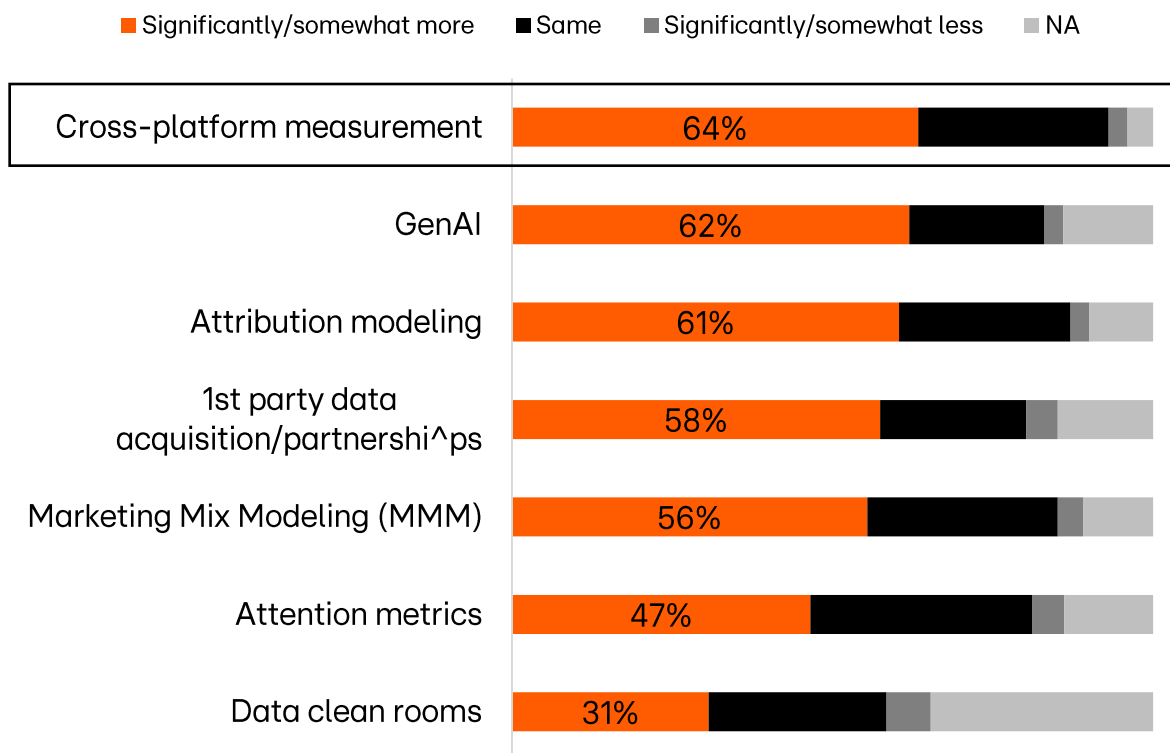


# Cross-platform measurement in Europe

IAB Finland, 10th September 2025

# Cross-platform measurement is a key focus

Level of focus among US buyers in 2025 for select ad topics/solutions. % of respondents. Top 7



**64%** ad buyers say cross-platform measurement is significantly or somewhat a focus

# Goals

## For the advertisers:

To avoid excessif repetition of their adv message, advertisers want to have a unified net reach.

## For the broadcasters:

Broadcasters are now cross-platform publishers with content and advertising delivered across different platforms and screens. From an editorial and advertising point of views, they need to measure across all those platforms and screens.



# Where are we with official measurement?

JICs

# Collaboration needed!

To measure the advertising part, the active participation of all the players involved is needed.

It requires that platforms watermark each of their ads and share AdServer impressions logs.





