

Lessons learned from the launch of the worlds first online video trading currency



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#asitv14

The MMS Vision

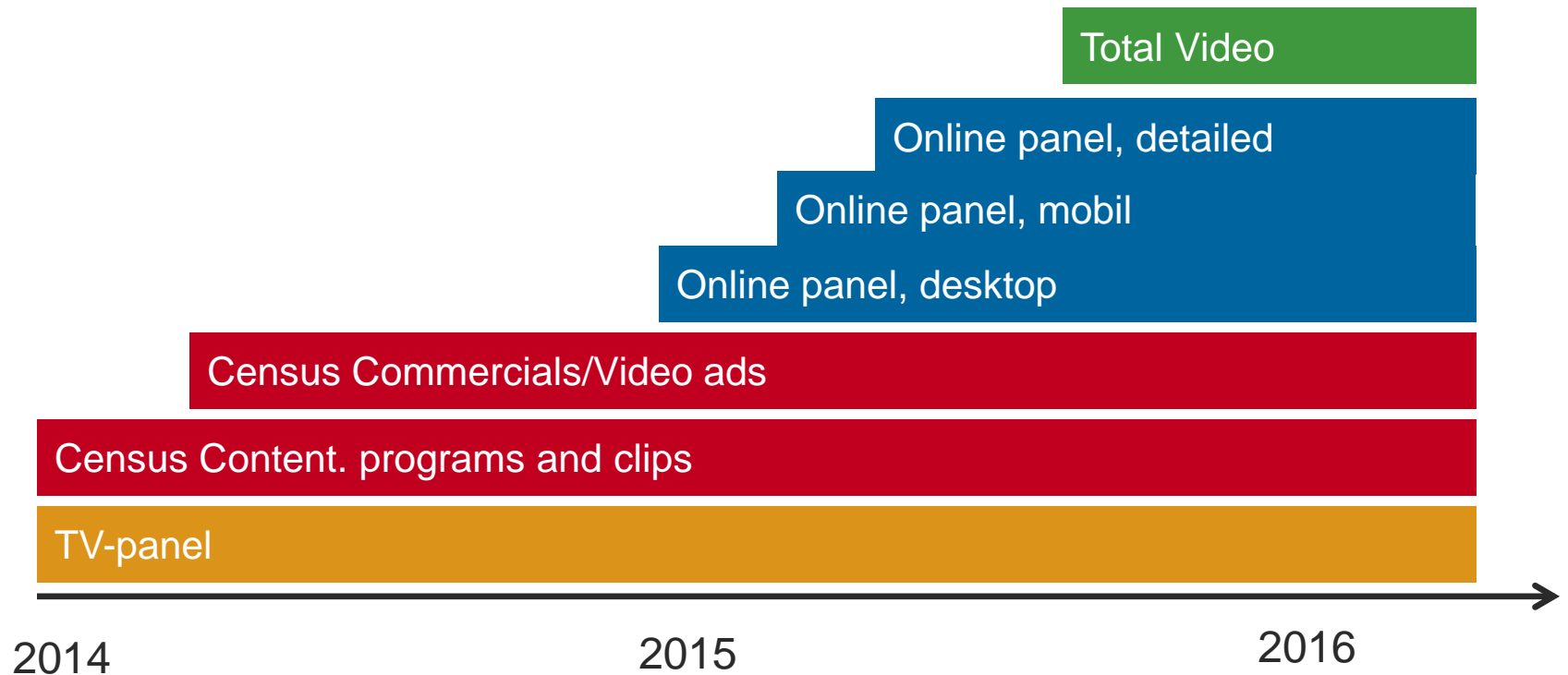
“To launch and maintain a fully accepted media currency covering all TV and online video viewing on all platforms, screens and situations”



ATAWAD

(Any Time, Any Where, Any Device)

The MMS Road Map – Towards a Total Video Currency



Building an Online Video Trading Currency

Phase 1: Preparing The Launch.

- Involving the whole market
 - Media companies, ad-servers, media agencies, advertisers, service providers and others players
 - Involving people at all levels in the companies
- Building the control system
 - Setting up our own system for daily controls
 - Using reference data from ad-servers
- Ensuring sustainable measurements
 - Starting with impressions
 - Prepared to move on to “time based”
- Implementing tracking codes/tags
 - On I-players and apps



Building an Online Video Trading Currency

Phase 2: The Launch.

- Preparing the media agencies
- Preview of MMS tools and data
- Feedback from pre-users
- Educating the users
- Building or PR case



Building an Online Video Trading Currency

Phase 3: Implementing the currency.

