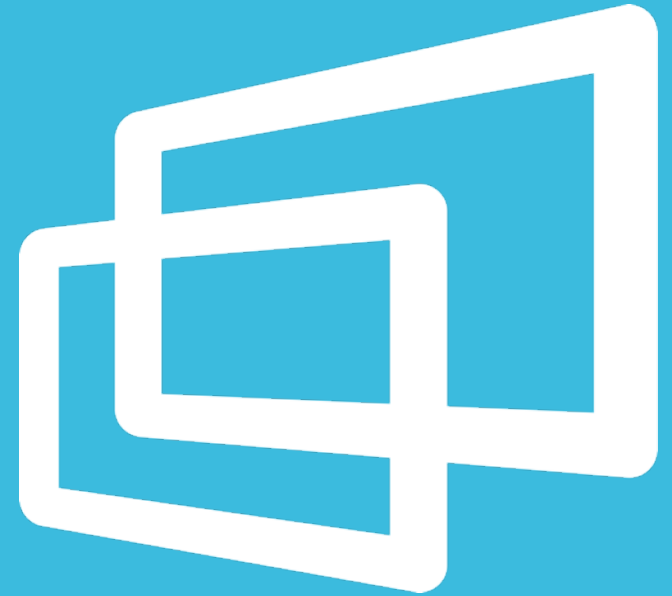


Transparency, Trustworthy and Creativity

Xinyu Huang, SVP, Managing Director North Asia

黄欣宇



P&G to Accept Only the MRC-Validated Viewability Standard

01.30.17



Media Ratings Council (MRC) viewability standard

Open and MRC accredited audience verification

ad fraud in the world of programmatic

Media agency transparency



Transparency

Trustworthy

DIGITAL VIDEO
HAS ALSO
BECOME MORE
FRAGMENTED
WITH MOBILE
EVOLUTION



DECLINING MINUTES PER VIDEO SHOWS RISE OF SHORT-FORM / ADS

The overall rise in desktop videos consumed is offset by declining average duration, as viewers enjoy greater volumes of shorter-form content and see more video ads

+2%
VIDEOS (000)

-13%
MINS PER VIDEO

Life used to be simple... all about publishers (sites)



Step 1.

$$I_n \geq 0.00\%$$

$$I_1 + I_2 + I_3 + \dots + I_{n-1} + I_n = 100\%$$

Step 2.



Not anymore... Content x Site x TA x Platform

Content?



Site?



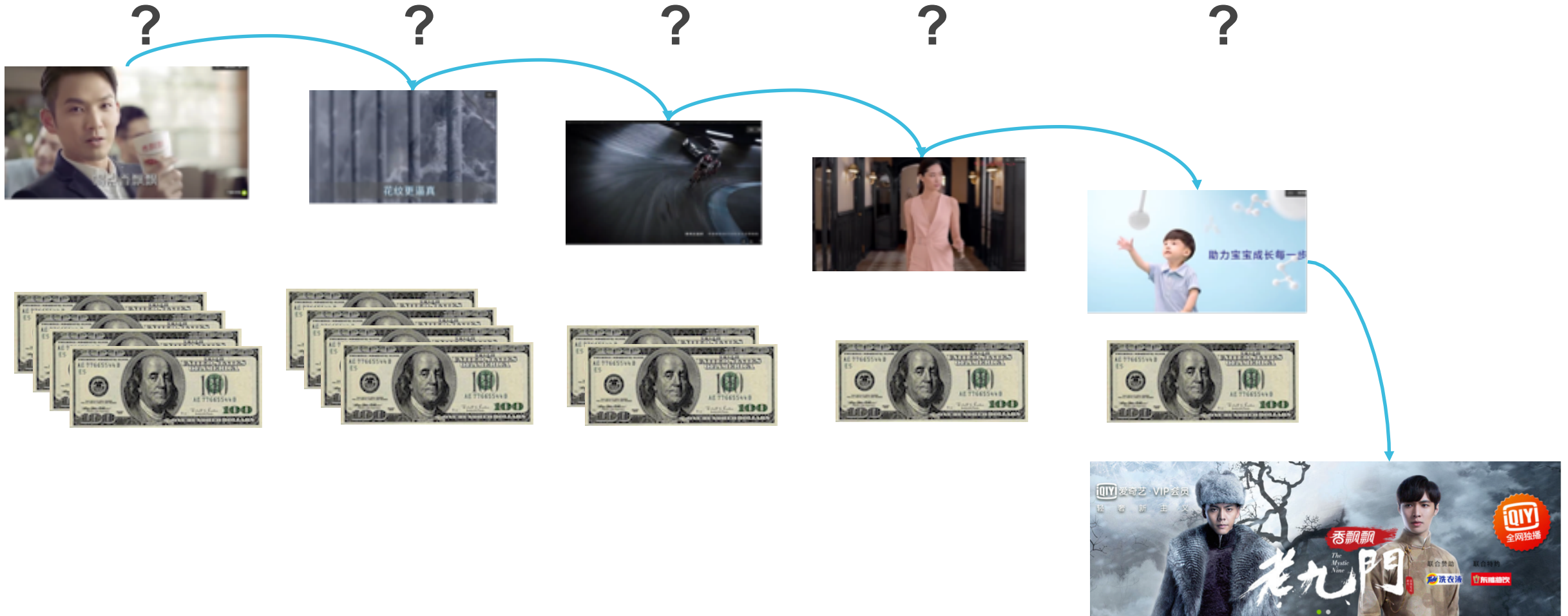
Target Audience?



