



An egta initiative with  
the support of the  
Global TV Group



# Raising the bar:

## TOWARDS A **FULLY TRANSPARENT,** **MEASURABLE AND** **ACCOUNTABLE TV/VIDEO ECOSYSTEM**

An egta TV Charter on  
TV companies' commitment towards  
the responsible and transparent measurement  
of advertising in the Total Video ecosystem.



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*In a fast-evolving media landscape characterised by changing viewing behaviour across screens and platforms, audience measurement too must evolve. As a growing amount of companies develop proprietary solutions in an attempt to solve part of the equation, it seems increasingly clear that the adoption of common industry guidelines is a much better option and that setting standards for viewability, transparency, accountability and data comparability is imperative to creating a level playing field.*

*This is what this Charter is all about; it outlines TV companies' commitment to raising the bar for the whole industry. It is a reminder to advertisers that TV's premium content and environment – both on air and on line – already meet their growing demands for brand safety, transparency and access to reliable and verified data.*

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Malin Häger, President of egta and Sales Manager & Chief Commercial Officer at TV4 Sales



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*The world of TV is increasingly collaborating and cooperating to offer more to advertisers, and this global charter is the latest step. egta should be applauded for it. It lets advertisers know the minimum they can expect from TV, from data provenance to brand safety standards. TV is a trusted, high-quality medium, a class apart, and it is vital that it continues to hold itself to the highest standards – especially at a time when some advertising environments are falling below what should be acceptable.*

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Lindsey Clay, President of the Global TV Group and CEO of Thinkbox

# CRACKING THE CODE

Cracking the code to the perfect measurement of advertising and content across all screens seems to be the holy grail. For TV companies and monetisers of content – on air and online as well as across screens – it certainly is a priority, which is why many capable bodies and vendors across various countries are hard at work and contributing to the evolution of hybrid measurement, the adoption of new cross-platform measurement standards and the enrichment as well as validation of new datasets.

As industry partners all work towards that goal, questions of standards and definitions arise and must be solved in an attempt to achieve greater clarity in our endeavours.

In the maze of the plentiful *digital* communication opportunities currently on offer, advertisers – in addition to a safe environment for their brands – increasingly seek transparency as well as reliable data and information to help refine their media investments decisions, improve their campaign planning and assess results.

In a [Global Media Charter](#) published in 2018 by the World Federation of Advertisers (WFA), marketers clearly voiced their desire to operate in a digital environment characterised by the highest levels of transparency. We believe that today's TV is fully up for this challenge, and that TV companies through their Total Video offers, on air and online, already widely meet advertisers' high standards outlined in the eight criteria below!

- Zero tolerance to ad fraud – *a problem so far associated only with digital advertising.*
- Strict brand safety protection – *something so obvious in TV that we have forgotten as an industry to turn it into a selling point.*
- Minimum viewability thresholds – *standards in television are unmatched: always full screen and currently with a minimum completion rate of at least 50% already across the globe.*
- Transparency throughout the supply-chain – *something TV is particularly known for.*
- Third party verification and measurement – *a feature that has characterised the measurement of TV from the start.*
- Action with regards to the walled-garden issue – *never an issue until the emergence of online platforms.*
- Data transparency – *all TV companies know the origin and methodology behind the data they provide and consider data privacy as a top priority.*
- Better user experience – *television is known to provide the most qualitative experience as it combines image, sound and emotions on increasingly large and high-quality screens.*

Hence this charter adopted in Prague on the occasion of egta's CEOs and Top Executives' Summit in June 2019, which through a set of very simple principles – basic and yet fundamental to sound business relationships, aims to raise the bar in the measurement and accountability industry and show that TV companies are willing and able to take full responsibility for their side of the business. As we at egta continue to work hand in hand with the rest of the industry, relentless in our efforts to set up the ideal cross-platform measurement solution, we believe it is fundamental to remind advertisers of the unmatched quality of the "views" they associate their brands with, when they buy into the premium world of TV companies' linear and online properties.

# WHAT IS A **VIEW** TO **ADVERTISING?**

A view - whether on linear TV and on TV companies' online properties - is a view. TV companies, in their dealings (negotiations, planning, reporting and billing) with advertisers and their agency, will only apply the notion of a **view** to:



Premium content seen in a brand-safe environment over which TV companies have **full control** and for which they take **full responsibility** as publishers



Content that is seen at **normal speed**



With the **sound on**



**Full screen or fully viewable**



To a **minimum completion rate of 75%**  
- with the objective of quickly reaching 100%  
(*once the practical and technological challenges of such a precise measurement are solved*)

# CONSISTENT APPROACH TO MEASUREMENT

TV companies commit to a **continued and consistent approach to measurement**:



They will apply the **quality and transparency** of TV measurement to their online properties



They are and will always be **clear and transparent about the origin of the data used** (panel, census, set-top box at household level, etc.)



They are willing to be **independently measured**



They are willing to be **audited**



They will strive for solutions that allow for **cross-platform measurement and comparisons**



# TV COMPANIES COMMIT TO OFFER **GREATER COMPARABILITY** AMONG PARTNERS AND MARKETS AND PROPOSE:

A set of standard target groups to be used for REPORTING (not TRADING) purposes as globally as possible. This will allow advertisers to compare data across these demographics, regardless of the specific definitions adopted by each national industry body (JICs, MOCs or others).

Whereas TV companies may propose other target groups in their rate card, they commit to providing the data related to the below target groups at advertisers' request to the best of their ability so as to ease comparability.

