A Currency Case - The Sequel

How currencies can fall and what to watch out for



Keynote “Advanced TV” - Milan

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History lesson: Remember this guy from last year?



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He failed!



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Why was that?

Lost Principles

Backing the currency with gold and silver - he abandoned that principles for short term success

Lost Discipline

Short term greed destroyed long-term stability

LOST TRUST

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THREE CIRCLES OF
TRUST
PRINCIPLES
DISCIPLINE
PARTNER-
SHIP


So how to add **ADVANCED TV** into **CURRENCIES** to succeed?

Our “North Star” on how to approach…

Principles

Aligned to granular input **JIC requirements** as well as **scalability requests** from platforms and int’l broadcasters alike. **EMFA principles** from Article 24 as guidelines.

Discipline

Following these principles, comparable integration guidelines and certification procedures

Partnership

Enable partnerships between JICs, authorities for currencies and all market participants for fair, “even level playing fields”

Source EMFA: https://commission.europa.eu/topics/democracy/eu-actions-protect-democracy/european-media-freedom-act_en

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1. PRINCIPLES: Example AGCOM

Art. 161 par. A

Comparability

Same player events collected in SEI as in SDK or CAPI. Same device identifiers and similar privacy footprint.

Art. 161 par. B

Storage & Access

Transparent raw logs stored in Nielsen's secure environment, fully accessible to the JIC and third-party auditors. Once delivered, filed cannot be modified by the streamer.

Art. par. C

Communication

Nielsen acts as the JIC's supplier and collects data directly from the streaming platforms.

Art. par. D

Processing Rules

Unified logic applied across SDK, CAPI, and SEI to compute duration and playback metrics identically.

Art. par. E

Independent Audits

Supports objective evaluation and "mystery client" validation via standard debugging tools.

Art. par. F

Census Verification

Audit pings allow granular monitoring and analysis. Pre-release certification of integrations verifies consistent test cases across SEI and SDK.

Art. par. G

Security

Transparent data and use of audit ping as a benchmark and potential audit ausilium act against possible tampering with data.

OVERALL

S2S is meant to create a comparable, efficient exchange for data.

It embeds checks and countermeasures that are meant to reduce risks to a comparable level to the SDK.

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Nielsen S2Si Approach: Scalable

With an SDK, you receive a ready-made Lego creation, constructed; with our **“Server-to-Server integration” (S2S)**, you receive instructions and bricks and the necessary information to assemble it yourself - same creation, same input.



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2. DISCIPLINE: Input Controlled & Defined



Viewing Data

Exact usage information based on specified, detailed **Integration Guide**

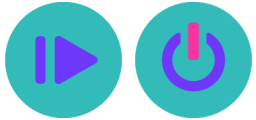
Detailed, must-follow requirements



Meta Data

detailed information on the video content on asset level, e.g., combination of the associated metadata