Platform?



...Which Spot?



Challenge...

1 Advertisers

Fragmentation of consumer's attention requires far deeper details

How is media dollar being spent across individual programs, publishers and platforms

2 Agencies

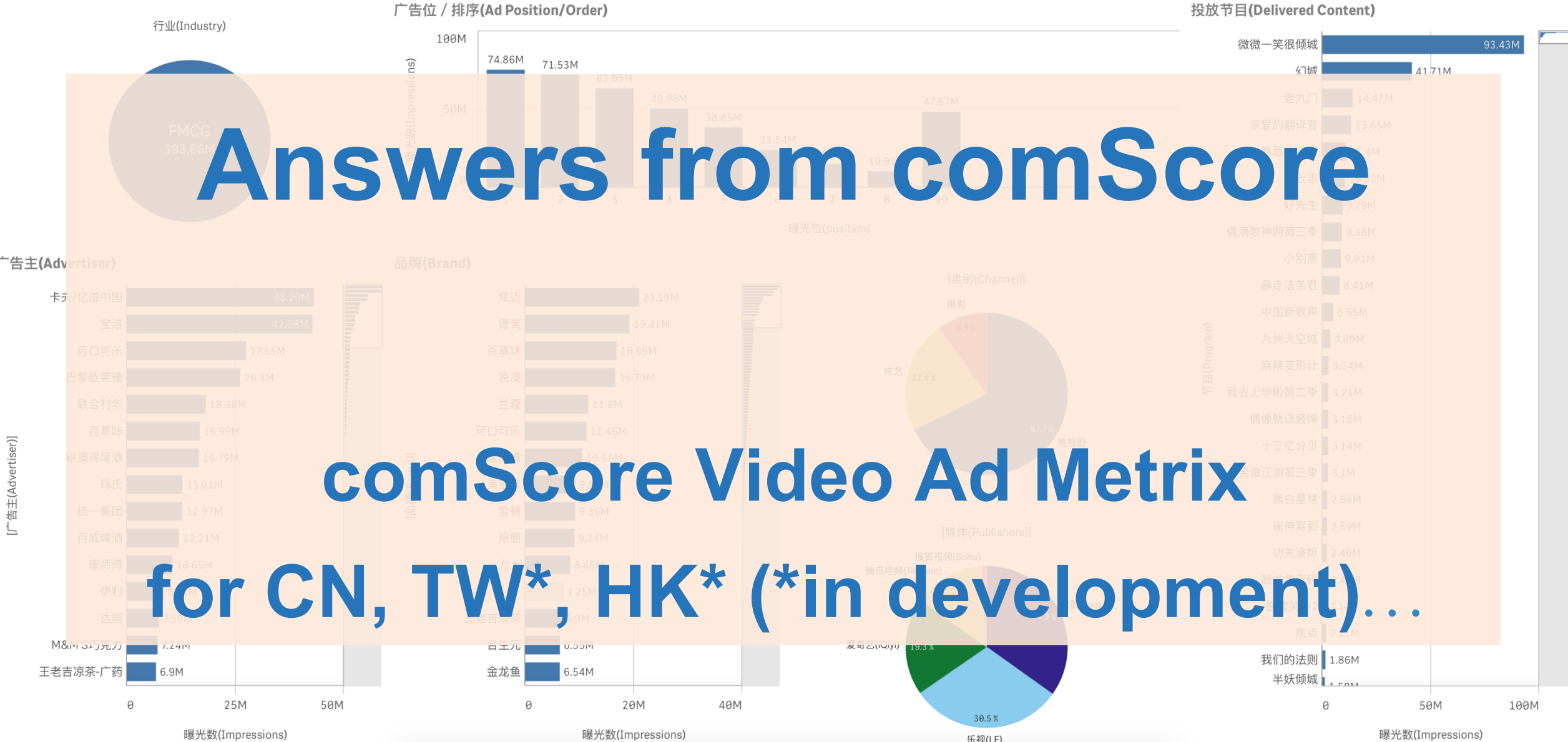
information and tools for content-based media evaluation and planning across individual program, publishers and platforms

