



# CURRENCY REIMAGINED: WHAT MATTERS MOST IN THE AGE OF STREAMING

A REPORT BY

 **TVREV**

# TABLE OF CONTENTS

<b>Introduction:</b> Rethinking What Counts	3
<b>1.0</b> From Ratings To Relevance: A Brief History Of Currency	3
<b>1.1</b> Currency vs. Measurement	3
<b>1.2</b> A Simpler System For A Simpler Time	5
<b>1.3</b> Cable Complicates, But Doesn't Break The System	5
<b>1.4</b> Consensus As A Feature, Not A Bug	6
<b>2.0</b> From One-Size-Fits-All To Flexible Frameworks	7
<b>2.1</b> A Shift In Viewing Habits—And Expectations	7
<b>2.2</b> A Growing Gap Between Measurement And Currency	8
<b>2.3</b> The Rise Of Flexible Frameworks	9
<b>3.0</b> What's Holding Us Back—And How We Move Forward	9
<b>3.1</b> Legacy Workflows And Cultural Inertia	9
<b>3.2</b> Publisher Caution—And The Risk Of Risk	10
<b>3.3</b> Data Roadblocks	11
<b>4.0</b> Rethinking Currency: Toward A Smarter, More Flexible Future	12
<b>4.1</b> Time To Update The Vocabulary	12
<b>4.2</b> Currency As A Use Case, Not A Product	13
<b>4.3</b> The Upside Of Optionality	15
<b>5.0</b> The Role Of Standards, Accreditation, And Accountability	16
<b>5.1</b> Accreditation As A Safety Net	16
<b>5.2</b> Standardization Where It Matters	17
<b>5.3</b> Cross-Industry Collaboration	18
<b>6.0</b> AI, Identity, And The Next Frontier In Measurement	20
<b>6.1</b> AI Is Already Reshaping The Landscape	20
<b>6.2</b> Identity Resolution Is The Next Battleground	21
<b>6.3</b> Privacy Will Set The Boundaries	22
<b>6.4</b> Why Attention Is Gaining Attention	25
<b>7.0</b> What Needs To Happen Next	26
<b>7.1</b> For Buyers	26
<b>7.2</b> For Sellers	27
<b>7.3</b> For The Industry	28
<b>Conclusion:</b> Building Smarter Systems For Smarter Measurement	29
► <b>Innovator Spotlights</b>	30
<b>Frank Friedman</b> On Building A Smarter TV Currency	30
<b>Kristen Williams</b> On Why Interoperability And Transparency Are The Real Currency In Ad Tech	33
► <b>Why Partnering With TVREV Provides A Competitive Edge In TV's Evolving Landscape</b>	36
► <b>Authors Behind The Insights</b>	37
► <b>Special Thanks</b>	38
► <b>Why It Pays To Partner With TVRev</b>	39

# INTRODUCTION: RETHINKING WHAT COUNTS

The idea of “currency” has always stood for more than just a number. It’s a shared understanding—of value, of delivery, of what matters. In the linear TV era, that understanding came from a single source: one panel, one rating, one standard that governed the way billions of dollars in ad transactions got done.

But streaming doesn’t work that way. Viewers are scattered across platforms, devices, and formats. Campaigns get built on first-party data, contextual targeting, AI-powered optimization, and outcomes like app downloads and in-store visits. At the same time, streaming services themselves are powered by software, meaning they can offer far more data—if you know what to ask for.

In this world, there’s no single “right” way to measure performance. And that’s okay. The question isn’t “Which currency should win?” It’s “What are we measuring—and why?”

Currency isn’t just about buying and selling anymore. It’s about making sense of a fast-moving, fragmented ecosystem. The goal isn’t to crown a new king. It’s to build smarter systems: ones that reflect the complexity of streaming, support multiple use cases, and let buyers and sellers work from a shared understanding of value.

This report unpacks how we get there.

## 1.0 FROM RATINGS TO RELEVANCE: A BRIEF HISTORY OF CURRENCY

### 1.1. Currency vs. Measurement

One of the first things we need to get clear on is the distinction between “currency” and “measurement.” While these terms are often used interchangeably, they refer to very different concepts.

