



Intelligence
measured

Medialyze

TransparenSee with 360 Media Metrics Audits

...



Offer



ENSURE
ACCOUNTABILITY AND
TRANSPARENCY



OPTIMIZE PERFORMANCE
AND ROI



MITIGATE RISKS AND
FOSTER A FUTURE-
PROOF STRATEGY



Scope of verification

things we check



Ensure Accountability & Transparency

Budget Allocation on agreed-upon channels and placements
Transparency: accurate reporting, no overcharging or misinterpreting performance metrics
Compliance: adherence to industry standards and regulatory requirements



Optimize Performance and ROI

Efficiency: cost-effective compared to industry benchmarks and competitors
Effectiveness: achievement in terms of reach, engagement or conversions
Strategy Validation: alignment of chosen media mix and planning with target audience and long-term goals



Mitigate Risks and Foster a Future-Proof Strategy

Prevention: detection of ad fraud, waste or shadow buying
Long-term compliance: ensure alignment with upcoming regulations (data transparency, sustainability)
Continuous Improvement: leverage insights for ongoing monitoring

Campaign Audit scope

In scope

Cross media performance audits

Quality Assessment

Sustainability Compliance

Data Transparency Compliance

Buying Efficiency Validation

Strategy-Tactics Alignment Check

Out-of-scope

Agency selection

Deal comparisons

Our Approach



We take audits seriously

In-depth & Broad Scope of Analysis & Metrics



We look for long term relationships

Continuous monitoring dashboards
Regular follow ups and annual audits



We aim to future proof

Compliance Assessments re Sustainability and Data Transparency Requirements



Intelligence measured



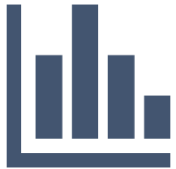
Our approach is our USP



"We bring **unparalleled expertise** in audience measurement and agency planning, delivering a precise and thorough analysis of media performance.

broad & in-depth

Our approach goes **beyond surface-level metrics** to quantify margins of error and dissect audience data at its most granular level, leveraging raw data insights.



long term

With a **deep understanding** of buying currencies - CPT, viewable impressions, and their nuances across media types – we assess and explain the impact of changes, such as universe updates, advancements in measurement technologies, vendors, and shifts in calculation methods.



future-proof

Our comprehensive expertise **ensures advertisers can navigate media complexities with confidence and precision.**"



ENSURE ACCOUNTABILITY AND TRANSPARENCY

BUDGET ALLOCATION

Issue

Do the actual spends correspond with sales house agreements to ensuring solid negotiations in the future focused on optimization rather than restoring trust?

Analysis

We measure differences between:

- the level of minimum and maximum investments that are specified in contractual agreements between agencies and saleshouses,
- the actual level of spends reported by agencies.

Insights

We pinpoint significant discrepancies as they can distort the balance of power between media sales houses and complicate future negotiations. This is especially true if saleshouses specify a minimum share of investments in their contract; that often align with financial conditions such as the net cGRP.

ANNUAL INVESTMENTS		Year 1			
		CONTRACT CONDITIONS	CONTRACT	ACTUALS	Diff.
Market A	Sales house A		8.200.000 €	8.500.000 €	4%
	Channel pack 1	min	4.100.000 €	3.400.000 €	-17%
	Channel pack 2	max	2.050.000 €	2.833.333 €	38%
	Channel pack 3	min&max	2.050.000 €	2.266.667 €	11%
	Sales house B		5.400.000 €	5.500.000 €	2%
	Channel pack 1	min	3.618.000 €	3.300.000 €	-9%
Market B	Channel pack 2	min	1.782.000 €	2.200.000 €	23%
	Sales house A	min	4.000.000 €	4.400.000 €	10%
	Sales house B	min	2.400.000 €	1.600.000 €	-33%
Total			20.000.000 €	20.000.000 €	0%

SHARE OF INVESTMENT		Year 1		
		CONTRACT	ACTUALS	Diff.
Market A	Sales house B	33%	22%	-33%
Market B	Sales house B	25%	23%	-8%



ENSURE ACCOUNTABILITY AND TRANSPARENCY

TRANSPARENCY & INDUSTRY STANDARDS COMPLIANCE

Issue Are the key performance indicators correctly and unambiguously defined and reported, ensuring effective follow up and optimization?

Analysis *The analysis is illustrated for the level of GRPs delivered in peak time.*

Accurate reporting

We verify if data provided by agencies corresponds with the raw data. *Re time band example* we check if the actual numbers for a given time band represent this time band effectively based on the raw data.

