

KICKSTARTING THE QUALITY REVOLUTION



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#QualityMatters

AN INTRODUCTION:
MY QUALITY
JOURNEY

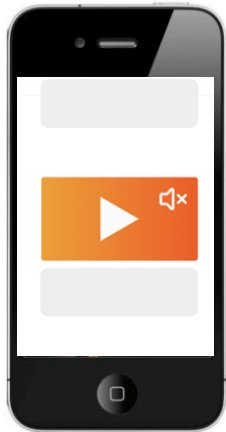
Understanding Video Placement Quality aka “Attention” Proxies

Outstream* (no user signal of intent to watch video)

In-Stream

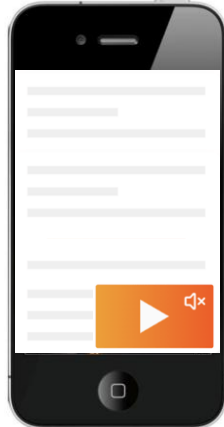
Muted Placements

Sound-On Placements



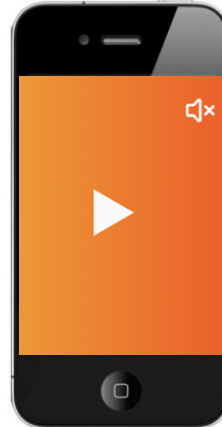
Placement 1

- Outstream (no user signal of intent to watch video)



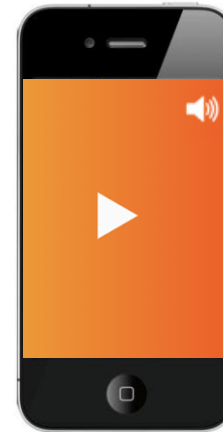
Placement 2

- Outstream (no user signal of intent to watch video)



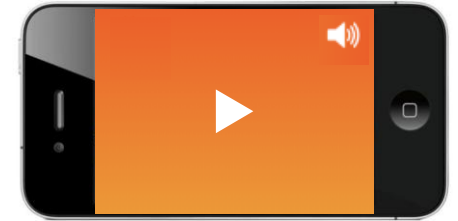
Placement 3

- Outstream (plays outside of video content)
- App Interstitial



Placement 4

- Outstream (plays outside of video content)
- App Interstitial
- Rewarded



Placement 5

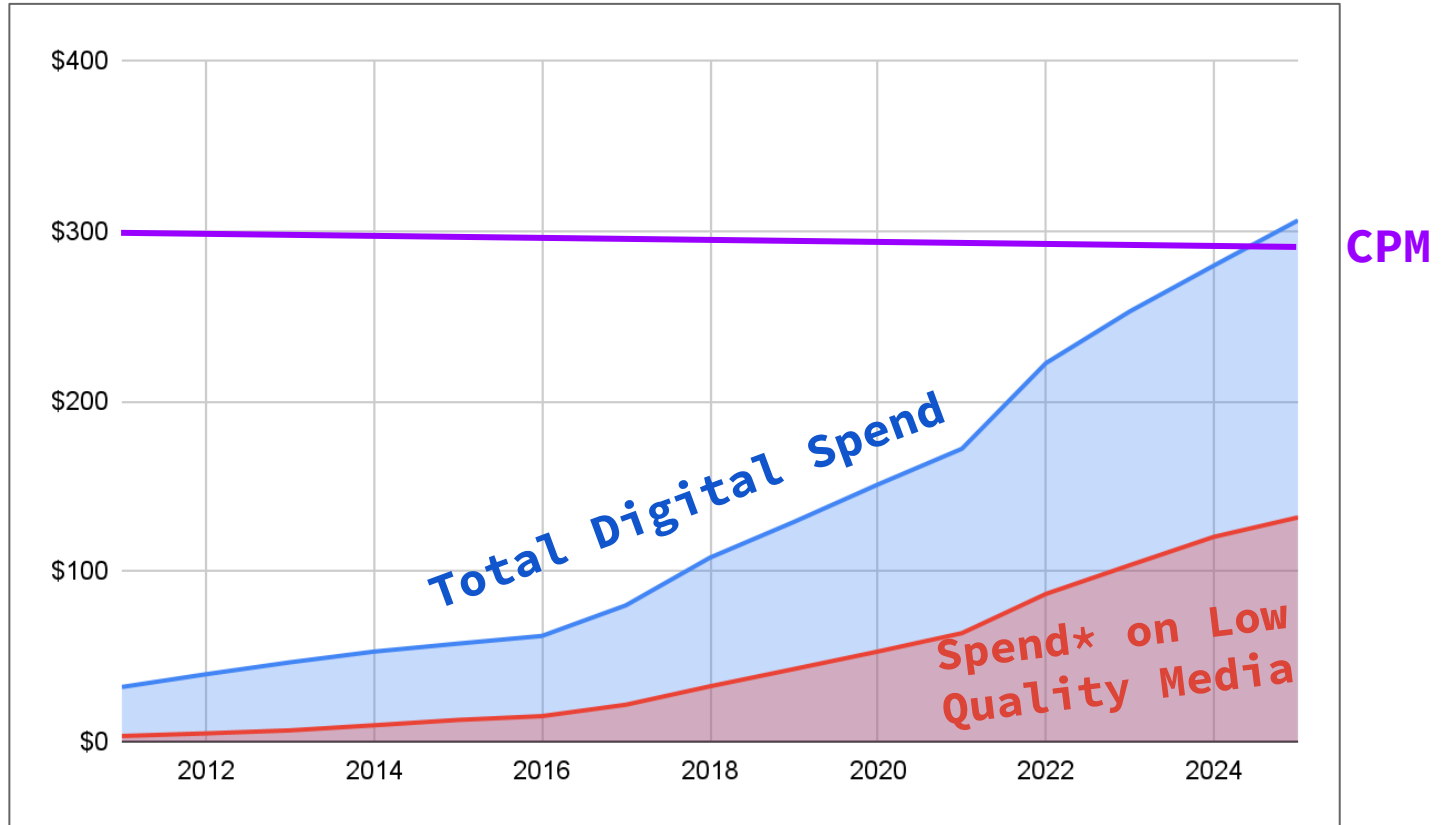
- In-Stream (plays within a stream of video content the user signaled intent to watch)