# CFlight in the UK

Post campaign report

# How does CFlight work?



Clearcast attributes a single ID to a campaign



BARB measures TV audience with a panel

The panel is measuring the individual exposure to the campaign ID



Techedge receives the data on a daily basis

Techedge provides a analysis of deduplicated Reach & Frequency across platforms



BVOD adservers deliver the spots to their audience

Broadcasters include the clearcast unique campaign ID in their BVOD ad server

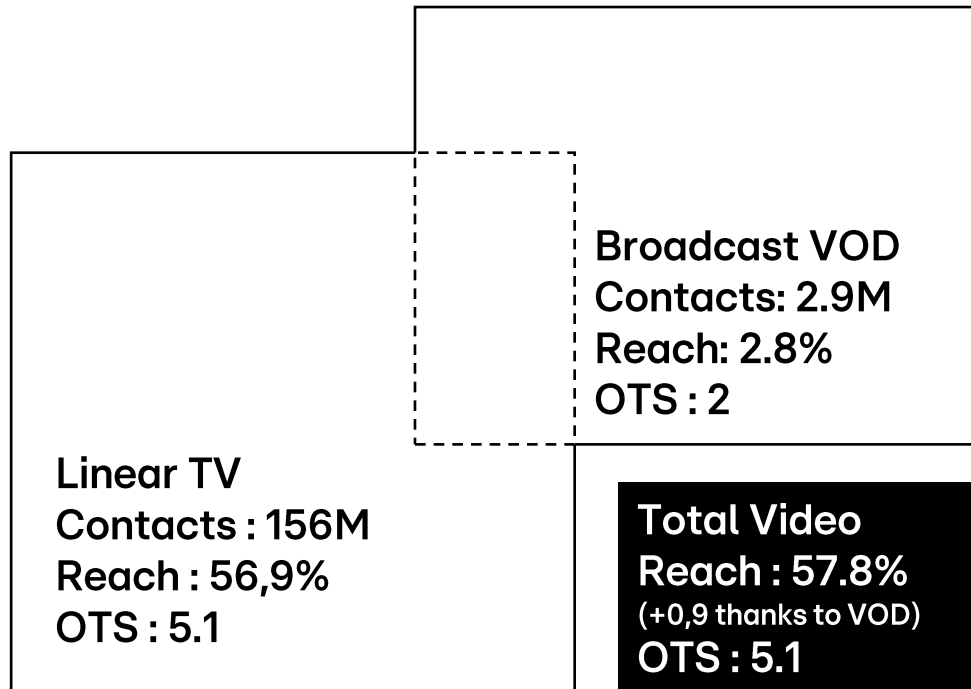


Data is audited by an independant 3rd party

# CFlight: what you get now



Reports provide individual  
and deduplicated reach of TV & BVOD



14 widely-used traded  
audiences\* are  
available within  
CFlight

\*these are ABC1 Adults; ABC1 Housepersons; ABC1 Men; ABC1 Women; Adults 16+; Adults 16-34; Adults 25-44; Adults 45+; Housepersons; Housepersons with Children; Men 16+; Men 16-34; Women 16+; Women 16-34





# Médiamétrie in France

Post campaign report

# Since Jan. 2025 in France: linear TV + BVOD on CTV



France

**Campaign requirements:** at least 30% net reach for the linear TV campaign. For BVOD at least 500k Ad Impressions and a Pub ID

## Limitations:

- **Perimeter:** 5 main sales houses (TF1 PUB, FTV Publicité, M6 Publicité, Canal+ Brand Solutions, RMC BFM Ads)
- **Targets:** 4+ / 25-49 / 25-59 / Women 25-59
- **Results:** given for the full plan, no details per sales house
- ATV campaigns not available
- Not all the sales houses have the capacity to watermark the campaigns bought programmatically



# Beyond JICs

# Here is Bee, a unified TV audience Measurement Platform

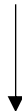


One tool to  
measure any  
distribution  
channel on the  
TV set

(linear TV, AVOD, BVOD,  
ATV, FAST)

Exposure

Measure the reach contribution of each TV distribution channel and the deduplication between them