No overcharging or misinterpreting performance metrics

We analyse the performance according to the KPIs specified by the advertiser, the agency and the sales house.

Re time band example we verify if the level of GRPs per specified time band achieves the minimum threshold.

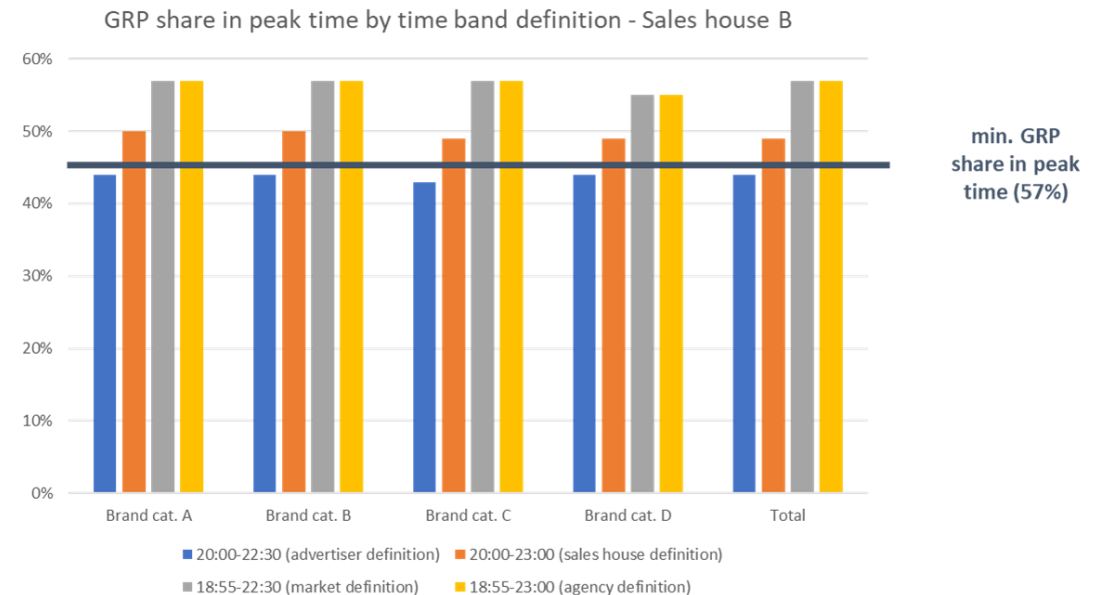
Adherence to industry standards

We verify if data provided by agencies corresponds with the metric definitions specified by the industry.

Re time band example we verify if the industry standard of peak time is correctly measured and reported.

Insights

We signal inconsistencies and lack of granularity at each stage, from procurement till post-buy evaluations, re defined objectives and reported actuals to allow correct monitoring and follow up during the campaign.



ENSURE ACCOUNTABILITY AND TRANSPARENCY

TRANSPARENCY & INDUSTRY STANDARDS COMPLIANCE

Issue To what extent is there transparency on investments, placements and reporting of digital ads?

Analysis We analyse documentation re consistency, completeness, clarity.

We offer the possibility to verify correct implementation and processing of online tagging systems in terms of mechanical exposure activity, data access and reporting. We set up test protocols, conduct tests, compare data and summarize findings.

Insights We signal any lack of transparency to optimize the business relationship with digital vendors.

OPTIMIZE PERFORMANCE AND ROI

EFFECTIVENESS

Issue Do actual campaign budget, GRP and Reach levels correspond with objectives?

Analysis We calculate potential savings for each GRP that exceeds the objective if budget and corresponding reach levels are achieved.

Insights The overdelivery of GRP / expressed by potentially savings represent on-top budget that can be spent to launch / strengthen other campaigns.