Detailed, must-follow requirements

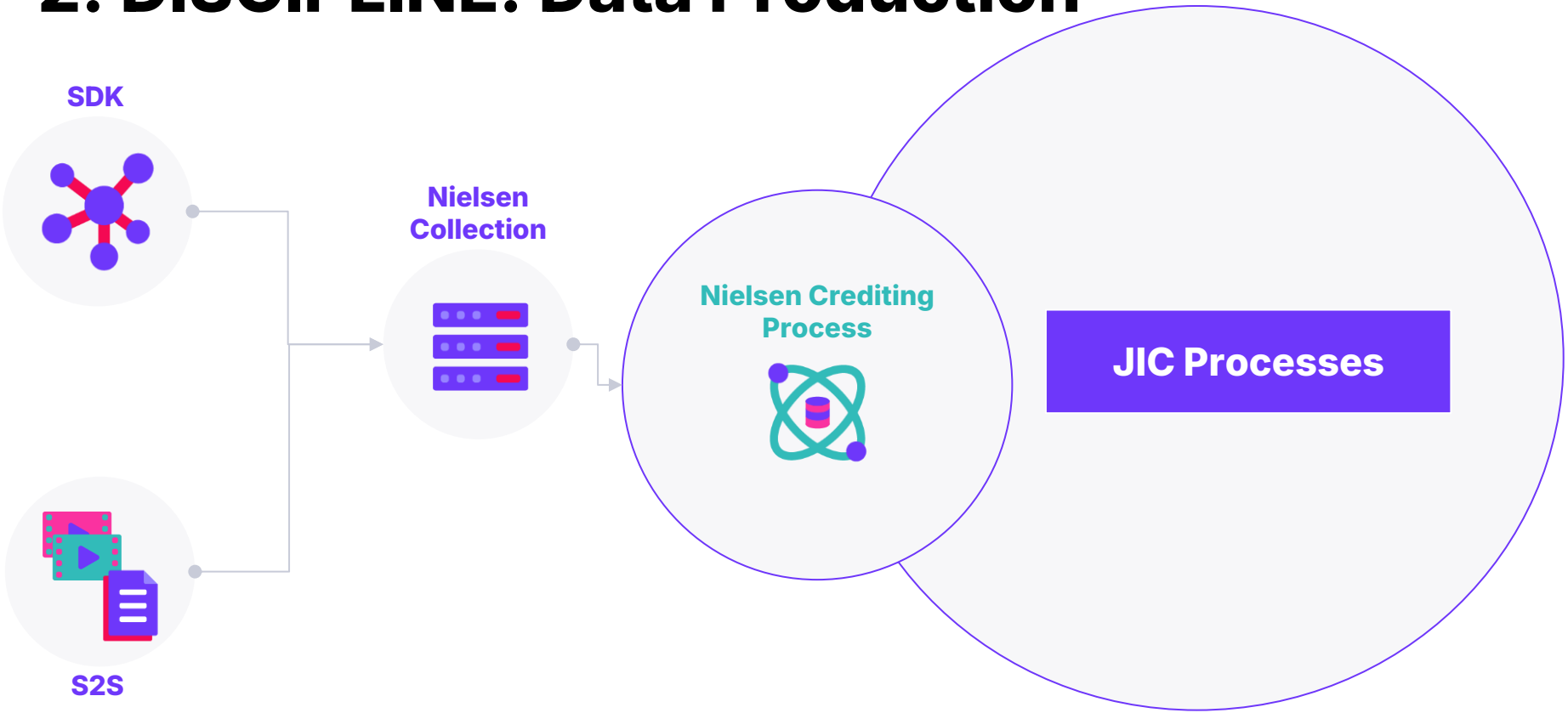


“Audit” Pings

Individual signals from the device directly to Nielsen, which mark the video start and end. They validate reach and usage duration.

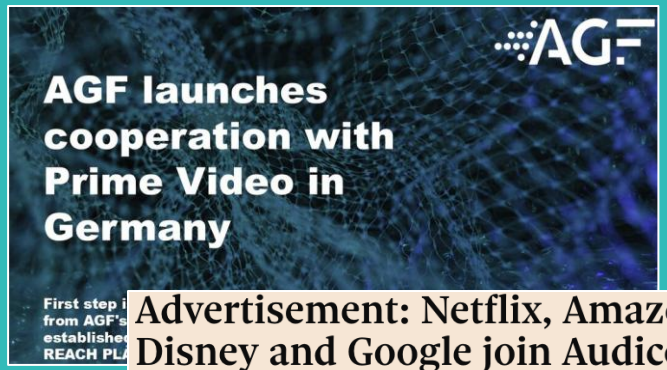
Direct Connection

2. DISCIPLINE: Data Production



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3. PARTNERSHIP: A Collaborative Effort



