
NOVEMBER 2016

WHY MEASURE CROSS-PLATFORM?

ABC'S BREAKFAST BRIEFING
FOR MEDIA BUYERS AND PLANNERS

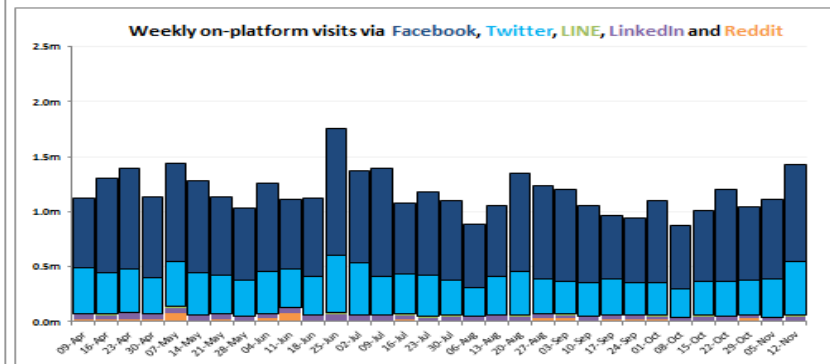
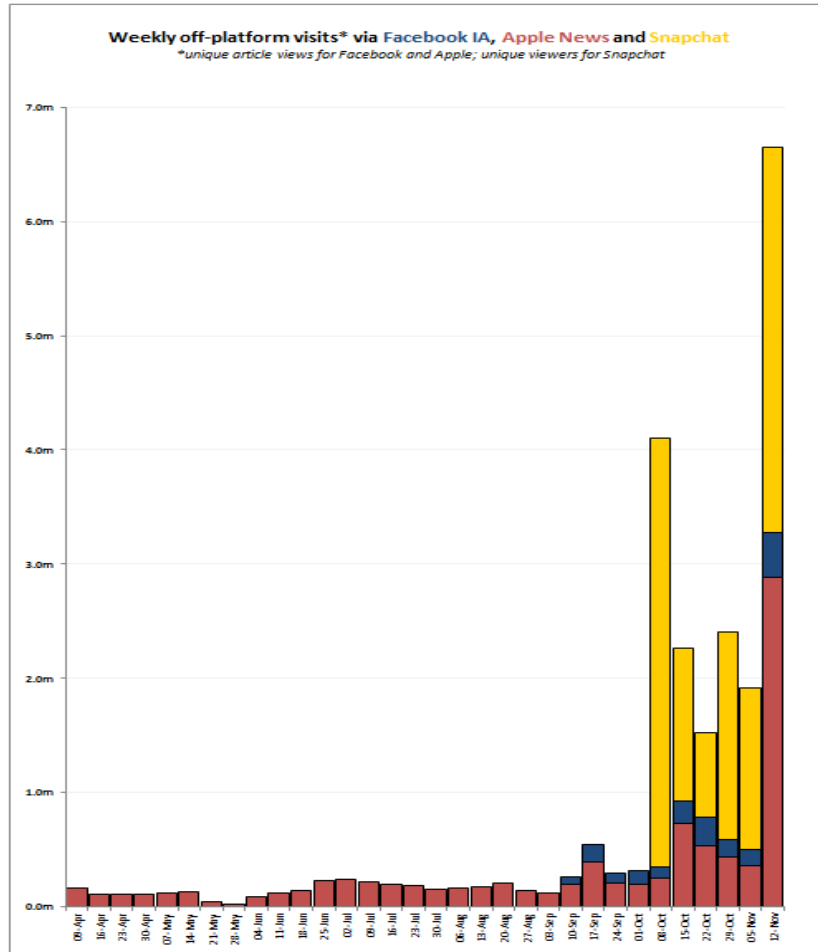
JAMIE CREDLAND, SVP STRATEGY & MARKETING, @jcredland