	Placement 1		Placement 2		Placement 3		Placement 4		Placement 5	
Avg. Score	2.3		1.3		4.7		6.5		8.2	
Range (Low/High)	0	6	0	4	3	6	2	10	3	10

*Autoplay muted “sticky” placements are often declared as “In-stream”, in violation of [the OpenRTB 2.6 spec](#) requiring Default “Sound On” for In-stream

INDUSTRY GROWTH - A TALE OF THE TAIL

US Digital
Ad Spend
(\$Bs)



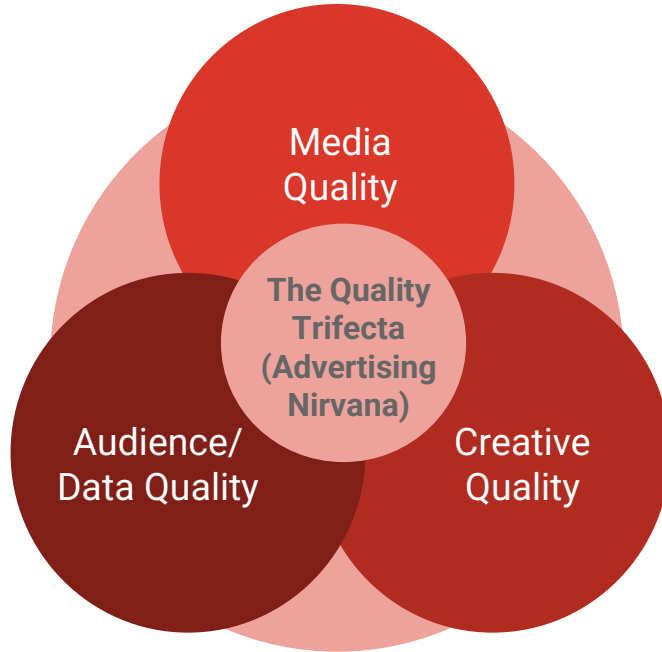
*Levels and ranges not based on specific research. For illustrative purposes only.

“NAVIGATING
QUALITY”

AN INDUSTRY BLUEPRINT

"NOT ALL
IMPRESSIONS/REACH ARE
CREATED EQUAL"

THE QUALITY TRIFECTA



Three Ways to Win in The Quality Era:

1. The companies that **have** higher quality media, higher quality audiences/data, and/or can create higher quality creative.
2. The companies that can help differentiate between high, medium, and low quality within any one of these three pillars.
3. The companies that can help orchestrate across these pillars, with quality accounted for.

