

# The Currency Case

How Advanced TV can evolve traditional currencies



## Keynote "Advanced TV" - Milan

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International Product Lead Streaming

**Anybody knows  
this guy?**



This is  
**Kublai Khan**  
(1215 - 1294)

**Why was he important?**

- Founder of the Yuan dynasty, ruled one of the biggest land empires in history across China, Mongolia
- **Introduced one of the FIAT CURRENCIES in the world in 1260 to enable economic growth and foster fair trade**





# What do **CURRENCIES** need?

## **A USE CASE**

Currencies resolve the inefficiencies of bartering by providing a universally accepted means of payment: Reach Metrics for TV.

## **AUTHORITY**

Currencies require a form of authority to issue it to market and create comparable, unbiased metrics to trade on - in most European markets, Joint Industry Committees play that role in the media world.

## **TRUST**

Currencies need to be TRUSTED: without trust, there cannot be a currency everyone relies on.

# TRUST as a key to a currency

## Accuracy

The data correctly reflects reality and is free from errors. E.g. Advanced TV/CTV data is often not part of currencies yet and or just started to be.

## Completeness

How complete is the data? Looking at data granularity, is panel measurement for demos enough in the future, esp. for ads?

## Relevancy

The data is pertinent and useful for the intended purpose.

**How does trust develop mid-term for the data we bring to the market?**



A man with glasses and a beard, wearing a brown sweater, is looking at a laptop screen. A woman with dark curly hair, wearing a brown sweater over a blue shirt, is smiling and looking at the same screen. They are in a modern office environment with blurred lights in the background. A metal pen holder with pens is visible in the bottom left corner.

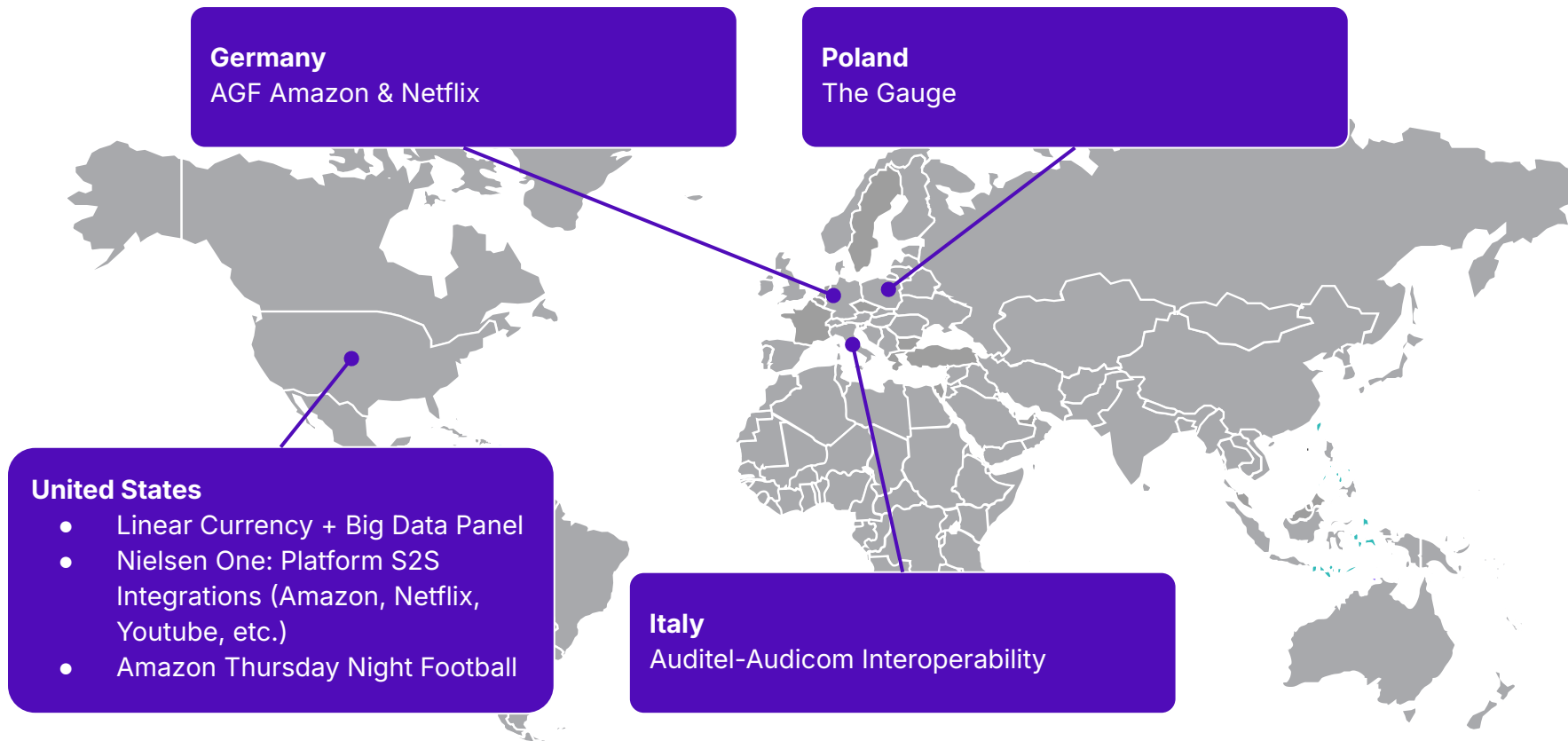
How to add **ADVANCED TV** into  
**CURRENCIES?**

A man with glasses and a beard, wearing a brown sweater, is pointing at a laptop screen. A woman with dark curly hair, wearing a blue denim shirt and a brown sweater, is smiling and looking at the laptop. They are in a modern office setting with large windows in the background. A metal pen holder with several pens is visible in the bottom left corner.

