

MMS Golden Rules general for online video

2023-11-09



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Introduction

This document describes the current rules and regulations that MMS have decided upon for its online video currency regarding measurements of programs/clips and ads. The purpose of these regulations is to have consensus between all parties and create comparability. The rules and regulations shall be transparent, documented and facilitate the industry in terms of comparability and evaluation of the measurement of online video.

This regulatory framework, also called *MMS Golden Rules Online*, is accessible via MMS website (mms.se). Amendments to these regulations are communicated to all participating parties. Each designated contact person will receive information regarding amendments via email.

All parties involved have jointly decided to uphold these rules and regulations. If a party chooses not to uphold a rule or regulation MMS reserves the right to take appropriate actions.



0. Updates

Paragraph	Title	Date
1.12.2	Updated rule for filtering out extreme viewing. Limit 200 on ads	2023-11-13
1.4	Updated the text about programs and clips. Removed old categories.	2021-08-25
1.8.3	Corrected the definition of KO(28)	2021-06-24
1.12.2	Extreme number of starts per cookie	2021-03-19
1.10	Updated rule about geographic limitations	2021-03-05
1.13	Clarified that the rule applies to both content and ads	2020-08-21
-	Translated to English	2020-06-11
1.14	Rule: Remove looping videos	2019-10-16
2.3.5	Completion rate	2019-06-24
2.1, 2.2	Start/impressions always as singular	2019-04-30
1.13	Rule: Remove starts with no viewing time	2019-03-27
1.12	Rule: Adjust extremes	2019-01-23
2.0	Autostarts	2018-05-07

1. Definitions

1.1 Site

Site is defined as a company that provides video content distributed via the internet. For example, a site in this sense can be a TV channel, TV network, Media network, News website, Company website or similar. Site is defined as a collective name for each participating entity that exists within a company. There are no restrictions on which sites may be included in the measurements, except that the site must have video content, and comply with rules and regulations set by MMS.

Participating sites along with starting date and whether measurements include programs/clips and/or ads are shown in the separate document *SITE REFERENCE LIBRARY* listed on mms.se

1.2 Platforms

Platforms included in the measurement are those that provide video content through a browser, via a computer, mobile phone, tablet or via an app running on a mobile phone or tablet.

Platforms included are shown in the separate document *SITE REFERENCE LIBRARY* listed on mms.se

1.3 Per site/Total view

Each site reports its total viewership by tagging each title (see below) according to instructions. A prerequisite for measuring traffic at the total level is the inclusion of a title code (mms_tid).

1.4 Program/clip – Title

In practice, title means a program or video clip online. MMS measures all programs and clips that have been tagged as instructed.

Participating sites shall determine whether a title is a program or a clip. MMS conducts quality checks on submitted meta-data. However, it is the responsibility of each site that the reported content is correct.

1.4.1 Episode. For each title, every site also indicates which series the title belongs to, and which episode. The site specifies the series and the episodes.

1.4.2 Length. The length of the title is reported for each title. The length of the title is reported by each respective site. MMS carries out a general check that the length of the title is correct / reasonable.

Format: mm:ss

Example: 26:30 (title length is 26 minutes and 30 seconds)

1.5 Ads

Below is an overall description of how MMS measures video ads online.

1.5.1 About ad measurement. MMS measures all video ads, with a Swedish official film code as an identifier, shown on the participants sites video service and presents data in an open system. Each ad has a unique film code that is identified by MMS in all the different video players and apps that are measured. This information is sent to MMS as raw data (see 1.6.1) that MMS then quality controls, computes, compiles and publishes as the official traffic per video ad (film code). Reporting consists of the number of exposures (impressions) and the time period.