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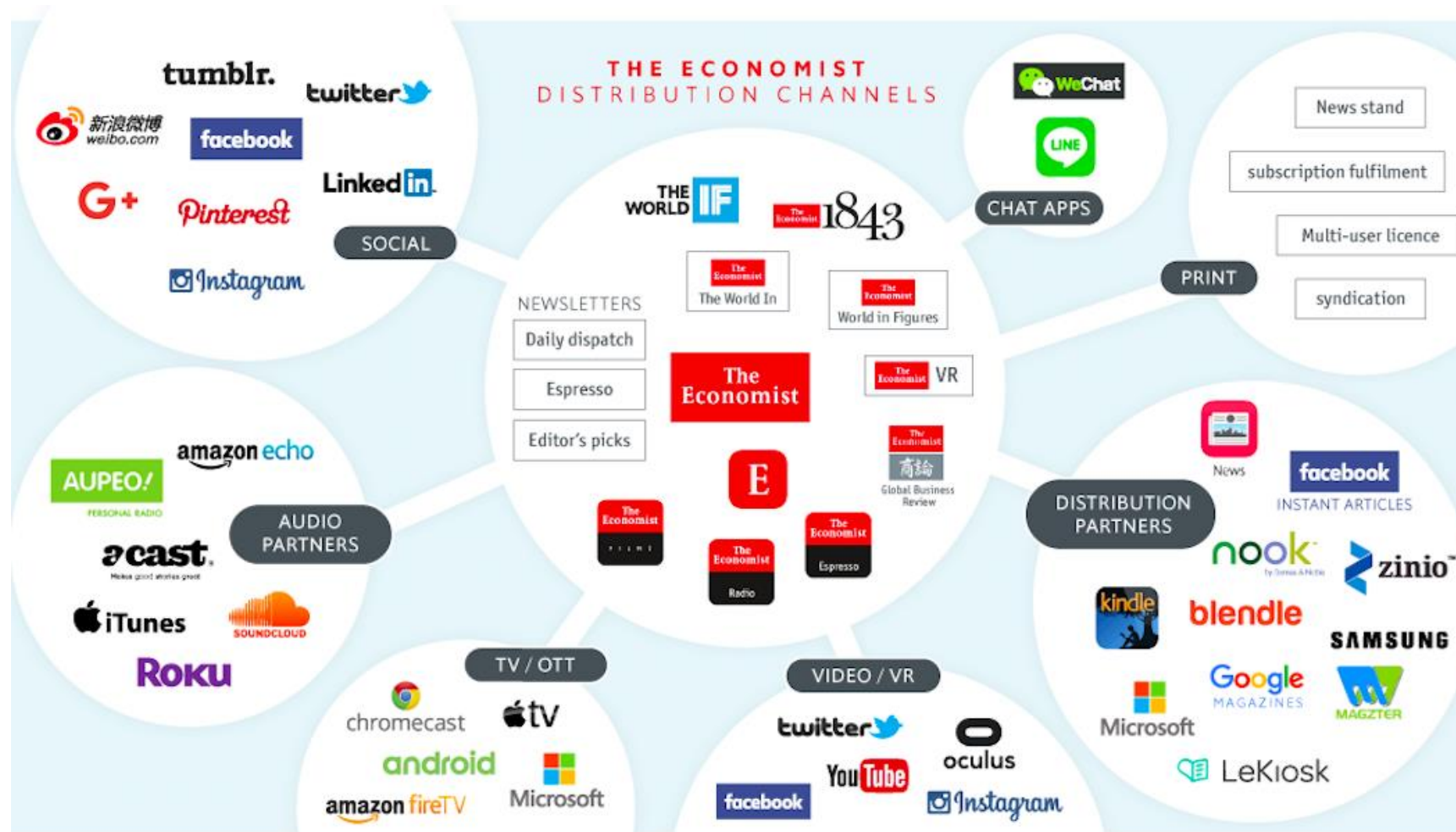
TRUMP WAS A BIG WEEK FOR US...



...FOR LOTS OF REASONS

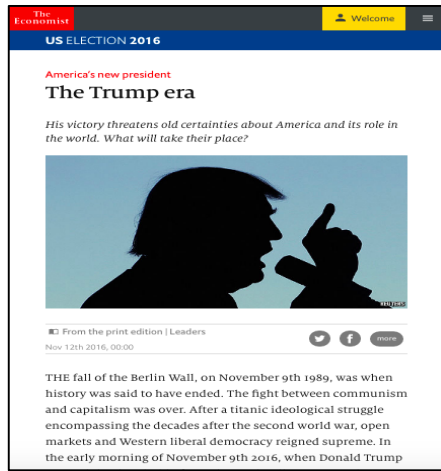


LIFE AS A DISTRIBUTED MEDIA BRAND

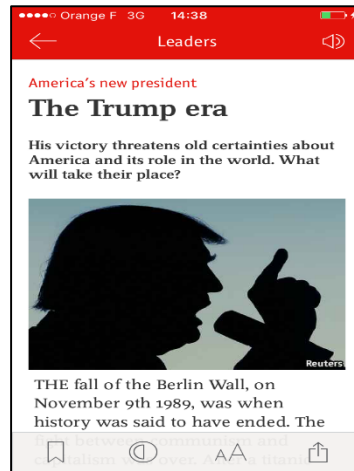


WHY BUY BRANDS, NOT PLATFORMS?