- Delivering “over two nights”
- Ensuring full accessibility
 - In Non-MMS tools
 - In MMS tools



Building an Online Video Trading Currency

- In MMS Tools: Campaign Report



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CAMPAIGN REPORT

Period 2014-10-01 - 2014-10-29
2014-11-03 av Tigran Zakarian, MMS

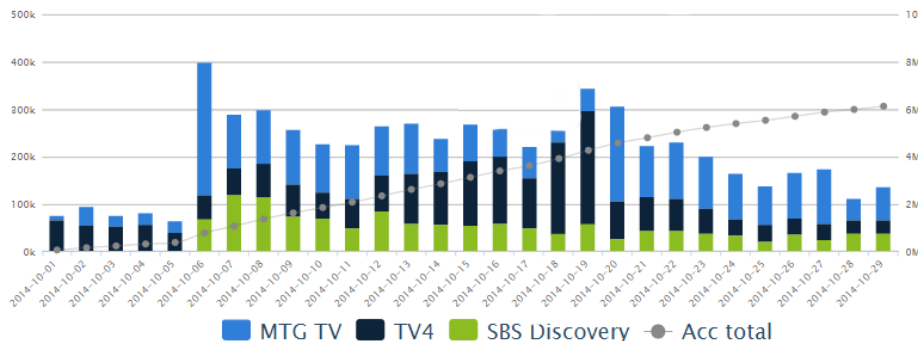
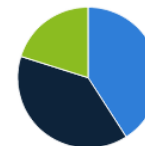
6 133 730 Impressions
MTG TV, TV4, SBS Discovery over 29 d

Distribution by ad



| Ad | Advertiser | Product | Agency | Impressions | Distribution |
|--------------|------------|----------|--------|-------------|--------------|
| ✘ S1ARYO2002 | Arla | Yoggi | Carat | 3 560 009 | 58,0% |
| ✘ S1ARFM1501 | Arla | Arla Ost | Carat | 1 064 872 | 17,4% |
| ✘ S1ARFM3503 | Arla | Arla Ost | Carat | 529 199 | 8,6% |
| ✘ S1ARBR1510 | Arla | Bregott | Carat | 260 483 | 4,2% |
| ✘ S1ARBR2011 | Arla | Bregott | Carat | 219 126 | 3,6% |
| ✘ S1ARBA4002 | Arla | Arla | Carat | 198 819 | 3,2% |
| ✘ S1ARBA4001 | Arla | Arla | Carat | 198 264 | 3,2% |
| ✘ S1ARBA6001 | Arla | Arla | Carat | 102 958 | 1,7% |

Distribution by Site



| Site | Exponeringar | Fördelning |
|---------------|--------------|------------|
| TV4 | 3 077 488 | 40,9% |
| MTG TV | 2 928 796 | 39,0% |
| SBS Discovery | 1 509 415 | 20,1% |