1.5.2 About the measurement currency. The basis of the measurement of consumption of video is that it should be a currency for the industry. The characteristic for a currency is that it is used and accepted by the industry, i.e. that all parties participating use these results when for example following up on video ad campaigns. There must be complete transparency about how these results are computed when analysing data from the measurements. A currency is characterised by stability, but also continuously developing and adapting to changes in its surrounding, which means that definitions and measurements can change over time. All changes are prepared and discussed at the various forums MMS has with the industry, such as The Council for Ad Measurements Online (Rådet för reklamätningar online) and The Reference Group for Online Measurements (Referensgruppen för onlinemätningar). For more information on how MMS works with its online video currency visit mms.se.

All measured sites as well as Sveriges Mediebyråer and Sveriges Annonssörer are in agreement that MMS reported numbers are the industry currency. MMS stands as guarantor for the measurements by regularly implementing controls and defining the measuring through its framework - MMS Golden Rules Online. Potential inaccuracies should be reported to MMS.

1.5.3 Analysis tools and available data. MMS provides analysis tools to easily make data available. Data is published regularly according to a predetermined time schedule. For the current time schedule, please contact MMS.

Data exists from 2014-02-17, however, data up until 2014-05-11 is not included in the official measurements but can be used for general analysis.

1.5.5 In short about the measurements. The industry has defined an *exposure* (see section 2.2) as being equal to an impression. Today it is *exposures* that are reported. The measuring comprises details such as quartiles and complete ad views. MMS does not currently report Unique visitors nor unique browsers. An investigation about these measurements is ongoing.

1.5.6 Ads and film code. Only ads with official film codes are measured, i.e. follow the standard that is approved by the industry and MMS. Ads with invalid film codes are rejected and are not reported.

MMS measures ads defined as in-stream videos (visit IAB's website for the current definition), usually defined as pre-roll, mid-roll or post-roll. MMS does not measure ads that are shown in the vicinity of the video player nor companion banners, overlays, break ads etc. inside the video player.

MMS measures and reports traffic on film code level, not campaign level.

1.6 Definitions of online video data

1.6.1 Event level data. Is defined as measurement data in the form it is delivered to the research company, designated by MMS. Event level data contains every user interaction with the video player. MMS has full access to all participating customers' event level data, enabling MMS to compile aggregates.

1.6.2 MMS aggregated data. Complete data for all titles and ads from all participating sites that MMS has compiled through processing, calculating and summarizing *event* level data for every title uploaded to MMS database. MMS aggregated data is the currency for online video.

1.7 The online video day

1.7.1 Programmes/clips: Programs/clips online follow the same principle as the *TV day*, where the day starts at 02:00 and ends 25:59 (01:59).

1.7.2 Ads: Online ads follow, since 2017-01-05, the same principle as the *TV day* for programs/clips, i.e. starts at 02:00 and ends 25:59 (01:59).

1.8 Consolidation and measurement period

MMS currency for programs/clips consists of an 8 days consolidation period which means that the viewing numbers for a program/clip comprises traffic measures during the publishing day and another further 7 days. For ads, the consolidation period is defined as *So far* (see 1.8.4) when reported, where a start date and end date must be specified.

P0 = Date of publishing

1.8.2 P0/Publishing day/Date of publishing. Refers to all traffic for a title during the day of publishing and the current *online video day*. The day of publishing does not take into account the actual time of publishing, it measures traffic only for that current day.

P0 = Publishing date

1.8.2 KO(8). "8 days consolidation period" - MMS currency is presented when the consolidation period is over and all viewing during the day of publishing and next seven days have been computed. These results should be used when analyzing viewing and when comparing with other programs/clips. This consolidation period in particular should be used when comparing with TV.

