Process for Certification

Background

Parties/stakeholders that intend to integrate MMS data with other video data should undergo an audit.

The purpose is to ensure that the data sources are equivalent and are used and presented correctly and transparently for the party's data users.

The certification is carried out by an external auditor and is paid for by the party being audited, via MMS. Invoicing takes place independently of the outcome of the audit.

Process

Start

- Interested party contacts MMS, via the contact form on mms.se or in another way
- MMS adds internal resources with methodological knowledge, for coordination, contract writing and dialogue between the parties

Input

- MMS sends to the Stakeholder/Party information that describes
  - documentation to be presented to the Auditor
  - data to be presented
  - expected/estimated cost
  - estimated time consumption - lead time 3-4 weeks - auditing 3-5 weeks
  - occurrence of recurring audits in connection with a change in measurement or calculation model

- MMS mediates, via e-mail, contact between the Stakeholder/party and Auditor
- MMS must be copied in on all dialogue between Stakeholder/Party and Auditor

- Agreements are drawn up and signed by
  - MMS co-COO & Head of Media Measurement and Stakeholder/party
  - MMS co-COO & Head of Media Measurement and external Auditor

Output

- The auditor submits a report/outcome both to the audited party and MMS
- MMS makes the certified party visible on MMS website mms.se

Auditing includes assessment of equivalence regarding

Calculations and definitions

- Definition of start/impression: Programs and advertising starts with shorter playing time than 1 second are filtered out and not reported.
- Definition of Reach for online video:
- Channel/site: 15 continuous seconds or 50% of the length of the program/advertisement
- Program: 15 continuous seconds or 50% of the program length
- Commercial: 5 continuous seconds or 50% of the length of the commercial
- The Reach criterion is met if the viewing segment is longer or the same length as the criterion.
- In cases where definitions other than the standard are used, the definition must always be reported in the auditor's report. It must also be clear to the party's data users.

  Calculation rules and definitions that MMS uses can be found at https://mms.se/for-vara-kunder/

Data collection

- Non-MMS data must be based on a robust methodology, transparent to users. It must report, among other things
- How an individual/viewer is measured and defined
- How the method identifies and handles possible double measurement of viewers or devices
- data editing and calculation rules
- Weighting, data adjustments and modeling must be empirically supported and accessible to users
- Any modeling of co-viewing must be handled in a transparent and clear manner
- The source for the universe must be based on the same source that MMS uses, i.e. Statistics Sweden's population statistics.
- Results for advertising data must not be based on viewing the content in which the advertisement is played.
- If the measurement does not include time measurement, this must be stated and measurements that according to the standard are calculated on time must not be reported as time measurements. This refers to viewing time, rating/TRP, Reach and Share.