**Partnerships**

**Comparability**

# Advanced TV: Diverse Integration Strategies





# United States // Big Data x Panel

*~45M big data homes*



**Automatic Content  
Recognition**

**Roku & Vizio**

Captures tuning monitored  
by ACR on enabled smart  
TVs

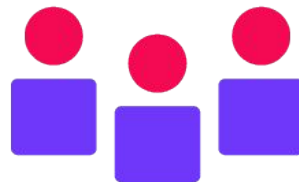


**Return Path Data**

**DirecTV, Dish & Comcast**

Captures tuning sourced  
through RPD enabled  
set-top boxes

*~41K panel homes*



**Nielsen Panel**

**Representative Sample  
of Total US**

Captures all viewing behavior  
across all TV sets in metered  
homes

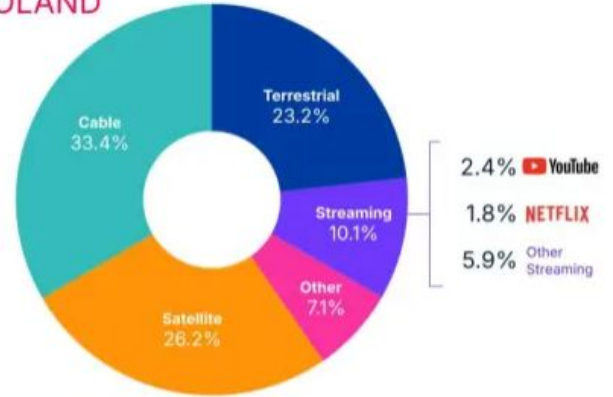
# Netflix // Poland

- The data comes from Nielsen's single-source panel (Streaming Meter Measurement) consisting of 3,500 households and almost 9,700 panelists.
- The Gauge™: Poland is based on monthly AMR (Average Minute Rating) audience share data.
- Both linear and shifted in time up to 7 days, and viewership from streaming (live streaming viewership of TV stations on OTT platforms is classified as streaming viewership).

## The Gauge™: POLAND

July 2025

Total day  
Persons 4+



Source: July 2025, Nielsen Single Source Panel Data (Linear TV & Streaming) - TV up AMR data, TV Consolidated+7  
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Nielsen

# Audicom // Italy

Nielsen is supporting *Auditel - Audicom Interoperability* by including CTV Audience measurement for local Broadcasters into the Digital Currency.

- This will enable the marketplace to get a comparable planning dataset at a respondent level.

## Future State:

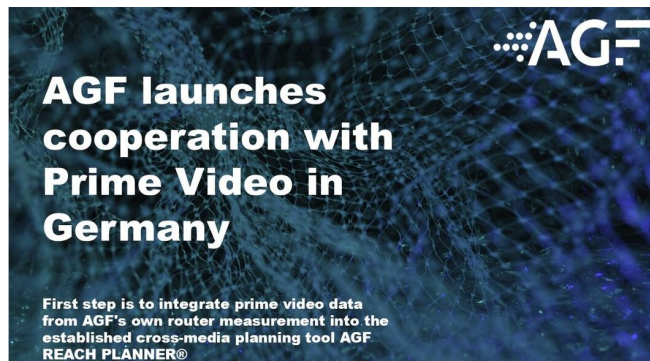
- Nielsen is cooperating with the dedicated JIC's Committee that will assess how to integrate Streaming Platforms into the Digital Currency



# Amazon & Netflix // AGF Partnership

- Announced earlier 2025
- Panel based measurement
- Evaluation of measurement techniques

Solved for **Partnership**





**Accurate?**  
**Complete?**  
**Relevant?**

These have been **trademarks** for currency measurement for years and still are, but to prepare for the future, Advanced TV measurement has to be tackled NOW.

The 2 key aspects are:

- **Seek Partnerships**, find common ground, align on measurement approaches. In Europe, JICs have a key role to make this happen.
- **Measurement has to be comparable** to existing data hence technology and methodology have to ensure that.

# Conclusions

The digital revolution, the advent of social media, streaming platforms, and new technologies have profoundly transformed how content is consumed and measured. In this scenario, **ensuring transparency and high standards** becomes crucial to supporting companies and agencies in their strategic decisions.

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

*Johann Wolfgang von Goethe*

**If we do not start measuring  
Advanced TV today  
TOGETHER,  
it will not be reported  
tomorrow!**