Calculation per campaign

Brand category x	Campaign A ddmm/ddmm	Campaign B ddmm/ddmm	Campaign C ddmm/ddmm
Procurement objectives			
Budget	35.562 €	29.305 €	52.231 €
Eff. Reach 1+	55%	60%	53%
Eff. Reach 3+	28%	29%	26%
GRPs	200	201	201
Actuals			
Budget	34.459 €	29.051 €	52.191 €
Eff. Reach 1+	53,8%	75,2%	56,0%
Eff. Reach 3+	28,2%	42,4%	30,1%
GRPs	200	279	234
Differences			
Budget	-3,10%	-0,87%	-0,08%
Eff. Reach 1+	-1,4%	15,0%	2,9%
Eff. Reach 3+	0,2%	13,1%	4,1%
GRPs	0,0%	38,6%	16,2%
POTENTIAL SAVINGS for GRP overdelivery	4 €	11.210 €	8.472 €

Sum of potential savings for all campaigns by category, market and period

	Potential savings			
	Market A	Market B	Market A	Market B
	Period 1	Period 1	Period 2	Period 2
Brand cat. A	104.200 €	78.500 €	96.300 €	45.900 €
Brand cat. B	250.600 €	197.300 €	234.700 €	221.800 €
Brand cat. C	381.300 €	312.500 €	345.700 €	211.210 €
Total	736.100 €	588.300 €	676.700 €	478.910 €
Grand total				2.480.010 €

RISK MITIGATION & FUTURE-PROOF STRATEGY

INSIGHTS LEVERAGED

Issue How can an overdelivery of GRP be avoided? What about the daily follow up to monitor weekly GRP distribution? Are their differences by channel pack, media planning mode, ...?

Analysis We use a deep-dive analysis of weekly GRP delivery of campaigns with an excessive overdelivery of GRPs. Moreover, the analysis compares channel packs that are planned using automated planning tools vs manual planning to verify if any trends can be observed. Results demonstrate a lower performance of channel pack 2 (automated planning)

Insights The results reveal the level of effectiveness of optimization efforts and fuel a thorough review of the relevance and effectivity of specific KPIs

Campaign	GRP	OBJECTIVE	weekly GRP	ACTUALS	weekly GRP	ACTUALS	ACTUALS
						CHANNEL PACK 1	CHANNEL PACK 2
Campaign A	GRP WK1	100	33%	127	32%	33% 37% 30%	31% 30% 39%
	GRP WK2	100	33%	134	34%		
	GRP WK3	100	33%	133	34%		
	GRP TOTAL	300		394			
	Eff reach 1+	58,8%		65,0%			
Eff reach 3+	33,4%		40,0%				
Campaign B	GRP WK1	150	45%	171	41%	44% 29% 27%	35% 32% 33%
	GRP WK2	92	28%	127	30%		
	GRP WK3	91	27%	123	29%		
	GRP TOTAL	333		421			
	Eff reach 1+	57,3%		62,3%			
Eff reach 3+	34,5%		41,8%				
Campaign C	GRP WK1	117	33%	133	33%	37% 28% 36%	26% 32% 41%
	GRP WK2	117	33%	120	29%		
	GRP WK3	116	33%	155	38%		
	GRP TOTAL	350		408			
	Eff reach 1+	58,9%		62,7%			
Eff reach 3+	39,1%		51,0%				
Campaign D	GRP WK1	83	33%	97	26%	30% 35% 35%	24% 42% 34%
	GRP WK2	83	33%	146	39%		
	GRP WK3	83	33%	130	35%		
	GRP TOTAL	249		372			
	Eff reach 1+	55,0%		71,2%			
Eff reach 3+	32,0%		47,0%				
Campaign E	GRP WK1	92	33%	152	37%	30% 39% 32%	43% 31% 26%
	GRP WK2	92	33%	139	34%		
	GRP WK3	91	33%	117	29%		
	GRP TOTAL	275		409			
	Eff reach 1+	58,9%		69,3%			
Eff reach 3+	30,5%		45,3%				

RISK MITIGATION & FUTURE-PROOF STRATEGY

AFFINITIES

Issue Is shadow buying* applied?

Analysis We analyze audience affinity by channel and compare them with

- the channel mix proposed by the agency,
- the audiences defined in procurement and reported in post-buy evaluations,
- saleshouse conditions such as cGRP and ratecard per target.

Insights The detection of inconsistencies, lack of logic or ambiguous reasoning is then challenged for discussion and may lead to review the strategy and fuel future negotiations with sales houses.

