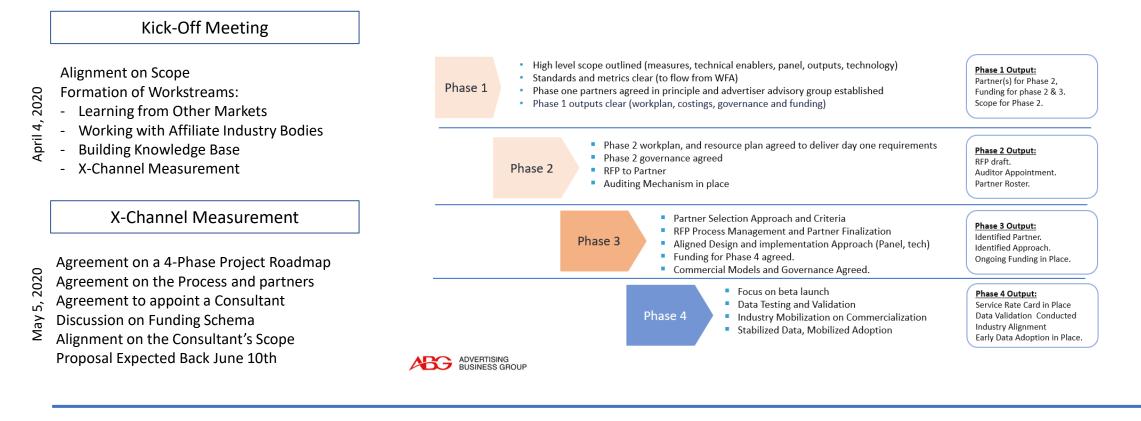
## **UAE X Media Measurement Update**

ABG Board Meeting June 2, 2020.



## An online first ongoing cross platform and media measurement with primary focus on video and upper-funnel metrices. Linear TV measurement to be taken into consideration.





**Funding Commitment** 

Transparency

Speed & Agility

