT ads.
- **OTT Only Avg Frequency:** The average number of exposures to an OTT ad impression over a given period, comprised of TVs only exposed to OTT ads.
- **OTT Average Frequency:** The average number of exposures to an OTT ad impression over a given period, regardless of linear TV exposure.

Overlap

- **OTT Impression Overlap with Linear:** The sum of OTT impressions for TVs exposed to both linear TV ads and OTT ads.
- **OTT Avg Frequency Overlap with Linear:** The average number of exposures to an OTT ad for TVs exposed to both linear TV ads and OTT ads.
- **Linear Impression Overlap with OTT:** The sum of linear impressions for TVs exposed to both linear TV ads and OTT ads.
- **Linear Avg Frequency Overlap with OTT:** The average number of exposures to a linear ad for TVs exposed to both linear TV ads and OTT ads.
- **Impression Overlap:** The sum of OTT impressions plus linear TV impressions for TVs exposed to both linear TV ads and OTT ads.
- **Average Frequency Overlap:** The average number of times that a TV is exposed to both an advertiser's OTT ads and linear TV ads.
- **Reach Overlap:** The percentage of households reached that were exposed to both linear TV ads and OTT ads.

Linear

- **Linear Only Impressions:** The total number of ad impressions delivered on linear TV on a TV only exposed to linear ads.
- **Linear Total Impressions:** The total number of ad impressions delivered by linear TV, regardless of OTT ad impression exposure.
- **Linear Only Reach:** The total percentage reached by linear ads on a TV only exposed to linear ads.
- **Linear Total Reach:** The total percentage reached by linear ads.
- **Linear Only Avg Frequency:** The average number of exposures to a linear ad impression over a given period, comprised of TVs only exposed to linear ads.
- **Linear Average Frequency:** The average number of exposures to a linear ad impression over a given period, regardless of OTT TV exposure.