DEFINING MEDIA QUALITY

“Media Quality” (noun): the attributes of an ad placement not tied to an individual user, which indicate their relative value given their predicted likelihood of driving a desired outcome.

KEY MEDIA QUALITY CATEGORIES

'Attention' (Placement Prominence): The signals tied to the physical delivery of the ad, e.g. time on screen, audibility, player size, etc.

'Situational Context' (Receptiveness): The contextual signals that influence a user's mindset e.g. time of day, day of week, or the content environment itself."

CRITICAL MEDIA QUALITY ATTRIBUTES

Non-Binary: Value is a spectrum or a range, not a fixed threshold.

Relative: Value is rarely absolute. Media is valued compared to other media.

Probabilistic: Value is an estimate, a prediction of a desired outcome, not a deterministic guarantee.

Campaign-Specific: Value is in the eye of the campaign.

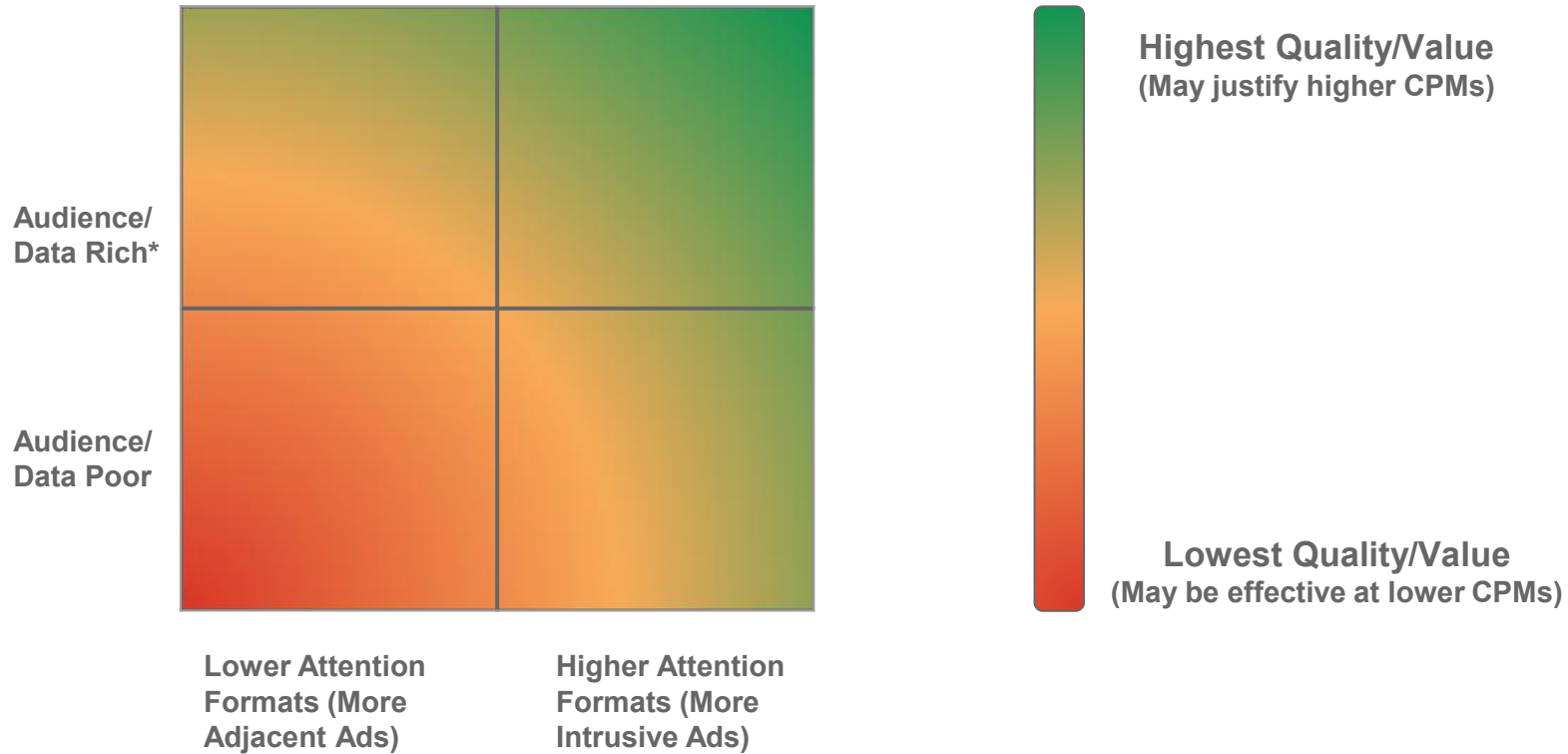
TWO SETS OF SIGNALS TO BUY & VALUE MEDIA