Engagement

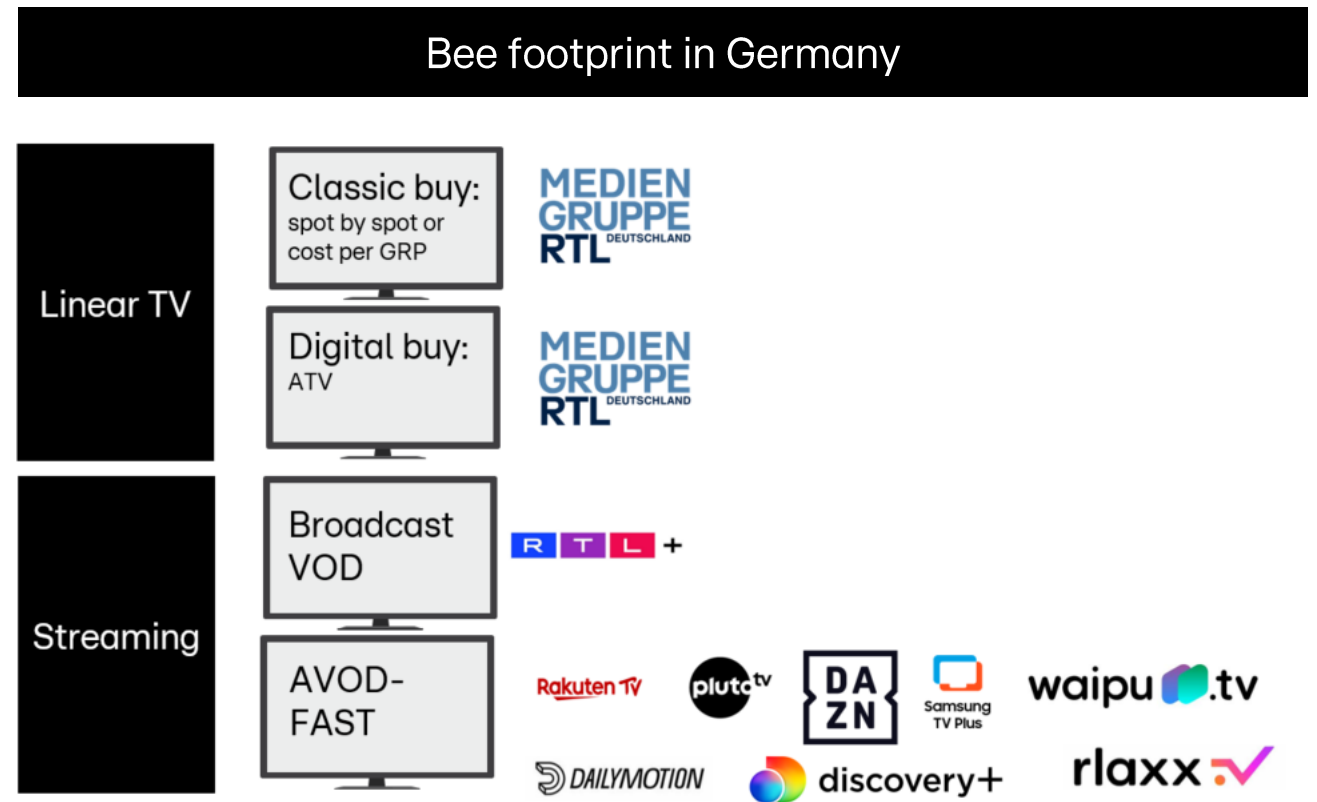
Measure the digital traffic generated by each TV distribution channel and their combination (3 windows: 12, 24 & 48h post-view – data from the advertisers' web & app data)

