

# Building an Ad Measurement Ecosystem in Canada



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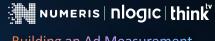




### **Our Vision**

To build a holistic media measurement ecosystem that captures both ad performance and audience consumption across platforms





### What's next?

Building an Ad Measurement Ecosystem in Canada

#### **National VAM**

Cross-platform audience foundation

Measuring the universe of linear, streaming, and social content

#### **Enhanced TAM**

Depth and scale to TV measurement

Working with industry to replace current TV currency

#### Ad Measurement

Campaign performance

starting with digital and linear coming soon





# Why we are the best fit











**Shared Resources** 



**Transparent** 



Industry Collaboration



**Standardized** Metrics



**Trusted** 



**Future-Proof** 







#### Current

TV + Radio ad tracking



Phase 2
Spring 2026
Linear TV + Digital



Phase 1 Fall 2025

Digital ad measurement



Phase 3

Integrate other media (radio, OOH, print)







## Why AudienceProject?

Independent, 3<sup>rd</sup> party measurement company

Follow's the WFA Advertiser North

Star principles

15-year proven track record

Global trust and buy-in

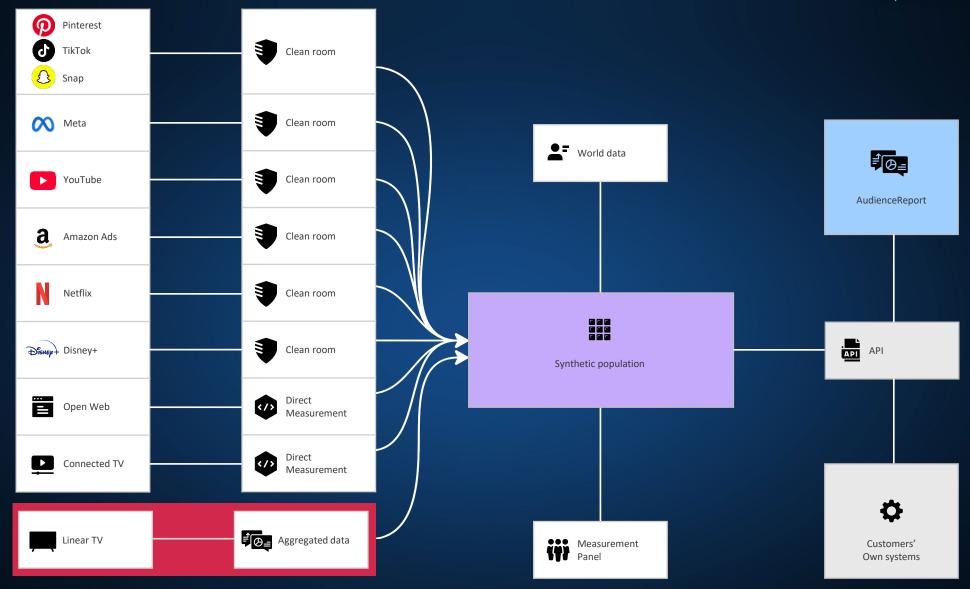
Validated by other global JICs

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### How it works



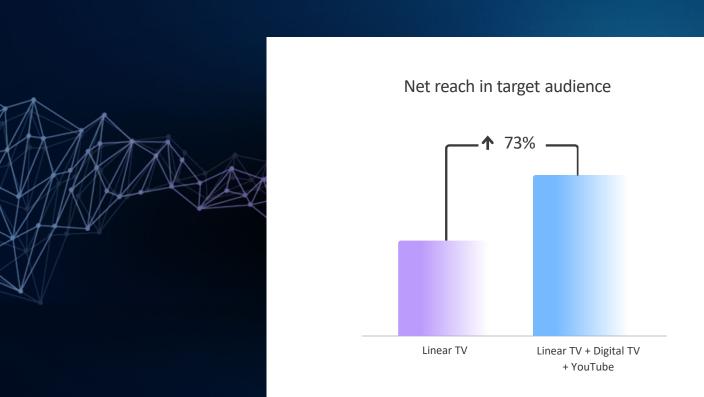
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# Kia extends net reach in target audience by up to 73% with redistributed ad budget



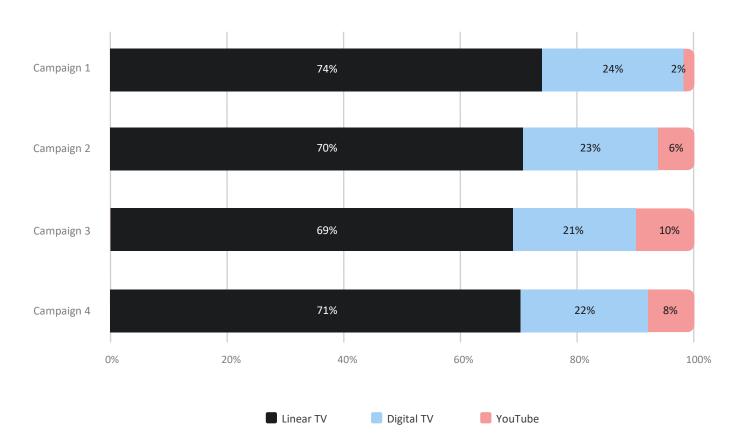










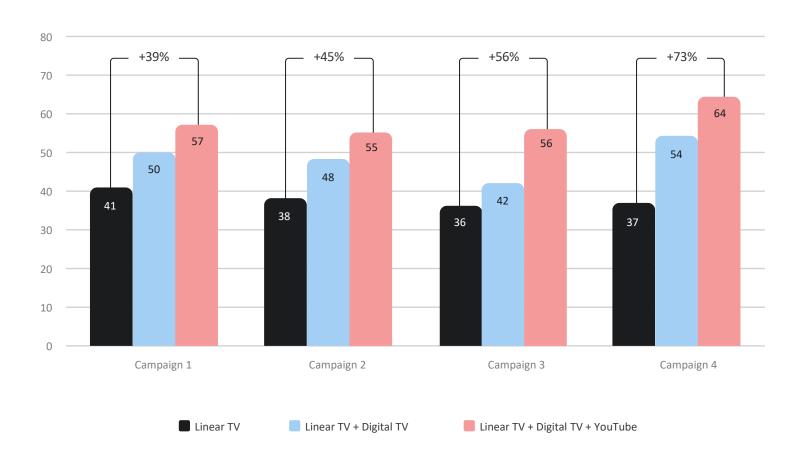








Net reach in target audience 25-60









# **Complements National VAM**

Complete cross-platform deduplication





Audience consumption

AudienceProject >=



Ad performance



# Key takeaways

- Canada is closing the cross-media measurement gap
- Advertisers will gain clarity on true campaign impact
- Collaboration is key to industry-wide success



**Ecosystem in Canada** 



# Thank You