Consumer insights at far deeper level

3 Publisher

3rd party insights to understand its SWOT across the industry

ROI on heavily invested content

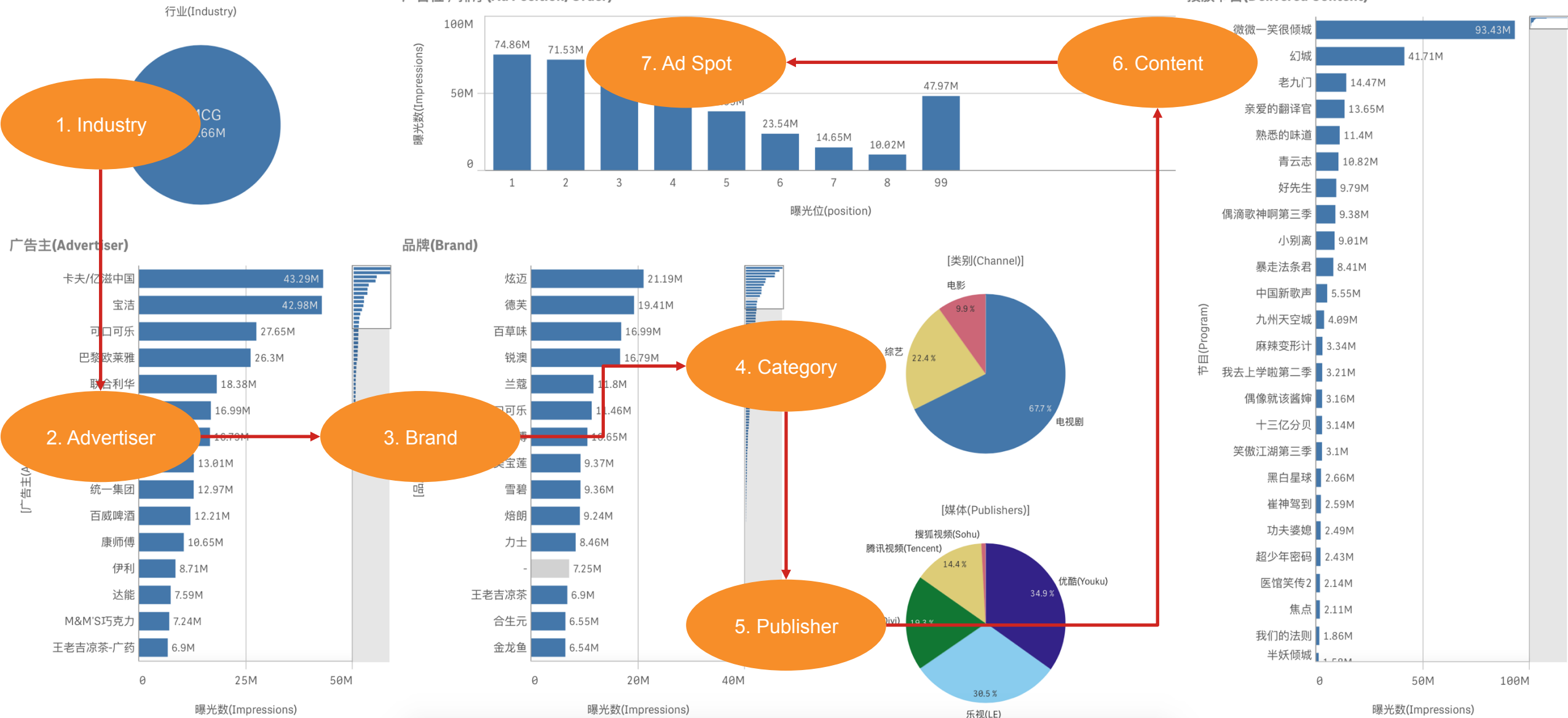


Answers from comScore

comScore Video Ad Metrix

for CN, TW*, HK* (*in development)...