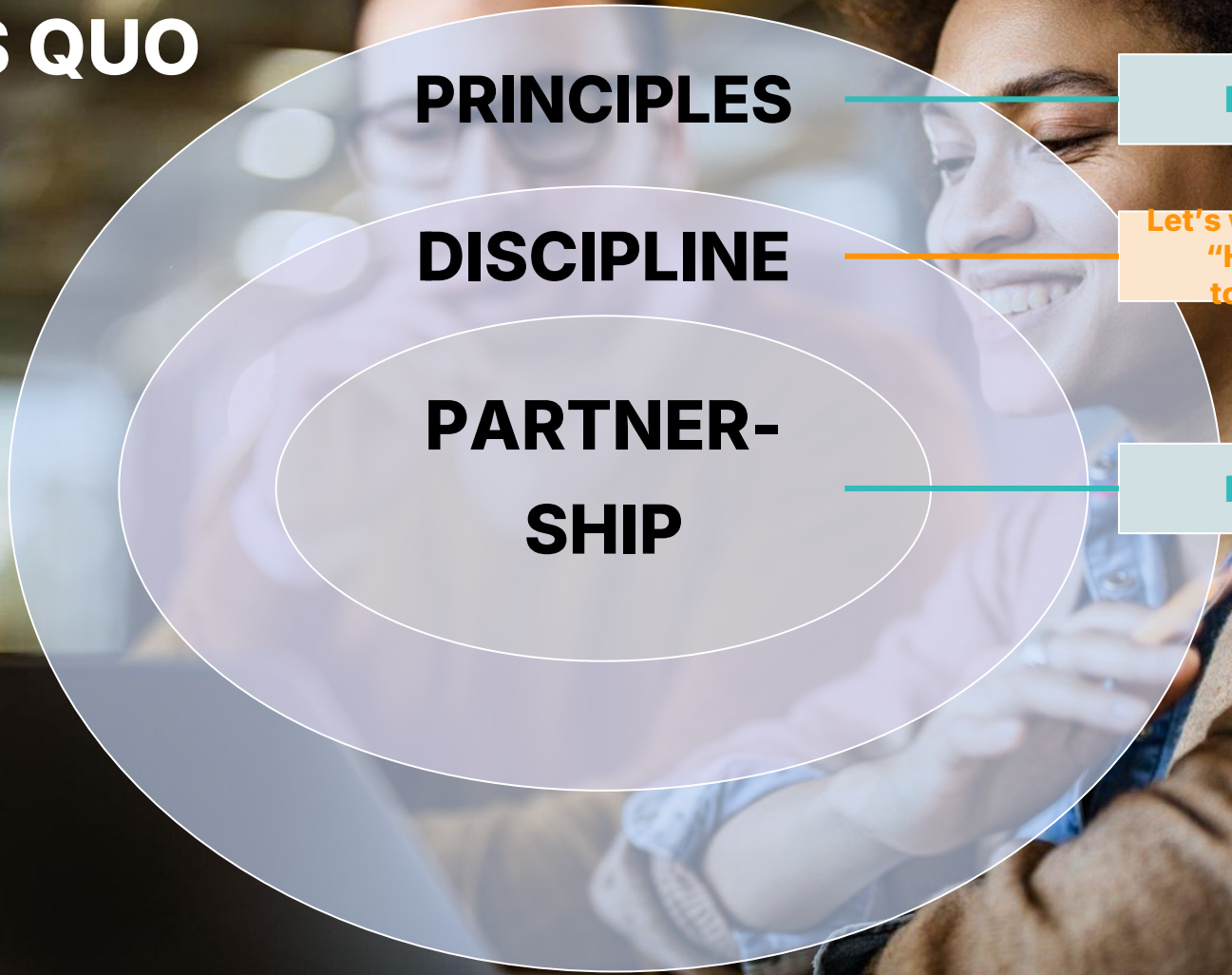
Advertisement: Netflix, Amazon, Disney and Google join Audicom for audience measurement

Anitec-Assinform takes a stake in the company with the aim of establishing a common metric. Alberto Dal Sasso is set to take on the role of chief executive



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STATUS QUO



DONE

Let's work on the "How to" together

DONE

"What is not started today is never finished tomorrow."

Johann Wolfgang von Goethe

Well, we started now - so let's finish this together.



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