Building an Online Video Trading Currency

- In MMS Tools: Share-of-Voice Reports



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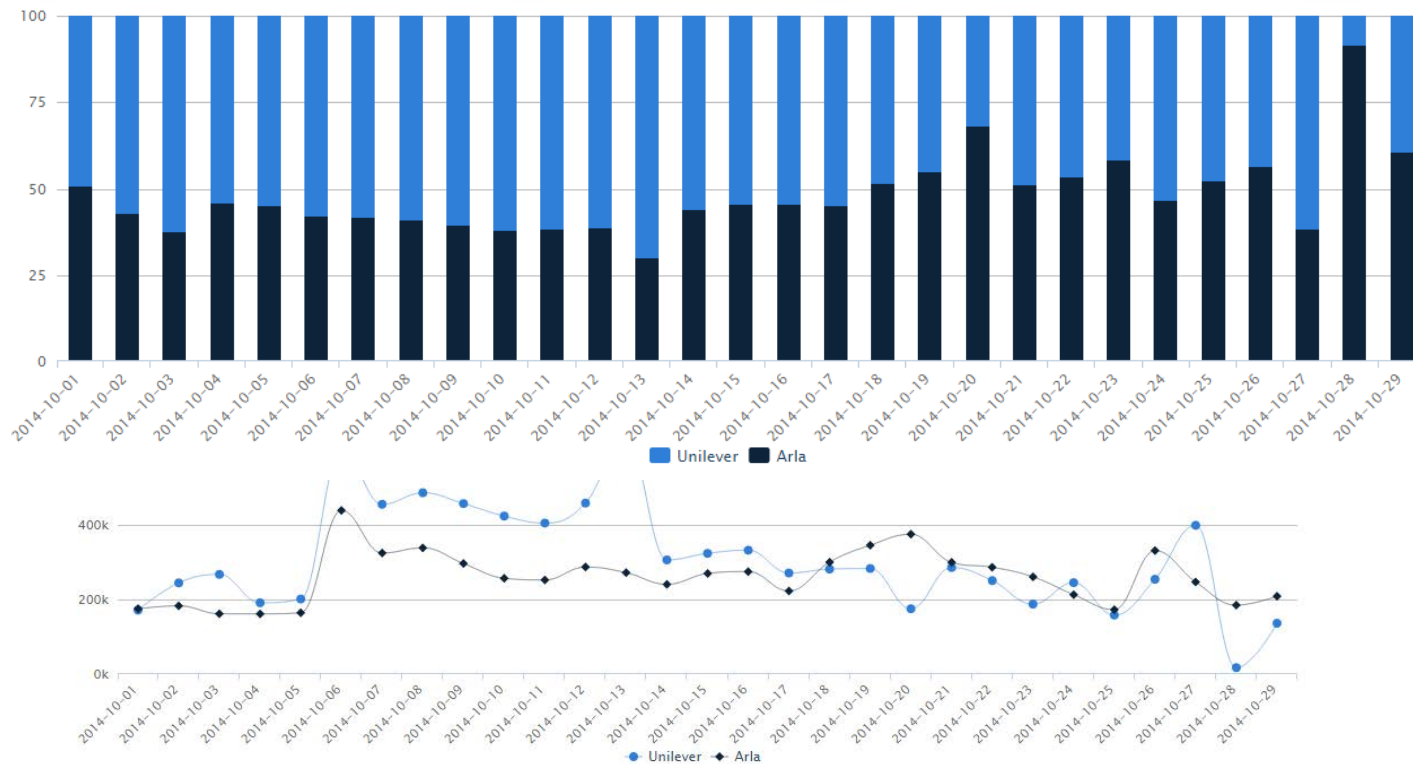
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SHARE OF VOICE | ADVERTISERS

Period 2014-10-01 - 2014-10-29

2014-11-03 Tigran Zakarian, MMS

16 383 804 Impressions



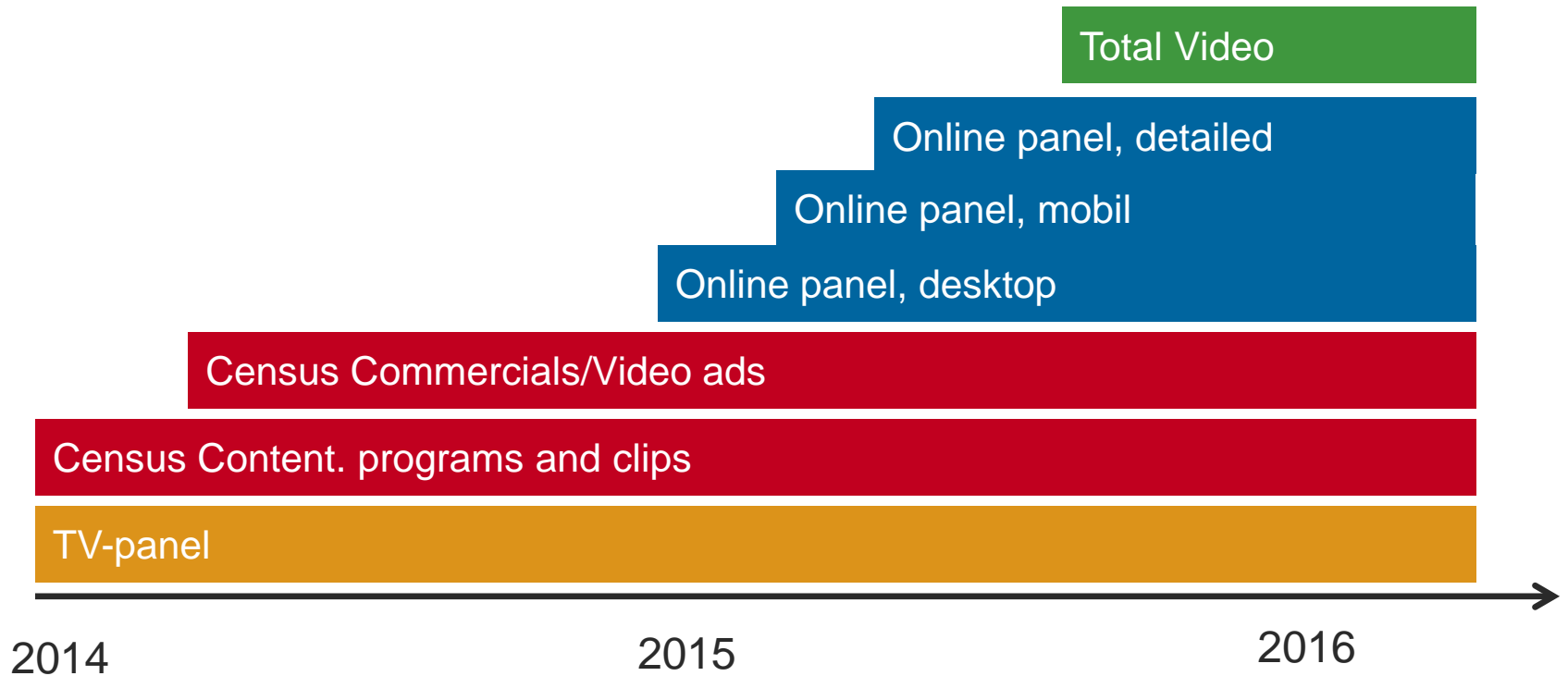
Building an Online Video Trading Currency