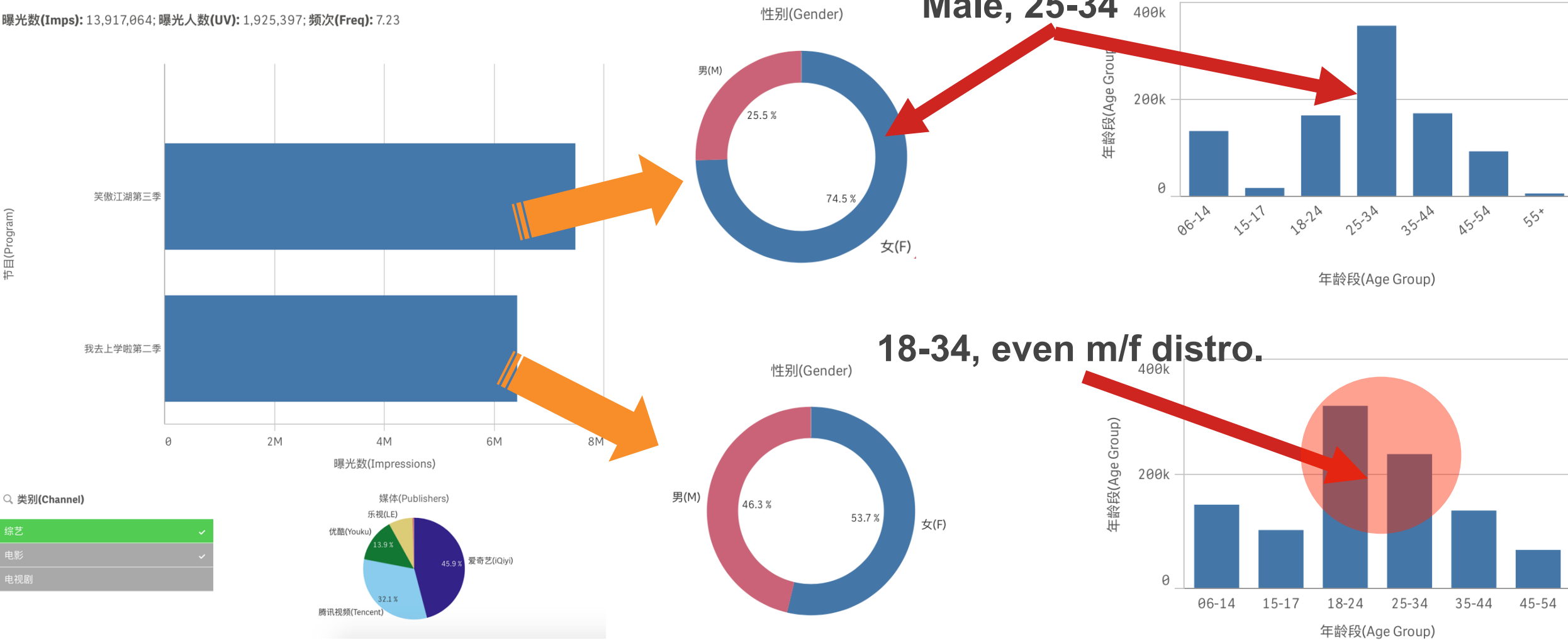
广告主投放概况(Advertiser Campaign Overview)



Evaluating audience by program(s)