P0 = Date of publication

P1 = Date of publication + 1 day

P2 = Date of publication + 2 days

P3 = Date of publication + 3 days

P4 = Date of publication + 4 days

P5 = Date of publication + 5 days

P6 = Date of publication + 6 days

P7 = Date of publication + 7 days

$$KO(8) = P0 + P1 + P2 + P3 + P4 + P5 + P6 + P7$$

1.8.3 KO(28). "28 days consolidation period". 28 days of consolidation is used as a secondary consolidation period. The calculation for 28 days of consolidated data is:

$$KO(28) = P0 + P1 + \dots + P27$$

1.8.4 So far. Data for the entire selected time period. Can be anything from just being the day of publication (1 day) up to in theory an endless number of days. The selected period always has the same start date as the actual publication date (P0). *So far* is by definition not a period of consolidation. *So far* is the official consolidation period for Ads.

$$\text{So far} = P0 + \dots + P(n), \text{ where } n = \text{chosen end date}$$

1.8.5 Daily consumption. If a title's daily consumption is reported, it refers to the traffic generated during the selected date, regardless of when the title was initially published. Traffic during the selected date refers to an entire *online video day*.

1.8.6 Consolidated weekly. Refers to consolidated data over 8 days (KO8), which means that all views during the publication day and 7 days ahead are included. A title that was published online during Monday may count all views until the following Monday and a title published on Friday may count all views until following Friday. In other words, the publication date plus 7 days regardless of when the title was published online. Criteria for reporting a consolidated weekly view is that the title is published during the current week.

1.9 Use of so-called indexing

For so-called "indexing", where the viewer chooses a video that is described as a clip and then becomes, for example at 3:54 a longer video (for example a program), it should be measured in the same way as when the user fast forwarded to 3.54 in the program. Provided it is obvious to the user that it is part of a program (see basic rule) on intent, 2.1.2.1). If it is not clear that it is a program, this type of title should be considered a clip, and hence have that corresponding code and category.

1.10 Geographic limitations

There are no geographical (national) limitations of traffic data, all global traffic is measured. The existing data that MMS publishes includes a small part of streams generated abroad, currently (2021) about 3

percent. Traffic generated abroad is defined as the IP address of the stream originates from outside Sweden. This is the only geo-information available at this time. MMS measuring partner translates IP addresses into country codes and adds it to the data set. MMS does not handle IP addresses. Despite the fact there may be a risk of overestimating the true number of streams generated by residents in Sweden – which is MMS’ actual measurement assignment – the advisory board has agreed that these streams will continue to be included in the official data.

The reasoning behind the MMS Technical Committee’s decision is that filtering out streams generated abroad distorts comparability with other companies in the Swedish market that are not included in the video measurement currency, which includes all streams regardless country source. In addition, several media companies included in the video measurement currency are obliged by the EU Portability Regulation to make at least their premium services available within the EU for Swedish residents. Therefore, it is necessary for these companies to include such streams, albeit generated abroad.

It is also remarked that if filtering out streams generated abroad, there is a risk of removing accurate streams. An IP address is not an exact measure, and one cannot equate residents in Sweden with an IP address from Sweden. An increased use of VPN (Virtual Private Network) and companies with firewalls positioned abroad could contribute to less accurate geographical information in IP addresses. Finally, it is noted that broadcasters very rarely have online rights to foreign programming. This would mean it is at least a Swedish-speaking audience watching, since Swedish programming is virtually solely in Swedish language.

1.11 Quality control

MMS conducts a series of checks on measured data. These routines and processes are documented and explained.

1.12 Adjusting for extremes

1.12.1 Extreme viewing times. These rules handle extreme viewing times for all VOD viewers, except for non adjusted live-streaming.

1. If the viewing time for a start is more than 4 times longer than the length of the clip, then the start viewing time must be set to the length of the clip.
2. If the length value is missing for a start, the median value is set from other starts with the same ID.

1.12.2 Extreme number of starts. Also known as “Capping.”

Content:

If a unique cookie has more than 100 content starts, on one site during one day, only the first 100 content starts are considered valid i.e. an unique device cannot have more than 100 content starts per site per day.

Ads:

If a unique cookie has more than 200 ad impressions, on one site during one day, only the first 200 ad impressions are considered valid i.e. an unique device cannot have more than 200 impressions per site per day. Until the 12th of November 2023 the maximum limit was 100 for ads.