~~Identity-based Measures
Users & Conversions~~

Identity-less Measures
Media Quality

Combination of Identity & Media Quality signals

HOW ATTENTION & AUDIENCES DETERMINE MEDIA VALUE

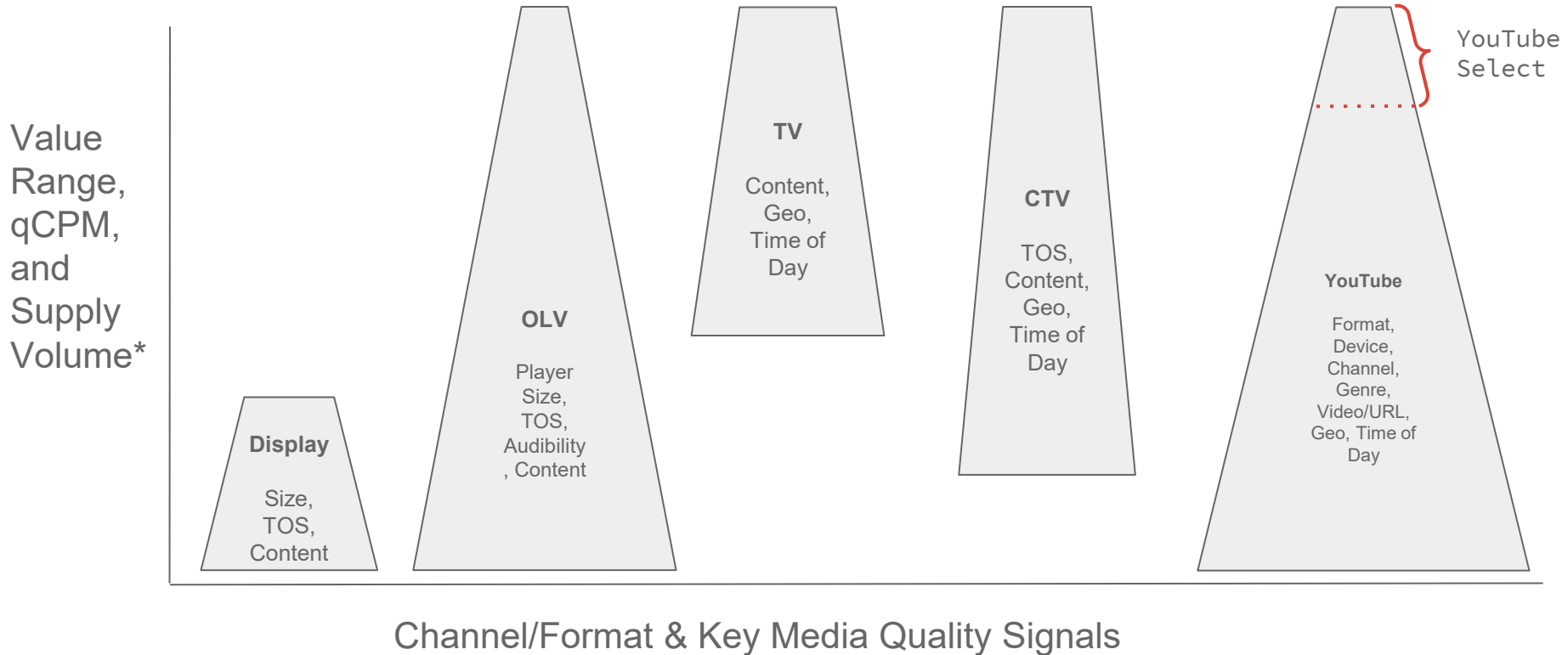


* Data-enhanced supply won't necessarily facilitate x-site measurement & optimization, but will be incrementally valuable over data-poor supply

WHY THE CTV
BATTLEGROUND MUST
NOT IGNORE
QUALITY

QUALITY BANDS* BY CHANNEL/FORMAT

*Levels and ranges not based on specific research. For illustrative purposes only.

