

X Media Committee Kick off

May 5, 2020

Competition Law Compliance

The ABG will at all times seek to comply with any antitrust or competition law, regulation, rule or directive relevant to its continued operation ("competition law rules").

Members of the ABG will not engage in conduct that could be construed as intended to exclude competitors from the market or create a barrier to market entry, or that could violate any competition law rules or otherwise impair full and fair competition.

Its members will not exchange confidential or commercially sensitive information, particularly any price related information, company financials, inventory discussion, market share, industry pricing, bids, and individual company plans.

As members you have a responsibility to ensure compliance with the competition law rules, and we ask that you inform the board of ABG of any discussion or meeting that might appear to violate the competition law rules.

ABG will provide regular reminders of the competition law rules to ensure ongoing compliance.

The Purpose

Recap from the Last Meeting

Setting the Roadmap

Action Plan.

The Job at Hand.

Cross Channel Measurement Working Group:

Part of the broader measurement committee
Accountable to the committee and to the ABG board.

The core job of formulating a project and funding plan lies into this workstream. It was agreed that a small group of people with expertise and experience in such projects should shape-up a detailed proposal and bring it to the larger group for feedback and inputs. It was also discussed that a few people who have been exposed the work done in KSA can bring in learnings as well as synergies to this workstream. This sub-group will consist of:

- Shadi Kandil of MCN Medibrands.
- Ravi Rao of GroupM
- Ibrahim Kadiri of Google
- Omar Katerji of Ferrero
- Walid Yared of Choueiri Group
- Asad Rehman of Unilever.

If you were doing it single-handedly, without any alignment with anyone, what would have been your vision?

- Scope
- Funding
- Partner

Proposed Working Roadmap

Phase 1

- High level scope outlined (measures, technical enablers, panel, outputs, technology)
- Standards and metrics clear (to flow from WFA)
- Phase one partners agreed in principle and advertiser advisory group established
- Phase 1 outputs clear (workplan, costings, governance and funding)

Phase 1 Output:

Partner(s) for Phase 2,
Funding for phase 2 & 3.
Scope for Phase 2.

Phase 2

- Phase 2 workplan, and resource plan agreed to deliver day one requirements
- Phase 2 governance agreed
- RFP to Partner
- Auditing Mechanism in place

Phase 2 Output:

RFP draft.
Auditor Appointment.
Partner Roster.

Phase 3

- Partner Selection Approach and Criteria
- RFP Process Management and Partner Finalization
- Aligned Design and implementation Approach (Panel, tech)
- Funding for Phase 4 agreed.
- Commercial Models and Governance Agreed.

Phase 3 Output:

Identified Partner.
Identified Approach.
Ongoing Funding in Place.

Phase 4

- Focus on beta launch
- Data Testing and Validation
- Industry Mobilization on Commercialization
- Stabilized Data, Mobilized Adoption

Phase 4 Output:

Service Rate Card in Place
Data Validation Conducted
Industry Alignment
Early Data Adoption in Place.

Thoughts on Phase 1

- The Workplan should cover 2 streams, ideally running concurrently
 1. A quick turn-around stream that focuses on designing and running a POC (which thus goes into phases 2 & 3)
 2. An over-arching plan for a full implementation if the POC is successful
- Accordingly funding requirements and identifying the mechanisms for raising it should also be laid out from onset for both streams, with a view that any chosen partner to implement will ask for a minimum commitment of 5 years