Measurement is about understanding audiences—who’s watching, how they’re watching, and how engaged they are. It’s the foundation for everything else: planning, optimization, campaign performance, and attribution. Currency, on the other hand, is more specific. It’s the metric—or set of metrics—that two parties agree to use for a transaction. Currency determines how media gets priced and how delivery gets judged.

*We need to reframe how we talk about currency. It's not just a number or a CPM—it's an agreement. It's whatever the buyer and seller decide to transact on.*

*Jackelyn Keller, Chief Marketing Officer, Comscore*

This distinction has gotten murkier as new types of data have entered the mix. Platforms and publishers are increasingly defining their own currencies, or adapting them to suit specific clients and campaigns. As a result, measurement and currency are starting to diverge. You might measure reach one way, but settle the deal based on something else.

*Currency is one component of what measurement is, but they're not interchangeable words. Measurement is all things from brand measurement, creative measurement, media delivery measurement, all the way through to audiences and outcomes. Currency is simply the unit that buyers and sellers agree on to transact media.*

*Mark Myers, Chief Commercial Officer, iSpot*

That's not necessarily a problem—unless no one agrees on what's being measured, or how. The risk is that we wind up with a Tower of Babel, where everyone's using different definitions and no one can translate between them.

*A good measurement platform needs to support multiple use cases: campaign planning, audience targeting, optimization, post-campaign analysis—and yes, currency too.*

*Frank Friedman, Chief Data & Analytics Officer - Head of Cross Platform Measurement, Comscore*

As the number of use cases grows, the value of interoperability and shared standards only increases. The industry doesn't need a single measurement solution. But it does need a common understanding of what measurement is—and where currency fits in.



*More than anything, a currency should serve as a common yardstick for the industry. Buyers and sellers need a consistent, reliable and accurate source of truth for audience measurement.*



*Nielsen spokesperson*

## 1.2. A Simpler System For A Simpler Time

For decades, measurement and currency were essentially the same thing. One provider—Nielsen—supplied a single panel, a single rating, and a single source of truth. Advertisers and networks alike built entire workflows around that standard, with gross rating points (GRPs) serving as the foundation for how value was set and delivery was tracked.

The beauty of the system wasn't its precision—it was its predictability. Everyone used the same yardstick. Buyers knew what they were getting, sellers knew what they were offering, and deals got done. And while there were always complaints about panel sizes, demographic skews, and the limits of the methodology, the industry-wide consensus made those imperfections manageable.

That shared understanding was the real power of currency. Even when the data wasn't perfect, the system worked—because everyone agreed to work the same way.

## 1.3. Cable Complicates, But Doesn't Break The System

The rise of cable in the 1980s and 1990s brought more channels, more fragmentation, and more data. But it didn't fundamentally change how TV was bought and sold. The industry stuck with a single standard—gross rating points (GRPs) derived from Nielsen panels—because it was easier, even if it wasn't perfect.



More granular data existed. Set-top box data, for instance, offered new insights into viewing behavior at the household level. But incorporating it into deals was rare. The effort to translate across data sets, align methodologies, and update workflows was seen as too complex—and the payoff too uncertain. As a result, GRPs remained the lingua franca of TV ad sales.

This era cemented a culture of standardization over optimization. Everyone knew what a rating point was worth. Buyers and sellers alike were fluent in the system and trusted that it worked well enough. Simplicity and scale mattered more than precision—and for a long time, that trade-off made sense.

## 1.4. Consensus As A Feature, Not A Bug

The old system had plenty of flaws—limited representation, opaque methodology, and minimal flexibility—but it also had one big advantage: everyone used it.

Consensus wasn't just a byproduct of the Nielsen-era model; it was the point. A single agreed-upon currency made everything easier. It simplified transactions, reduced ambiguity, and let buyers and sellers operate with confidence, even when the numbers weren't perfect.

There was no debate over what constituted a valid impression or which device delivered the view. GRPs gave the industry a shared language—and that language kept business moving. The efficiency of that standardization often outweighed the inefficiencies in the data itself.