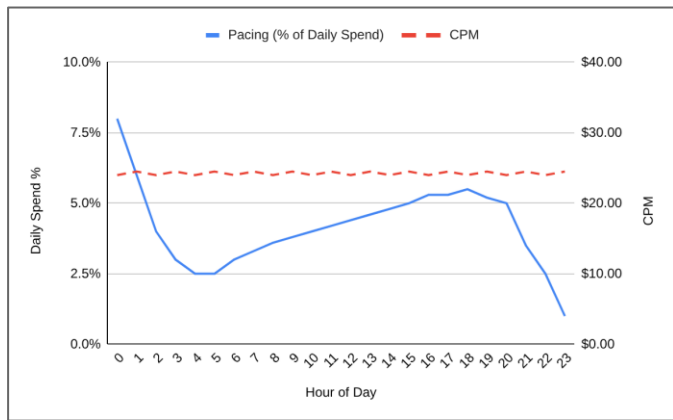


KEY CTV MEDIA QUALITY SIGNALS

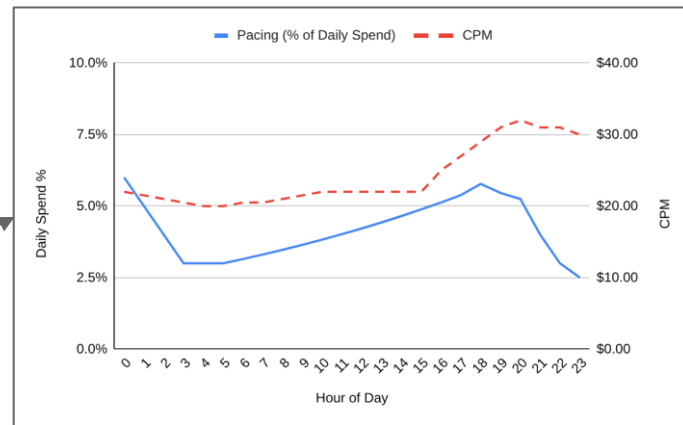
- Time of Day
- Geo
- Day of Week
- Content attributes (publisher, app, channel, network, genre, length, etc.)
- Pod attributes (e.g., position, duration, timing, etc.)

CTV HOUR OF DAY

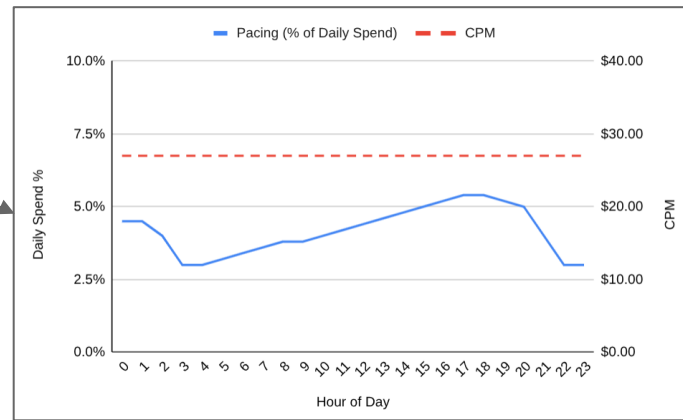
Typical DSP Pacing & Pricing



Optimized Pacing & Pricing



Optimized Pacing, Fixed Pricing



BRINGING BROADCAST ERA “QUALITY CONTROLS” TO CTV & DIGITAL



Broadcast Era

- “No Overnights”, Fair Rotation, Make Goods
- Probabilistic, Statistically Significant Effectiveness (Short AND Long-Term)
 - MMM/Econometrics
 - Experimentation



Digital aka Programmatic aka “Precision” Era

- “Hygiene” Metrics
- Mostly Probabilistic, Mostly Posing as Deterministic Measures of:
 - Attributed “Outcomes” (mostly non-Incremental, mostly Short-term)
 - Reach & Frequency



Quality Era

- Quality-based measurement & buying
- Probabilistic, Statistically Significant Effectiveness (Short AND Long-term)
 - MMM/Econometrics
 - Experimentation

WRAPPING UP:
PUTTING QUALITY
INTO ACTION

CONCLUSIONS & NEXT STEPS

- **Learn** - Read the CIMM “Navigating Quality” Paper. Share it with your partners. Ask if they are implementing or testing any Quality-based practices?
- **Assess** - Analyze your budget allocation or pricing by a few Quality dimensions (time of day, geo, “attention”, etc.). Does your spend align to Quality?
- **Experiment** - Test Quality. Build a case for systemic solutions. Identify partners who can help you.

THANK YOU