1.13 Filter out starts with no viewing time

Program starts and ad impressions that are completely missing or have extremely low viewing time are filtered out.

Filtering limit value is set to 1,0 sec and starts/impressions with less viewing are not included in the currency.

1.14 Filter out looping video content

MMS discourages looping videos. If during the same viewing session there are more than five starts from the same ID, only the first five starts are measured, and the others filtered out.

2. Measurement variables

2.1 Starts

A *start* is one of the official measurements for measuring programs and clips. A start means that the program or clip has triggered the event *play*. A start is counted regardless of whether there is an end time or not. A program or clip can theoretically get an infinite number of starts from the same browser as each start is counted. The same person may have started a title several times and they are all counted.

Format: n

Example: 84 323

Start per target group should always be stated as an integer.

Start is further divided as follows (below classification is not at present publicly reported):

2.1.1. Starts with time. Refers to a start that has reached the correct ending point enabling a calculation of the total time the title has been viewed. *Starts with time* for a title can at the most be as much as *starts* for corresponding programs. *Starts with time* is not reported in existing tools but instead used for other calculations (eg average time, online rating. See more below).

2.1.2 Automatic start. An automatic start, also called *auto-start*, is defined as the video starts playing without a person actively choosing to start the video. Below are some regulated examples:

1. Automatic start of a video on the main page of an app or main website (e.g. tv3.se, tv4.se)
2. Automatic start of video on a site alt. using the player's URL (eg tv3play.se, tv4play.se)
3. Automatic start on a more or less permanent campaign site (eg fragaolle.se, idol.se)
4. Automatic start of an episode when selecting a TV series (eg Idol)
 - a. Either by clicking on the main web page or similar
 - b. By typing the specific URL (eg tv4.se/idol)
5. Automatic start of upcoming episode or associated clip/program
6. Automatic start of a title that has been added to the viewers playlist

An *auto-start* can either start instantly or after some delay. If the above conditions are met, the start is defined as an *auto-start* and the variable `mms_auto` is set to "yes".

A start of playing a video is not defined as an *auto-start* if:

The video is activated by a person clicking on a link that shows that the person comes to a specific video (can be a link via text or image) and then starts playing the video automatically. This is defined as an *active choice*.

2.1.2.1 Automatic starts that are measured

If a video is started automatically according to items 1-6 in the list under 2.1.2, it is measured as a start provided that the video is consumed for 10 seconds or longer.

MMS counts all automatic starts that meet the conditions according to 2.1.2.1 and include this in the measure *starts*.

2.1.2.2 Automatic start that is not measured

If a video is started automatically according to 1-6 in the list under 2.1.2, it will not be measured as a start if the video is viewed for less than 10 seconds. If the view is less than 10 seconds, it is considered *unintended viewing*. Unintended viewing is not reported. Thus, a video that is shorter than 10 seconds and is automatically started according to paragraphs 1-6 under 2.1.2 will not, by definition, be measured as a *start*.

2.2 Exposures

The measurement of ads is *exposure*. Exposure means that the ad has delivered the measurement *impression* in the data collection. In practice, this means that the first frame of the ad has appeared in the video player. Note that the measure does not indicate how long the ad has been shown.

For a further definition of *impression*, please see IAB's guidelines:

https://www.iab.com/wp-content/uploads/2015/06/dig_vid_imp_meas_guidelines_finalv2.pdf

MMS measurements of *exposures* for an ad is based on the event data file from the measurement company where each line containing the event *impression* is summed. Each ad is calculated separately on each site. The summation for an ad that has been shown on several sites is done by adding respective sub-value/sum. An exposure per target group must always be stated as an integer.

$$Exposures = \sum impression$$

Format: n

Example: 234 456

2.3 Time measurement

The time measurement refers to how long a browser has played a title, or in total how long the user has viewed something on a site. A site should tag its content according to instructions. Content that is not properly tagged is not included in the measurement. A site can tag content such that it can account for all levels, but not at the individual level (i.e. for a title). This means that the sum of total time for a site is always at least the sum of time played for titles, for each site.

