

Welcome and Thank you!

Intros

Agreement on the “Why”?

Agreement on the “How”

Next Steps.

Complexity of the Task

1. How can we obtain baseline data on the media scene across UAE through an establishment survey of sorts

2. Who is watching what, where and how are they receiving that signal?

3. Do I have a measure of cross platform reach? Or am I buying the same audience across all platforms leading to ineffective investments?

4. Am I reaching my target audiences as intended? Is my reach verified by a third party? It is said that over 50% of the digital impressions are either not seen at all or not seen by the intended target audience. It is also believed that the same percentage of ads on long form content are either skipped or “zapped” (in traditional broadcasting environments)

5. How do we measure a Digital Share of Spend? Specially within a set group of upper funnel advertisers?

6. Can we put in place UAE specifics standards on Viewability in place across digital platforms?

Long Road Ahead.

- Craft and Agree a scope and approach for this measurement system

- Consider dependencies affecting a UAE measurement solution – such as, but not limited to, the industry measurement initiative in KSA, presence of any existing such measurements such as the Nielson Ad Ratings, implications of TCIP and Data regulations such as GDPR, fragmentation of ad dollars across media vendors etc.

- Agree and put in place a governance mechanism for this project

- Agree a funding mechanism for the project – including the seed funding needed to kick off the project.

- Draft and roll out the RFP to invite solutions for this measurement.

Next Steps.