Channel	All Adults 15+	Men 15+	Women 15+	SEM High 15+	SEM Med 15+
SABC1	21.86%	20.70%	22.92%	11.50%	25.57%
e.tv	20.85%	19.35%	22.23%	13.96%	24.13%
SABC2	10.11%	9.95%	10.26%	8.17%	11.36%
eExtra	7.62%	6.83%	8.34%	7.65%	8.17%
Mzansi Welthu	6.42%	5.22%	7.52%	3.11%	8.41%
eMovies Extra	6.04%	6.23%	5.87%	5.63%	6.87%
S3	5.77%	6.14%	5.43%	5.97%	6.05%
Mzansi Bioskop	5.37%	4.67%	6.01%	2.32%	6.94%
eMovies	5.24%	4.95%	5.52%	4.92%	5.85%
Zee Zonke	4.21%	3.24%	5.10%	1.73%	5.09%
MTV Base	4.07%	3.61%	4.49%	1.96%	5.33%
TNT Africa	3.89%	3.88%	3.89%	2.25%	4.50%
Channel O	3.71%	3.33%	4.05%	1.86%	4.74%
Mzansi Magic	3.47%	3.20%	3.71%	4.71%	3.74%
MMA	3.45%	3.13%	3.74%	2.48%	4.18%
eToonz	3.28%	2.88%	3.65%	1.94%	3.96%
Moja9.9	3.18%	2.53%	3.78%	1.69%	4.41%
Star Life	3.14%	2.53%	3.70%	3.08%	3.36%
Cartoon Network	2.88%	2.55%	3.18%	1.85%	3.40%
SWITCHDON Channel 11	2.80%	2.35%	3.22%	1.11%	3.63%
eReality	2.69%	2.78%	2.62%	4.36%	2.29%
Movie Room	2.27%	2.20%	2.34%	1.72%	2.73%
Moja Love	2.20%	1.98%	2.40%	3.06%	2.41%
eSERIES	2.06%	2.17%	1.96%	2.64%	2.04%
Africa Magic Epic	2.02%	1.59%	2.43%	1.59%	2.31%
KIX	1.99%	2.10%	1.88%	0.87%	2.30%
Mzansi Magic Music	1.89%	1.73%	2.04%	0.90%	2.31%
SABC News Channel	1.76%	2.03%	1.50%	2.71%	1.49%
TLC Entertainment	1.69%	1.15%	2.18%	1.87%	1.90%
NatGeo Wild	1.60%	1.70%	1.51%	1.39%	1.78%

Rank All Ads	Channel	All Adults 15+	Men 15+	Women 15+	SEM High 15+	SEM Med 15+
1	SABC1	100	95	105	53	117
2	e.tv	100	93	107	67	116
3	SABC2	100	98	101	81	112
4	eExtra	100	90	109	100	107
5	Mzansi Welthu	100	81	117	48	131
6	eMovies Extra	100	103	97	93	114
7	S3	100	106	94	103	105
8	Mzansi Bioskop	100	87	112	43	129
9	eMovies	100	94	105	94	112
10	Zee Zonke	100	77	121	41	121
11	MTV Base	100	89	110	48	131
12	TNT Africa	100	100	100	58	116
13	Channel O	100	90	109	50	128
14	Mzansi Magic	100	92	107	136	108
15	MMA	100	91	108	72	121
16	eToonz	100	88	111	59	121
17	Moja9.9	100	80	119	53	139
18	Star Life	100	81	118	98	107
19	Cartoon Network	100	89	110	64	118
20	SWITCHDON Channel 11	100	84	115	40	130
21	eReality	100	103	97	162	85
22	Movie Room	100	97	103	76	120
23	Moja Love	100	90	109	139	110
24	eSERIES	100	105	95	128	99
25	Africa Magic Epic	100	79	120	79	114
26	KIX	100	106	94	44	116
27	Mzansi Magic Music	100	92	108	48	122
28	SABC News Channel	100	115	85	154	85
29	TLC Entertainment	100	68	129	111	112
30	NatGeo Wild	100	106	94	87	111

*Shadow buying is the process of investing in non-targeted audiences (at a more affordable price than the targeted audience that is reached as well by addressing this non-targeted audience).

Source: Arianna Programmes, any daily reach % ; 0600-2400; Jan-Dec 2024



RISK MITIGATION & FUTURE-PROOF STRATEGY

INSIGHTS LEVERAGED

Issue How do discrepancies evolve over time? Do monitoring and optimization pay off?

Analysis *The analysis is illustrated using the example of discrepancies between between objective and actual spends, GRPs and Reach levels.*

Using a long-trend analysis we verify

1. the difference between actuals and objectives over time to verify improvement.
2. the relationship between budget-GRP-Reach levels to assess the relevance of KPIs such as GRP to be a proxy for Reach levels.