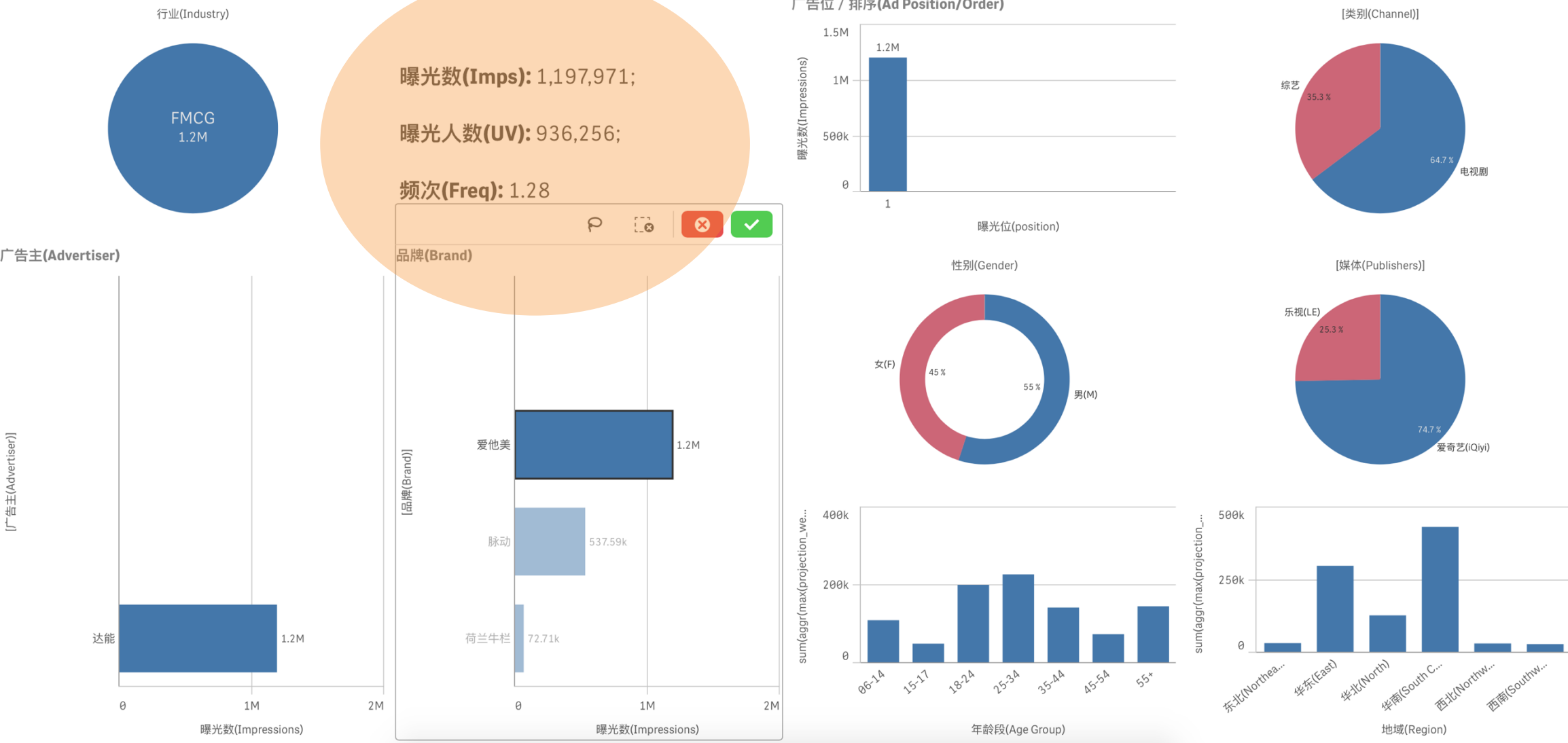
媒体投放概况(Media Delivery Overview)

曝光数(Imps): 13,917,064; 曝光人数(UV): 1,925,397; 频次(Freq): 7.23



Understand TA reached at all levels

广告主投放受众概况(Advertiser Campaign Audience Overview)