In that context, currency wasn't just about measurement. It was about trust. Everyone knew the rules, and everyone played by them. That trust made the entire system run. And now that the industry is moving away from a single standard, rebuilding that trust in a more complex environment will be one of the biggest challenges ahead.



## 2. FROM ONE-SIZE-FITS-ALL TO FLEXIBLE FRAMEWORKS

### 2.1. A Shift In Viewing Habits—And Expectations

Streaming didn't just change how people watch TV—it changed what they expect from it. Viewers are no longer tied to schedules, channels, or even screens. They move seamlessly between live sports on a smart TV, a drama on a streaming app, and short-form content on their phone. In this world, content is fluid—and so is audience attention.

Those shifts have had a profound impact on advertiser expectations. In a digital-first environment, marketers are used to precision: real-time data, granular targeting, and outcome-based attribution. They want to know not just who saw the ad, but what happened afterward—did the viewer visit a store, click a link, install an app?

*Brands want to reach real people, not just devices, and there is an increased need for measurement that goes beyond age and gender—Advanced Audiences—and looking beyond just who they reached to what the business outcome is.*

*Nielsen spokesperson*

Legacy measurement models weren't built for this. The traditional TV currency—based on broad demos and fixed panels—struggles to keep up with the pace and precision of digital. That's created a disconnect between how media is bought and sold and how it's actually consumed.

*Five years ago, agencies were content with basic reach and frequency. Today, they demand outcome-based metrics like CPA, ROAS, and lift at the same level of granularity they get from digital. They want to know what actually moved the needle.*

*Mike Fogarty, Head of Platform, Tatari*

As streaming becomes the default mode of TV consumption, the industry is being forced to reorient around a new set of expectations—ones where measurement needs to be faster, smarter, and more adaptable.

## 2.2. A Growing Gap Between Measurement And Currency

Even as streaming reshaped audience behavior and digital-style measurement tools became more available, the majority of TV ad deals remained anchored to legacy currency models. Buyers were still transacting on GRPs or using proxies tied to traditional panel-based systems, even when they had access to more dynamic, real-time data.

That created a widening gap between how campaigns could be measured and how they were actually valued.

Modern measurement tools now allow advertisers to track impressions, validate attention, and assess performance across multiple touchpoints in near real-time. But many agencies and brands remain locked into buying frameworks built for a different era—where the value of an ad was tied to projected reach, not demonstrated impact.

The result? Frustration on all sides. Sellers worry they're not getting credit for the full value of their inventory. Buyers feel like they're flying blind—unable to match modern planning tools with legacy reporting systems. And the disconnect between measurement and transaction continues to slow progress.

*We've had this time stretch where alternative currencies are technically available, but most buyers have been using them more as measurement than as true currency. It's only now that we're starting to see them used for actual deals.*

*Kristen Williams, SVP Strategic Partnerships, Magnite*



## 2.3. The Rise Of Flexible Frameworks

As the old one-size-fits-all model began to fray, forward-thinking players started building something more adaptable.

Instead of trying to force every deal into the same template, they began treating currency as just one component in a broader measurement strategy—something that could flex based on the needs of a particular campaign, buyer, or platform.

This shift isn't about abandoning structure. It's about enabling smarter customization. The best systems now support multiple outcomes: campaign planning, audience targeting, optimization, post-campaign analysis—and yes, transactable currency. They let brands define success on their own terms and measure it accordingly.

*The impression is the only metric that's going to follow the audience around—across channels, platforms, and publishers. It's already the standard in digital, and it needs to be the connective tissue for all of video.*

*Mark Myers, iSpot*

This isn't a theoretical shift—it's already underway. From cross-platform planning tools to platforms that can ingest multiple measurement sources, the infrastructure is starting to catch up to the vision. The real challenge now is adoption—and alignment.

## 3. WHAT'S HOLDING US BACK— AND HOW WE MOVE FORWARD

### 3.1. Legacy Workflows And Cultural Inertia

One of the biggest hurdles to modernizing currency isn't technology—it's habit.

