



# XPm

powered by **OpenID**

TV's Cross-Platform Measurement Framework



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Frequently Asked Questions

## XPm is TV's Cross-Platform Measurement Framework Powered by OpenAP's OpenID

XPm facilitates the sharing of campaign exposure data in privacy safe environments to enable independent measurement companies to deliver key metrics including unique deduplicated cross-publisher and cross-platform reach and frequency

The VAB's Measurement Task Force will create standards and establish controls for how measurement companies use TV publisher data to produce XPm reporting

## Frequently Asked Questions

### What is XPm?

XPm is the new cross-platform measurement framework backed by national TV publishers that enables an open measurement ecosystem and provides advertisers with more choice in measurement solutions.

XPm facilitates sharing of campaign exposure data through privacy safe environments via TV's central identity spine OpenID, thus empowering measurement companies with the data needed to deliver cross-platform measurement. It also allows for unified audiences to be used in both targeting and measurement.

XPm enables OpenAP to provide advertisers whose campaign was executed using OpenIDs with valuable insights via an OpenAP XPm Report. XPm reporting includes baseline metrics including deduplicated unique cross-platform reach, total cross-platform impressions and average frequency per OpenID reached.

### Why is OpenAP and the VAB launching XPm on behalf of the TV publishers now?

Our goal is to move the industry from siloed measurement of linear and streaming viewership to ID-based targeting and measurement across platforms. In development since early 2020, TV publishers now have a common solution to proactively deliver on marketplace demand for more actionable insights on campaigns run across both linear and digital viewing environments. XPm is the collective TV publisher response to the Association of National Advertisers' (ANA) call to evolve to a cross-screen media measurement framework for marketers.

### When will XPm reporting be available for advertisers?

In development since early 2020, XPm has undergone an extensive development stage to establish the necessary connections with measurement companies, data providers and publisher systems and entered beta in late summer of 2021. OpenAP will collaborate with all involved parties in a continued XPm reporting beta period to review data, test results and collect further inputs from both publishers and advertisers ahead of the target launch of XPm reporting in Q1 2022.

### What measurement companies are available for XPm reporting?

Participating XPm measurement companies include Comscore, iSpot, Nielsen, 605 and VideoAmp, with Innovid offering enhancements to digital measurement for use in XPm reporting.

### What metrics are provided in the new XPm report?

Advertisers will receive deduplicated unique cross-platform reach, total cross-platform impressions and average frequency per OpenID reached by default for all campaigns that were executed with an OpenID audience.

### Who are the participating TV publishers?

Campaign activity across all national TV publishers can be included with OpenAP's XPm report if a campaign is both cross-publisher and cross-platform. There are some publishers who require campaign-specific authorization at this time.

### How does it work?

An advertiser's audience is matched to OpenIDs, and advertiser chooses an XPm measurement provider at the outset of the campaign. Audience is passed to TV publisher end points to produce cross-platform plans. Post campaign, delivery logs are shared with approved provider to produce deduped exposure file. Measurement provider reconciles data and provides metrics back to OpenAP. OpenAP then aggregates all inputs, adds additional insights where available and delivers an XPm Report to the advertiser.

### What is the purpose of the framework?

The purpose was to proactively design a cross-platform framework that provides scalable ways for TV publishers to deliver on new buyside requests, while streamlining incremental product and engineering needs across networks. At the same time, our goal was to improve data controls, reduce data leakage in privacy safe environments and help ensure dollars stay within the TV ecosystem.

### What roles will OpenAP and the VAB play, respectively?

OpenAP will build unified audiences for campaigns and resolve linear and digital exposure data through OpenID to provide aggregated XPm reporting. The VAB, as part of its new Measurement Innovation Task Force, will operate as the governing body of XPm in order to create common standards and establish controls on how data is used on behalf of TV publishers.

### What are the VAB requirements for measurement companies?

Requirements will be defined by the Task Force, with all solutions subject to validation and verification by the VAB to ensure transparency of methodology and technical integration with OpenID. The requirements are currently in the design phase but will be shared with all participants once finalized.

### What is the timeline for receiving XPm reporting?

Turnaround times for receiving an XPm report are largely dictated by the measurement company selected. Each provider has their own considerations and process based on their technology and potential involvement in also creating an official linear post based on viewership data needed to process covering the flight dates of the campaign.

### Is XPm intended to create an alternative currency?

No. At this time XPm is focused on giving advertisers valuable insights on cross-platform, multi-publisher campaigns. The measurement company does not need to be the same entity as the underlying linear currency, and it is up to the TV publisher to determine which currencies they will make guarantees on.

### What data is shared with measurement providers? And how?

Measurement providers will receive campaign exposure data, which is shared in privacy safe environments via a direct integration with OpenID.

### Does the measurement company need to be the same entity as the underlying linear currency?

No.

### Who decides which measurement solution will be used on a particular deal?

The buyer will have a choice in selecting which of the participating measurement companies they want to use on a campaign.

### Who decides which linear currency will be used on a particular deal?

The buyer will decide which of the currencies that is supported by the publisher to be used on a deal.



# Let's Talk.

Interested in learning more about XPm or in receiving XPm reporting on a campaign? Contact us at [hello@openap.tv](mailto:hello@openap.tv).