Transparency

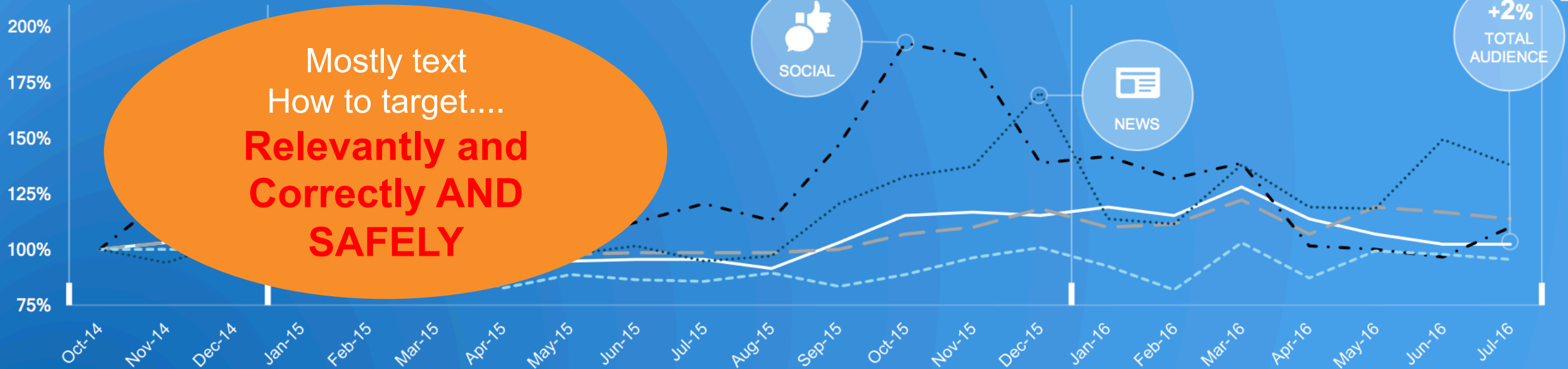
Trustworthy

TOTAL VIDEOS CONSUMED ON DESKTOP CONTINUE TO GROW

Global video minutes have continued to grow on desktop devices, with news, social and entertainment categories showing growth well above average

Total minutes as a % of October 2014

— Total Internet : Total Audience - - Entertainment - . - Social Networking - - - Portals Newspapers



...avoid serving ads that could **harm your advertisers**



and...

Taiwan

Taiwan air crash pilot hailed a hero for steering doomed flight away from skyscrapers

Some passengers saved their lives after switching seats in Transasia flight before take off



A series of images taken from video provided by TVBS shows the TransAsia ATR 72-600 turboprop plane clipping an elevated roadway just before it crashed into a river in Taipei, Taiwan. Photograph: AP

Agence France-Presse

Thursday 5 February 2015 03.54 GMT



Shares
791

Advertisement

ALL-IN FARES AT EXCEPTIONAL VALUE

BRISBANE	SYDNEY	TOKYO (NARITA)	SEOUL
788	818		
RETURN	RETURN		

Terms and Conditions apply

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SINGAPORE AIRLINE

Most popular



Ukraine crisis: Putin announces ceasefire deal at Minsk talks



Chelsea's José Mourinho walks out of Match of the Day interview



A rescue crew pulls out passengers from a TransAsia Airways ATR 72-600 turboprop airplane that crashed into the Keelung River shortly after takeoff from Taipei Songshan airport in Taipei. Photograph: Top Photo / Barcroft Media

Tales of miracle escapes emerged, as television footage showed a father cuddling his toddler son as they were taken to shore by boat after being rescued Wednesday.

Together with the child's mother, the family had switched seats on the plane "out of a hunch" that saved their lives, the United Daily News said.

"The family originally sat in the heavily damaged left side but Lin Ming-wei felt uneasy after he heard noises before taking-off and requested to switch seats," the report quoted Dai Bi-chin, a friend of the family, as saying after visiting them in hospital.

Their new seats put them next to a crack in the plane after it crashed, and the newspaper said Lin was able to pull his wife to safety and then revive his son after spotting him in the water, blue and unresponsive.