For decades, the media industry operated under a shared structure. Agency planning tools, seller rate cards, and internal incentive systems were all built

around a single standard of measurement. So even as new technologies enable better targeting and faster feedback loops, the human systems using them often lag behind.

Many agencies still divide buying teams by platform—TV, digital, social—even though consumers don’t watch that way anymore. Legacy data sources and planning software may not support alternative currencies or real-time optimization, which makes testing and adopting new systems difficult at scale.

Moving beyond currency means moving beyond comfort zones. But as streaming becomes the norm—not the exception—old workflows that can’t support real-time, outcome-based planning will need to be rethought from the ground up.

## 3.2. Publisher Caution—And The Risk Of Risk

If buyers are cautious about embracing new currencies, sellers are doubly so—and for good reason.

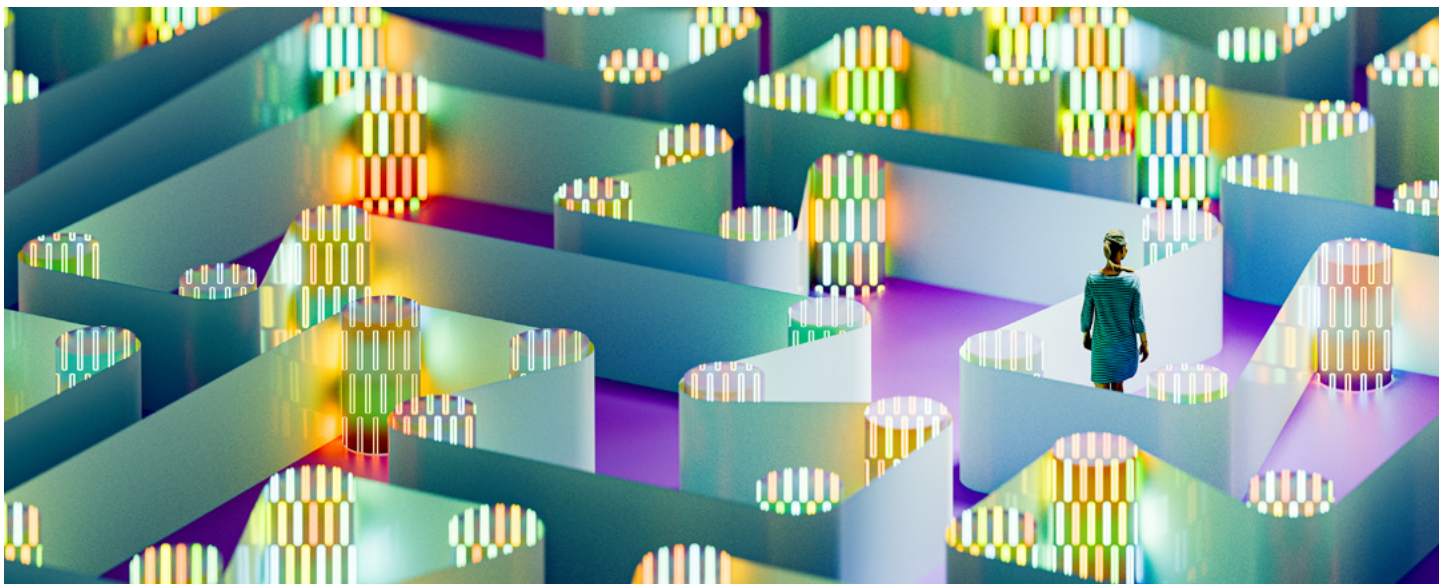
For publishers, currency isn’t just a planning tool. It’s the basis for revenue. When legacy systems favor one set of metrics, switching to something new can feel like introducing uncertainty into a system that already works—especially if there’s a risk of undercounting audiences or underreporting value.

That hesitancy isn’t about rejecting innovation. It’s about protecting predictability in a market where CPMs, fill rates, and demand signals are already volatile. And when buyers themselves aren’t fully aligned on what they want—CPMs, viewability, outcomes, or attention—it’s hard for publishers to build toward a future that feels more like a moving target than a clear destination.