# Bee in Germany with HbbTV TV sets



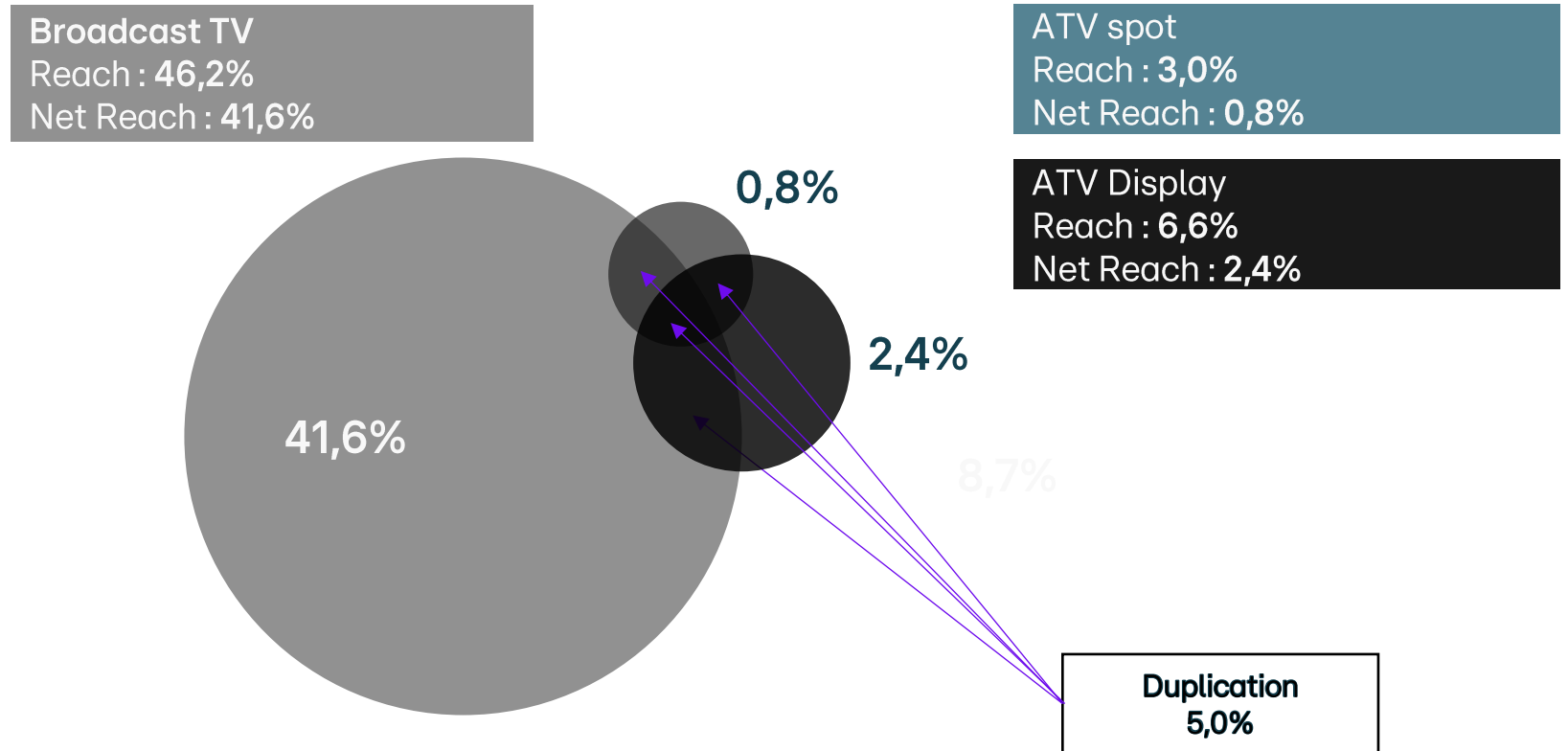
Real TV exposure data from  
Connected TVs and CTV publishers

**+10.5 millions TV  
households on HbbTV  
deterministic  
measurement**



# Bee – example of report

TV exposure  
Net reach provided  
by distribution  
channel



# Engagement: Bee goes beyond the deduplication calculation

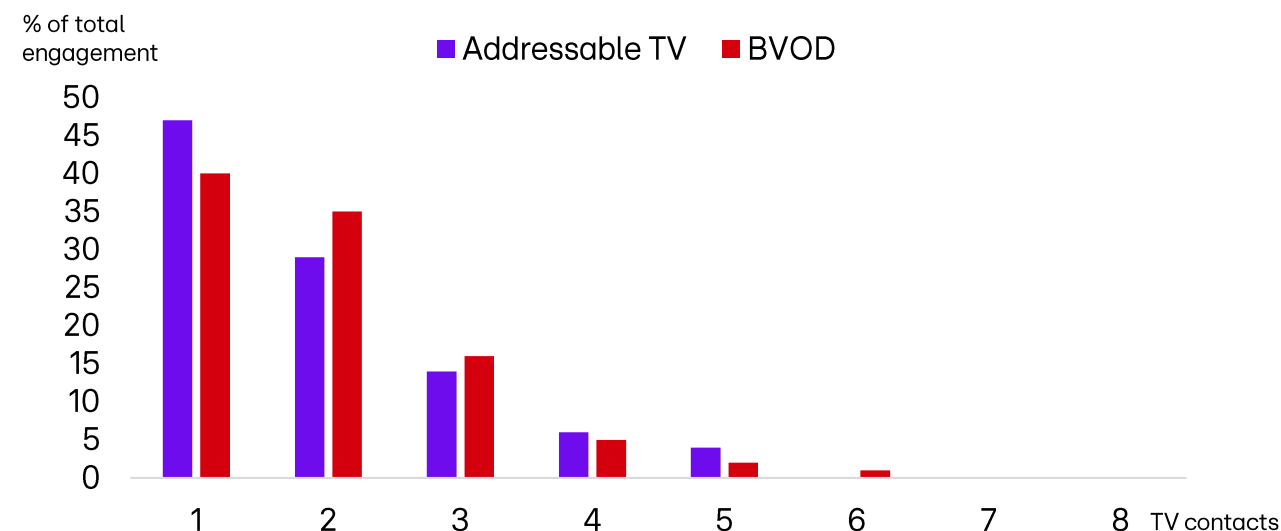
## A way for optimizing TV investments strategies

The advertiser gets to see how many TV contacts are useful to generate engagement.

