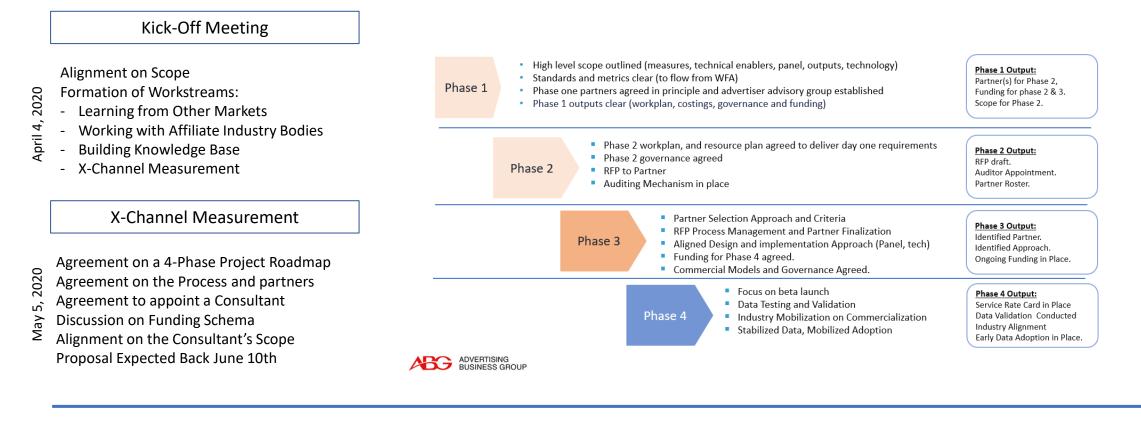
UAE X Media Measurement Update

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

