

# 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 metrics. Linear TV measurement to be taken into consideration.

**Kick-Off Meeting**

April 4, 2020

- Alignment on Scope  
 Formation of Workstreams:
- Learning from Other Markets
  - Working with Affiliate Industry Bodies
  - Building Knowledge Base
  - X-Channel Measurement

**X-Channel Measurement**

May 5, 2020

- Agreement on a 4-Phase Project Roadmap
- Agreement on the Process and partners
- Agreement to appoint a Consultant
- Discussion on Funding Schema
- Alignment on the Consultant's Scope
- Proposal Expected Back June 10th

**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.



Industry Alignment

Funding Commitment

Transparency

Speed & Agility