The time is calculated from the start of the title itself, i.e. any ads or trailers before (pre-roll) are not included in the time measurement of the title. The time measurement for a title also excludes any ad break / midrolls or post-roll ads. The time measurement also takes into account any rewinding or fast forwarding in the program or clip, and only measures actual time viewed.

Watch time is measured in milliseconds. When MMS reports accumulated time for all viewing of a title, it is reported in whole hours.

2.3.1 Total sum of time / Accumulated viewing time. *Total sum of time* is one of the measurements for measuring programs and clips. *Total sum of time* is the total measured viewing time of all *starts* (*starts* with time). Each viewing session contributes to the *total sum of time*. A browser can contribute multiple viewing sessions for a title.

Format: h

Example: 5 223 (In total the title has been viewed 5 223 hours)

2.3.2 Onlinering. Onlinering is one of the measurements for measuring programs/clips and is reported in all tools provided by MMS. *Onlinering* is the average number of active browsers or apps during the length of the title. The measurement must be expressed as integers.

$$\text{Onlinering} = \frac{\text{Sum time (sec)}}{\text{Length of title (sec)}}$$

Format: n

Example: 87 123

When calculating *onlinering* (see formula above) for different consolidation periods division (/) should be used after an accumulation of viewing time ie. $\text{Dag}_{(n)} + \text{Dag}_{(n+1)} + \text{Dag}_{(n+2)}$ and so on.

Length of title is reported from each site.

2.3.3 Average time/Average viewing time. *Average time* is the average viewing time per started title as expressed in minutes and seconds.

$$\text{Average time} = \frac{\text{Sum time}}{\text{No of starts with time}}$$

Format: mm:ss

Example: 24:30 (on average the program has been viewed 24 minutes and 30 seconds)

2.3.4 Automatic and manual time. Similarly, as for starts, the time measurement is also defined based on automatic time and/or manual time. For definitions of these measurements, see above. These different time measurements are currently not reported.

2.3.5 Completion rate. In the ad measurement the proportion of completed ad impressions is also measured.

Definition of a completed view/impression is when the view/impression has progressed past the event that happens immediately after the ad has ended.

Format: nn,n%

Example: 95,5%

A decimal is used when reporting on completion rates.

$$\text{Completion rate} = \frac{\text{Sum (Complete exposures)}}{\text{Sum (Exposures)}} * 100$$

2.4 Parameters

2.4.1 Number of days after publication. Refers to the publication date of the current title and the number of days since the title was published. Number of days after publication = 0, refers to the date of publication. Number of days after publication = 1, refers to the day after the publication date. Number of days after publication = 7, refers to seven days after publication, ie. a total of eight measurement days (see more below).

2.4.2 Measured days. Refers to the number of full days for which measurement data is available. Can be for title level or total level. The number of measured days has no relation to the number of days the title was available at each site. Measured days after publication is always defined as publication day plus one more day. Measured days = 1, refers to a day's measurement data for the current title. Measured days = 2, refers to two days of measurement data for the current title. Measured days = 8, refers to eight days of measurement data for the title.

Measured days = $P0 + n$, where n is the number of days after publication

2.4.3 Percentage share of participating sites. Percentage share of starts or time for measured sites over a given time period. The total is the sum of all participating sites. A *total online percentage share* is not possible to report as the measurement only covers a subset of all online entities. Share is reported with a decimal.

Format: %

Example: TV4 23,3% (of the participating sites, TV4 accounted for 23.3% of the total number of starts during a given time period)

2.4.4 Reach. Reach is not possible to report as the measurement does not include individuals and a reliable insight into the online video universe is not currently available.

2.4.5 Unique visitors/unique browsers. Currently MMS does not report the measurements unique visitors or unique browsers.