Insights The results reveal the level of effectiveness of optimization efforts and fuel a thorough review of the relevance and effectivity of specific KPIs

Actuals vs objectives				
	Market A	Market B	Market A	Market B
	Period 1	Period 1	Period 2	Period 2
Budget	0%	0%	0%	0%
GRP	18%	10%	16%	8%
Eff Reach 1+	14%	10%	7%	6%
Eff Reach 3+	23%	24%	10%	18%



RISK MITIGATION & FUTURE-PROOF STRATEGY

LONG-TERM COMPLIANCE

Issue How to make sure that the organisation and coordination of media trading, buying and planning today is resilient to adapt to future regulatory requirements (re Sustainability, Data transparency)?

Analysis We look at key areas advertisers can play a role in ensuring future compliance and identify elements for improvement.

Insights The assessments functions as a guideline to smoothen the translation to compliance with future regulations.

Article 24, Audience measurement

1. Providers of audience measurement systems shall ensure that their audience measurement systems and the methodology used by their audience measurement systems comply with the principles of transparency, impartiality, inclusiveness, proportionality, non-discrimination, comparability and verifiability.

2. Without prejudice to the protection of undertakings' trade secrets as defined in Article 2, point (1), of Directive (EU) 2016/943, providers of proprietary audience measurement systems shall provide, without undue delay and free of charge, to media service providers, to advertisers and to third parties authorised by media service providers and advertisers accurate, detailed, comprehensive, intelligible and up-to-date information on the methodology used by their audience measurement systems.

Providers of proprietary audience measurement systems shall ensure that the methodology used by their audience measurement systems and the way in which it is applied is independently audited once a year. At the request of a media service provider, a provider of a proprietary audience measurement system shall provide it with information on audience measurement results, including non-aggregated data, which relate to the media content and media services of that

media service provider. This paragraph shall not affect the Union's data protection and privacy rules.

3. National regulatory authorities or bodies shall encourage providers of audience measurement systems to draw up, together with media service providers, providers of online platforms, their representative organisations and any other interested parties, codes of conduct or shall encourage providers of audience measurement systems to comply with codes of conduct jointly agreed and widely accepted by media service providers, their representative organisations and any other interested parties.

Codes of conduct as referred to in the first subparagraph of this paragraph shall be intended to promote the regular, independent and transparent monitoring of the effective achievement of their objectives and compliance with the principles referred to in paragraph 1, including through independent and transparent audits.

4. The Commission, assisted by the Board, may issue guidelines on the practical application of paragraphs 1, 2 and 3, taking into account, where appropriate, codes of conduct as referred to in paragraph 3.

5. The Board shall foster the exchange of best practices related to the deployment of audience measurement systems through a regular dialogue between representatives of the national regulatory authorities or bodies, representatives of providers of audience measurement systems, representatives of media service providers, representatives of providers of online platforms and other interested parties.

Note: This is the final text of the European Media Freedom Act (EMFA) - Regulation (EU) 2024/1083 of 11 April 2024.



Intelligence measured



How will we do it?

★ Onboarding to simplify the audit loop

- Direct access to media audience data via agency license and use of excel input templates
- Data cleaning

★ 360 Media Metrics Analysis

- Standard pivots output
- Presentation with key insights and next steps
- Build a database for long-trend analysis

★ TransparenSee Dashboard

- Import into Power BI or Power Query for continuous monitoring and integration within the advertiser's and agency's day-to-day

We bring our measurement skills to the table

- ★ 3M3A has years of experience in auditing audience measurement systems. We have a deep understanding of how audience ratings are produced. This means we provide technical insights into the following:
 - Universe updates
 - Margin of error
 - Fluctuations in ratings
 - Reach build
- ★ If the client or media agency can provide direct access to the viewing data we can conduct independent analyses at a campaign level to verify and explain results that are under query.
- ★ 3M3A have experience in auditing all media types from out of home to online. From simple audience measurement methods to highly sophisticated machine learning systems.

TRANSPARENSEE DASHBOARD

LONG-TERM RELATIONSHIP BUILDING

WHY We empower teams dedicated at optimization campaign performance, agency relationships, internal media planning knowledge.

HOW We built a notification dashboard, that tracks objectives for a number of KPIs on a weekly, monthly, yearly basis to monitor campaign performance and support decision making of running and future campaigns.

- KPIs: e.g. SOV, net equivalent cGRP, SOI, share of zero ratings
- Objectives e.g. the average SOV the brand should meet to be competitive within the selected Umfeld of competitors
- Notification e.g. when the SOV falls below average with 5% in the first week of the campaign, the number of GRPs must be raised with 5% in the following week





Thank you



Let's talk