Advertisement

ALL-IN FARES AT EXCEPTIONAL VALUE

HONG KONG	DENPASAR	SHANGHAI
388	418	568
RETURN	RETURN	RETURN

Terms and Conditions apply

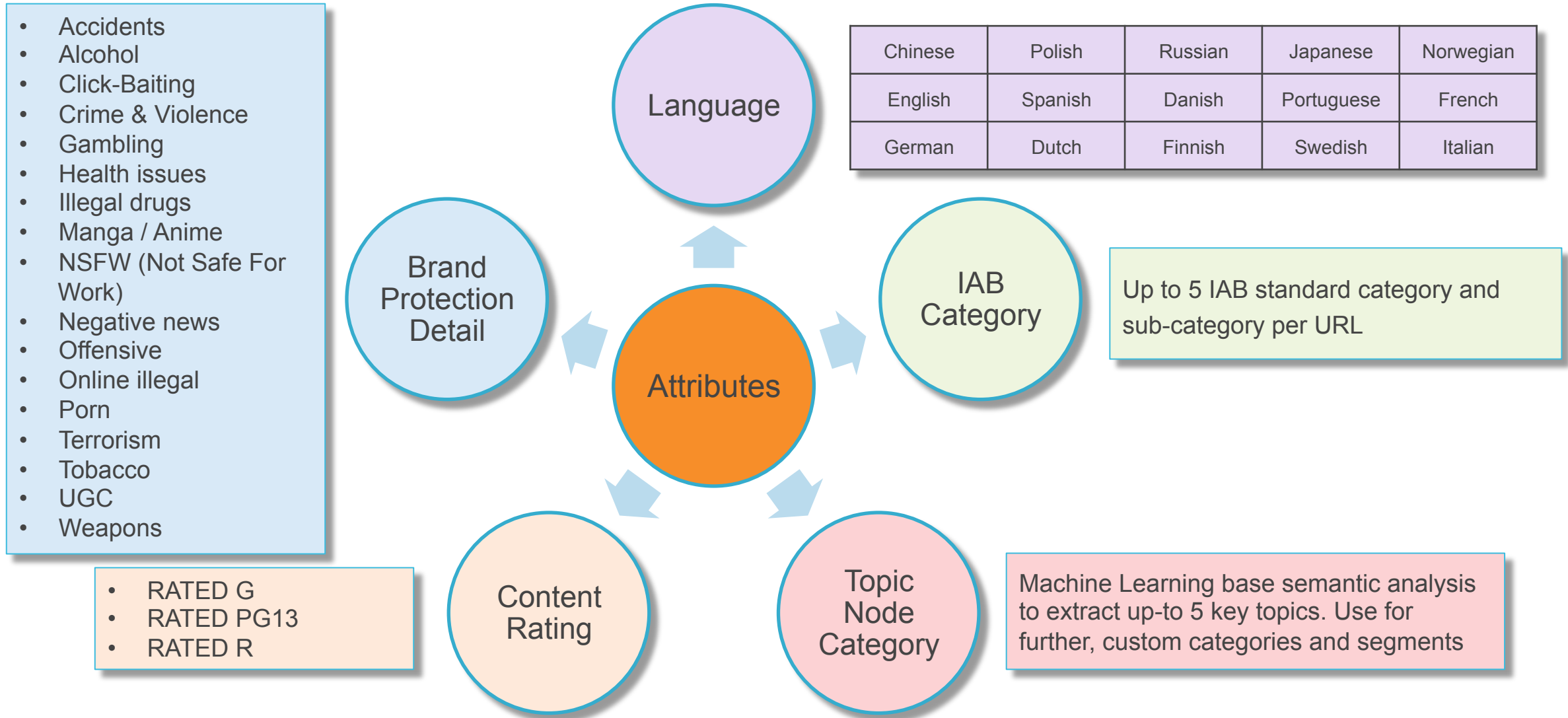
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SINGAPORE AIRLINE



Creativity

comScore **Activation** makes the difference!



Category Extraction – Standard IAB Categories



国内 国际 社会 军事 评论 历史 图片 天气

热门新闻

比尔盖茨开通微信公众号 录制中文视频问候粉丝

媒体曝光朝鲜北极星导弹发射场址 距中国70余公里

安倍声称无需再确认钓鱼岛适用美日安保条约

俄罗斯为俄日争议岛附近新发现岛屿命名

新疆军区21名大龄官兵休“探亲假” 18人告别单身

这6省份的空气“惊动”了环保部长 他要亲自带队督查

官方回应环卫工投诉单位遭辞退：可留下但须遵守制度

这位省级书记，3年元旦2次检查地铁

时政新闻 观海解局 李洪鹏 2017-01-02 15:32 104 评论 分享

今天的《天津日报》头版刊发报道称，新年第一天，天津市委书记李鸿忠专程到津滨轻轨9号线，检查节日期间地铁运行管理情况。报道披露，李鸿忠一行人是打票进站，走上站台等候列车，并在座位已经坐满时手扶把手，与坐着的进城务工人员攀谈。

此前一天，12月31日下午，李鸿忠还会见了来访的企业家。

观海解局（微信ID：guanhaijieju）记者注意到，这已经不是李鸿忠第一次在元旦期间视察地铁。2015年1月2日，时任湖北省委书记的李鸿忠到武汉地铁2号线抽查节日安保，并在自动售票机上买了枚地铁票。

其实除天津之外，还有9地的党政一把手在元旦节第一天也都紧张忙碌着。



李鸿忠检查津滨轻轨运行管理情况
轨道交通建设步子再大一些 提升城市价值方便百姓出行
记者 潘立辉 赵旭航 观海解局

Top 5 IAB Category

Weight

News	100
Law, Gov't & Politics	81
Law, Gov't & Politics::Politics	81
Business	59
Business::Public Services	59