CONTEXT



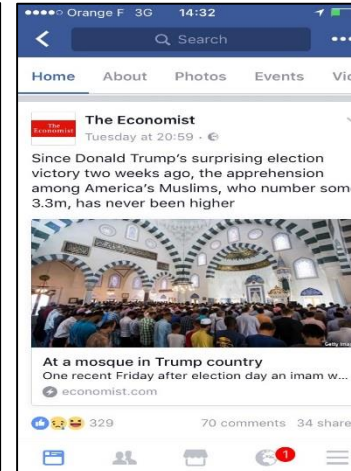
Mobile web



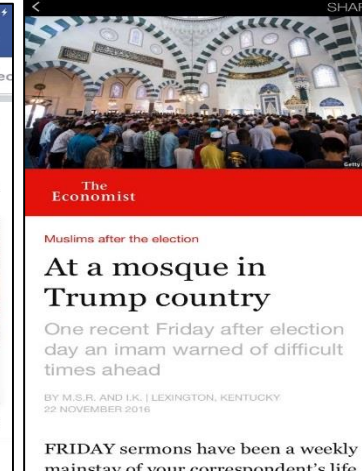
Mobile app



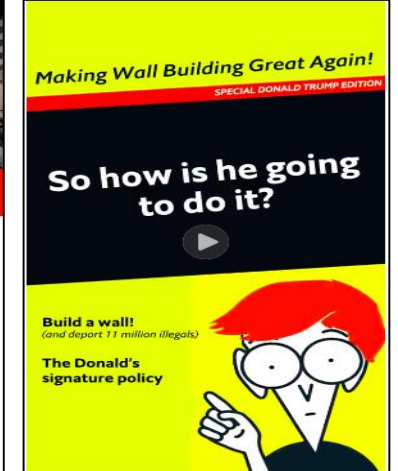
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The Problems Of Video Viewability Standards Come Into Focus

by *Gina Lovett* · Contributing Writer · CMO.com | March 12, 2015

QUICK TAKE

Since the UK IAB and JICWEBS (the Joint Industry Committee for Web Standards in the UK and Ireland) introduced viewability standards for display media last year, momentum has been building around extending these to video.

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Facebook Reports More Measurement Glitches

By *Garrett Sloane*. Published on November 16, 2016.

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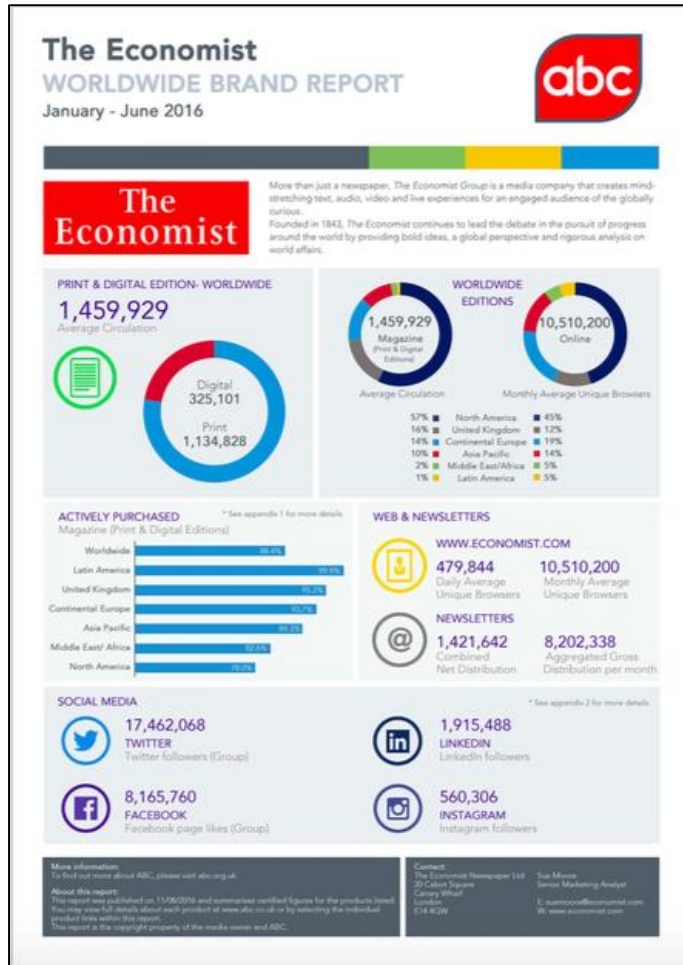
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Nielsen Faces ComScore as Digital Ratings Wars Heat Up

Daniel Holloway
Senior TV Reporter
[@gdanielholloway](#)

Carte gratuite la 1^{ère} année*

WORLDWIDE BRAND REPORT



THANK YOU

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