**Over 40% of engagement comes from a single TV exposure.**

In future campaigns, the advertiser may **cap frequency** to reduce TV engagement costs and focus on increasing reach

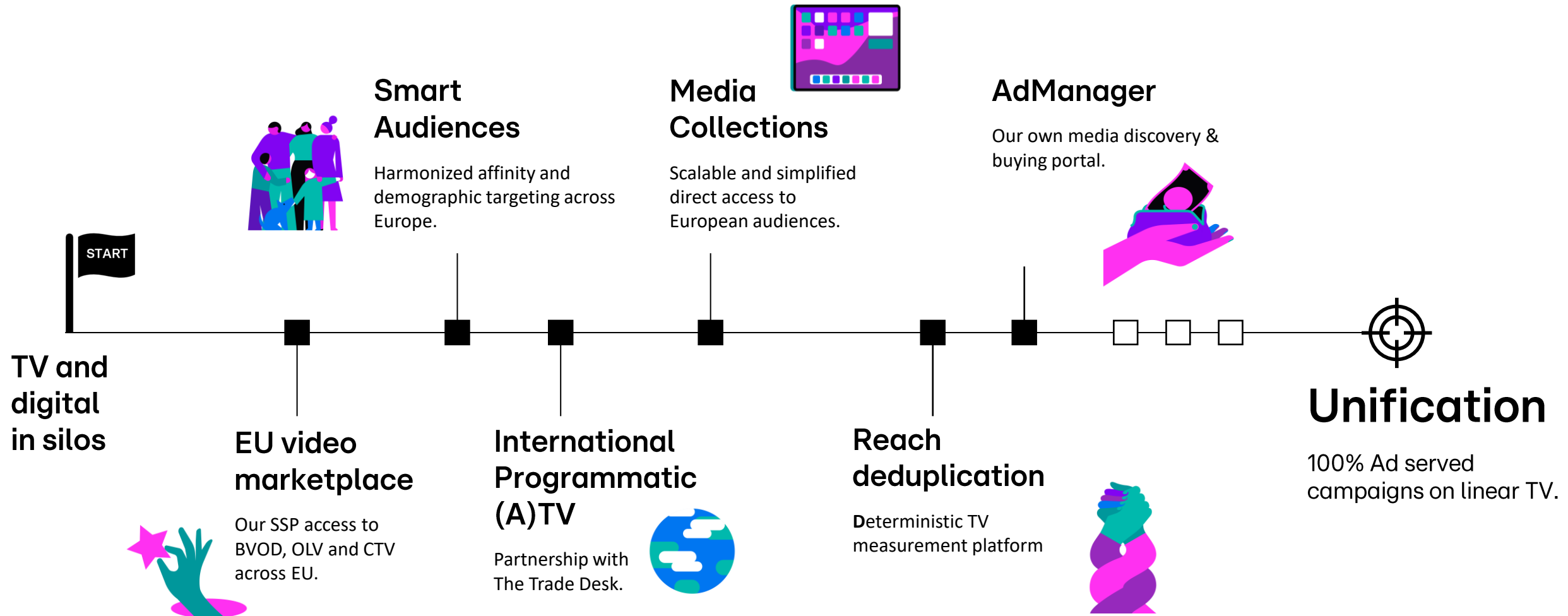
Engagement distribution per TV contact



**Start by  
planning it  
right!**



# There are planning solutions in place, including in the Nordics



≠ Media Collections

# 1 frequency cap to avoid duplication

Unique Frequency cap  
in Smartx

Freq cap A  
Targeting A

Freq cap B  
Targeting B

Freq cap C  
Targeting C

Freq cap D  
Targeting D

Freq cap E  
Targeting E

Freq cap F  
Targeting F

Publisher  
A

Publisher  
B

Publisher  
C

Publisher  
D

Publisher  
E

Publisher  
F

CTV

CTV

CTV

CTV

CTV

CTV

Desktop

Desktop

Desktop

Desktop

Desktop

Desktop

Mobile

Mobile

Mobile

Mobile

Mobile

Mobile

Tablet

Tablet

Tablet

Tablet

Tablet

Tablet

- Avoid duplication across the inventory
- Unique Broadcasting data
- Same advanced targeting options (Smart Audience) across different markets, publishers and devices



Thank you