Phase 4: Further development of the currency.

- From Impressions to “time based” currency?
- Expanding the Currency
 - Large national publishing houses
 - The ad sales networks
 - International “players”
 - Mid-size publishing houses



Let's go back to the MMS Road Map



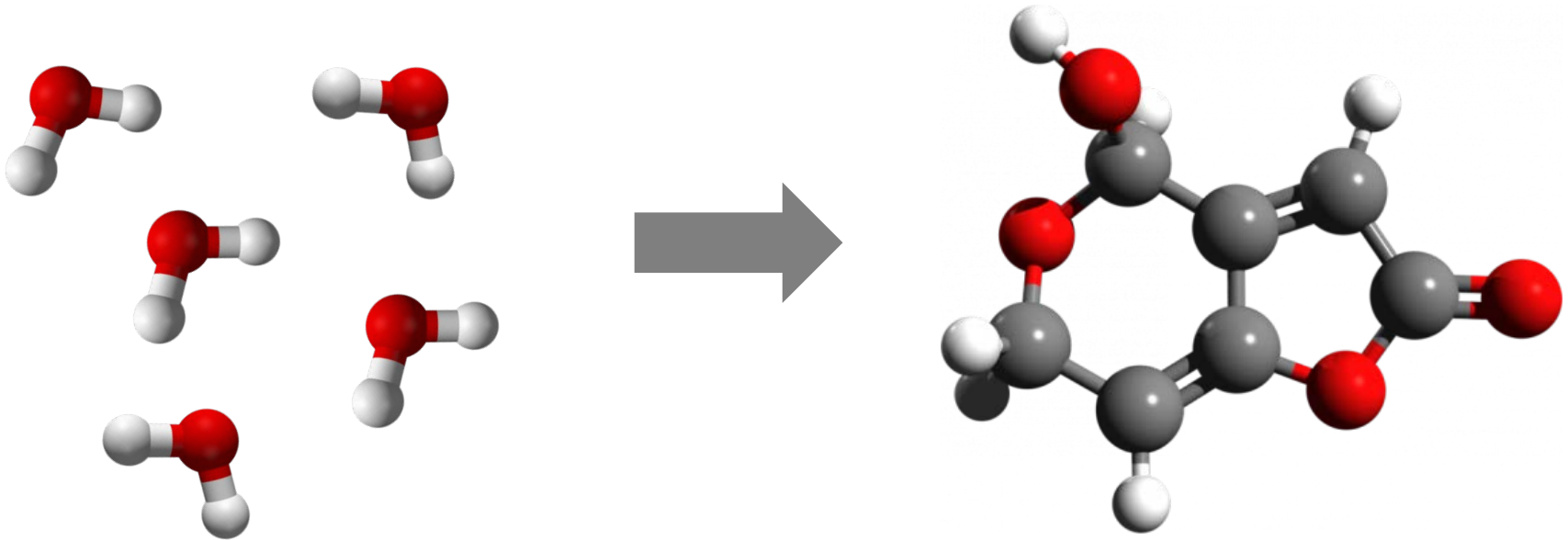
A “Final step”: Total Video Ratings

From today's silos to ...



A “Final step”: Total Video Ratings

... an integrated trading currency



Thanks!

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