COMSCORE

李鸿忠检查地铁时，接受安检

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21

Machine learning based semantic analysis

腾讯新闻 事实派

国内 国际 社会 军事 评论 历史 图片 天气

热门新闻

比尔盖茨开通微信公众号 录制中文视频问候粉丝

媒体曝光朝鲜北极星导弹发射场址 距中国70余公里

安倍声称无需再确认钓鱼岛适用美日安保条约

俄罗斯为俄日争议岛附近新发现岛屿命名

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官方回应环卫工投诉单位遭辞退：可留下但须遵守制度

土耳其枪击案枪手数次换弹夹扫射 有人跳海逃生

国际时事 新华社 2017-01-01 09:38 144 评论 分享

疑似土耳其恐袭现场视频曝光 男子持枪狂扫子弹乱飞 自动播放

00:00/00:41 画质 声音 设置 全屏

疑似土耳其恐袭现场视频

土耳其东南部爆炸已致3死

土耳其：一夜总会新年夜

实拍土耳其夜店旁

Topic Node Category Weight

cities 77

disasters 59

fires 53

events 52

RATING PG13

ACCIDENTS

NEGATIVE NEWS

comSCORE.

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22

comScore Activation in Action and Creating Impact

Hearst Activates Inventory to Improve Sponsorship Packages for Advertisers

In practice: how Hearst activated inventory to unlock revenue

HEARST

TITANS OF MAVERICKS

The Challenge

- Custom sponsorship package
- Manual content discovery led to huge resource and scale issues

The Solution

Automate the process

Include

Surfing
Mavericks
Half Moon Bay

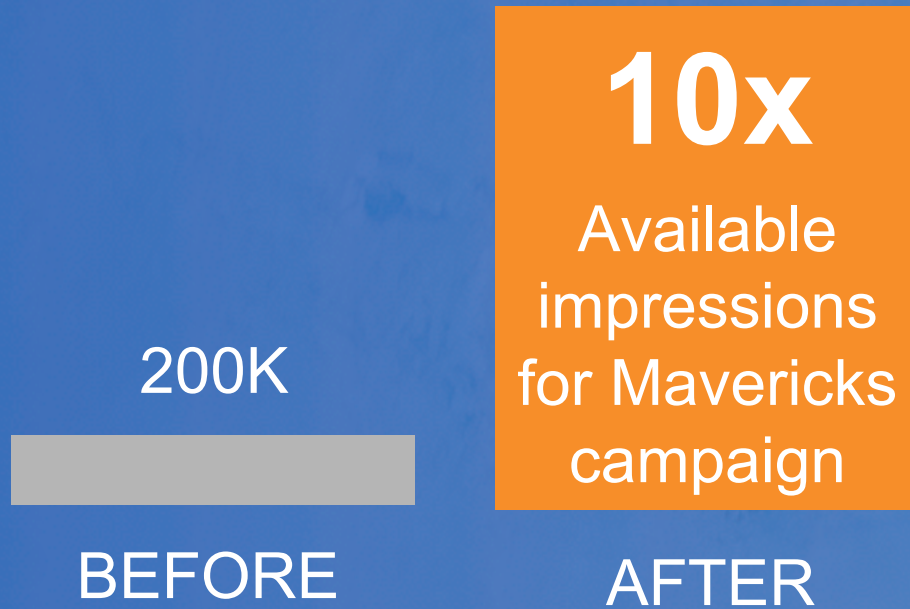
Exclude

Dallas Mavericks
Basketball
Top Gun
Unsafe Content

...using Real-Time Content Targeting
and Audience Interest Targeting

Key Results

HEARST



- ✓ Doubled CPM
- ✓ Greatly improved efficiency
- ✓ Highly customisable packages



comScore Activation enables us to have a more **strategic conversation**

with our advertisers about their needs, giving us the **granularity and flexibility** we need to take control over our ad packages and maximize scale for inventory monetization



*Alex Gibson, Senior Manager Ad Operations and Planning,
San Francisco Chronicle*

Ultimately...

2016 FedExCup results: Rory McIlroy wins \$11.5 million with incredible finish in Atlanta

The most thrilling talent in the game goes lights out in the final moments of the 2016 PGA Tour season.



AD
SLOT

80% viewability

Contextually relevant

Brand safe

...Sell for \$20 CPM not \$5

...and I won't block the ad !



Transparency
Trustworthy
Creativity

Thank you

xhuang@comScore.com

Xinyu Huang, SVP, Managing Director North Asia

黄欣宇