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The **proposed target groups** are:

- All individuals
- Children
- Young people
- Adults (men and/or women)
- Main Shopper / Person responsible for purchases (PRP)
- Grey (older) targets

Should advertisers agree on a list of specific target groups which they would like to see measured homogeneously across media and markets, TV companies commit to provide demographic information that is in line with clients' demands as, in most market, JICs do have the flexibility to slice and dice data to meet specific demands.

TV companies also commit to the use of a limited set of **simple attributes that go beyond age and gender** to progressively be pushed internationally

The **proposed attributes** are:

- A geographical criteria: postcodes or regions
- Affluence or social-economic groups
- Life style



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*Oddly, we have underplayed the rigidity of our TV currency far too long. It has always felt natural to us. Yes, there is room for improvement today. But it's also time to stand up against glitzy, self-reported and unaudited data and to compare video consumption on a fair and transparent like-for-like basis.*

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Jan Isenbart, Chief Research Officer at  
ARD Werbung AS&S

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*To compete in this era of transformation and increasing digital competition, TV must evolve and adapt to the challenges of a multiscreen and cross-platform environment and in doing so, set the bar high when it comes to the measurability, transparency and accountability that marketers demand and deserve. If TV – with the premium content and brand-safe environment it provides - is to continue to deserve the recognition and loyalty of advertisers and marketers, it is vital that all players across Europe and across the globe adopt common principles.*

*I support this TV Charter as it establishes simple standards that allow for comparability on a global level and creates a foundation for our industry to move forward together.*

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Jamie West, Deputy Managing Director  
at Sky Media UK and Group Director of  
Advanced Advertising at Sky PLC



egta is a Brussels-based trade body representing TV/video and radio/audio companies responsible for the monetisation of content and the sale of advertising and brand integrations across the on air and online portfolio of more than 150 major broadcasters active in 42 countries, in Europe and beyond.

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egta's numerous missions consist of:

- Maintaining an efficient legislative and regulatory watch of all initiatives adopted at both a European and national level.
- Following up all initiatives that affect the industry and engaging constructively with industry partners.
- Boosting the international networking amongst senior executives from all departments of member ad sales companies.
- Benchmarking all facets of the ad sales and content monetisation industry's activities to facilitate the circulation of the best case studies.
- Promoting TV/video and radio/audio as profoundly digitally transformed media that meet the needs of advertisers and users.



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The Global TV Group is an informal grouping of broadcasters' and sales houses' trade bodies in Europe, the USA, Canada, Australia and Latin America, whose joint objective is to promote television and remind advertisers, journalists, tech gurus, agencies and industry peers about the strength, effectiveness and popularity of TV, regardless of the device or platform it is watched on.



Centro Internacional  
de Televisión Abierta



L·A·M·A·C  
Driving Premium Video Advertising



NATIONAL  
ADVERTISING  
ALLIANCE



Austria



Finland



Germany



The Netherlands



Switzerland



[www.theglobaltvgroup.com](http://www.theglobaltvgroup.com)

*As members of the egta network, we fully endorse and support this Charter in favour of a fully transparent, measurable and accountable Total Video ecosystem. As the representative of the RTL Group's Total Video Portfolio at international level, RTL AdConnect strongly believes in a consumer-centric approach that reaches consumers wherever they are. We guarantee premium, trustful and simplified access to brands. Building a safe and standard cross-platform measurement is a key priority in our industry if we are to daily meet brands' need for more transparency and clarity in media decisions.*

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Stéphane Coruble, Managing Director at  
RTL AdConnect (RTL Group)



*NBCUniversal is setting a new global standard for advertising with CFlight and other industry-leading initiatives. We support the principles of this TV Charter because they will drive industry measurement closer to unifying impressions across all screens, platforms, and markets. In the long run, this will help marketers to plan video holistically to focus on business outcomes.*

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Kavita Vazirani, EVP, Insights &  
Measurement at NBC Universal

*With more ways than ever to reach consumers, the importance of evolving video measurement and advancing industry standardization has never been more crucial. We look forward to working with egta to determine a set of principles that consistently measures quality video views across platforms to better serve our advertising partners.*

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Colleen Fahey Rush, EVP, Chief Research  
Officer, Viacom Media Networks



*Broadcasters strive continuously to better meet marketers and advertisers' expectations in many aspects of our business relationship. None more so than in audience measurement of our Total Video (TV) offering. In an era of growing and legitimate concerns around brand safety, transparency and accountability in media, this charter aims to reaffirm and reinforce broadcasters' longstanding commitment to sound business practices. We applaud and fully support EGTA's initiative.*

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Jean Mongeau, General Manager & Chief  
Revenue Officer Media Solutions at CBC/  
Radio-Canada



*As a member of the egta network, we welcome the endeavor towards clarity and stand fully behind the egta TV Charter and its aim to define comparable market standards, transparent measurement and reliable partnerships. TV companies have always offered advertisers transparent metrics, brand-safe environments, maximum viewability and high ROI campaigns. In times when digital companies leave important measurement tactics unveiled and standards forgotten, it is our focus to enhance and ensure quality, especially when it comes to setting the highest standards to define when individuals exposed to advertising are counted. In Germany, we work together with AGF to successfully launch a convergent overall reach for TV and digital, based on daily data for content as well as advertising. We are thrilled to collaborate on a European and international level and support egta's efforts to always keep on raising the bar!*

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Guido Modenbach, Managing Director  
Market Intelligence at SevenOne Media



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