*There’s this disconnect: sellers want to lean in, but they’re stuck. They need the buy side to adopt these new models too—otherwise they can’t monetize consistently.*

*Steve Bagdasarian, Comscore*

Without industry-wide crosswalks between legacy metrics and new ones, and without pressure from buyers, most sellers will default to what’s familiar. Getting past that point will require real coordination—and real demand.



### 3.3. Data Roadblocks

At the core of every measurement challenge is a data challenge.

Even as new technologies enable better insights, the data itself is often siloed, proprietary, or incomplete. Sellers may have ACR data from millions of smart TVs. Buyers may have deep behavioral insights from brand-owned websites. Platforms may know what viewers click, search, and skip. But without a shared system to connect those dots, much of that data goes unused—or worse, misunderstood.

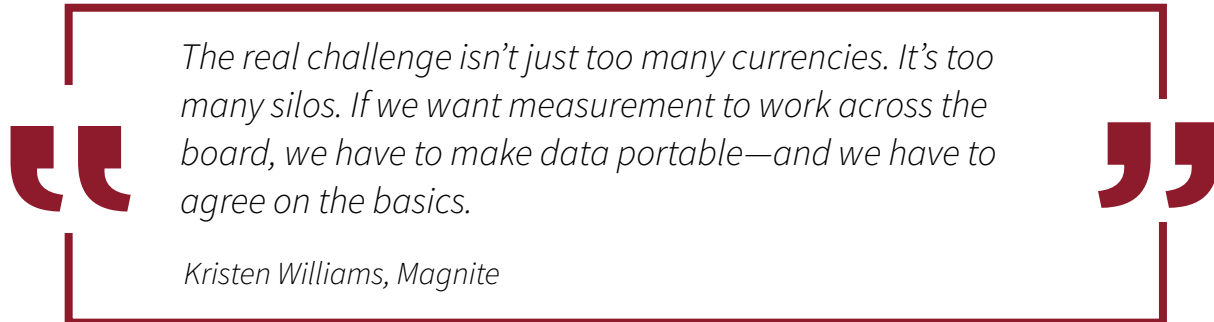
*Good measurement always comes back to good data, and with "perfect" data, measurement isn't really that hard of a problem. However, we are far from perfect data, based on multiple legitimate barriers including user privacy, data leakage concerns, and fragmented user behavior.*

*This has been especially true in CTV, but you are starting to see more solutions that improve measurement data while protecting user privacy, avoiding data leakage, and connecting the user across experiences. The CTV publisher's data asset has been, and will remain, central to this progress.*

*Matt Tengler, Vice President, Product Management, Magnite*

What's more, as privacy regulations tighten and platforms restrict data-sharing, it becomes harder to create the kind of unified, cross-platform view that modern media planning demands. Data portability, system interoperability, and transparency around identity resolution are all prerequisites for a smarter measurement ecosystem.

Fixing measurement means fixing the pipes first.



## 4.0. RETHINKING CURRENCY: TOWARD A SMARTER, MORE FLEXIBLE FUTURE

### 4.1. Time To Update The Vocabulary

One of the biggest obstacles to progress in modern TV measurement isn't technical—it's semantic. The term "currency" is being used to describe too many different things by too many different stakeholders, often in contradictory ways.

To a national TV buyer, "currency" might mean the guaranteed CPM tied to Nielsen age/gender ratings. To a performance-driven marketer, it might mean cost per action. To a programmatic trader, it might mean real-time bidding metrics. And to a brand using its own first-party data, currency might mean a proprietary KPI unique to a campaign.

These are all valid use cases—but they're not the same thing. That's led to confusion in conversations, friction in workflows, and unnecessary mistrust between partners. If we want to move forward as an industry, we need to do more than pick a new currency provider. We need to be more precise in how we talk about what "currency" actually means in different contexts—and what we want it to accomplish.

*Currency isn't one thing anymore. It used to mean Nielsen age/gender demos. Now it might mean reach, outcomes, engagement, or attention. But if we're not aligned on what we're trying to prove, we're going to keep talking past each other.*

*Kristen Williams, Magnite*

For the sell side, this ambiguity has operational implications: if one buyer wants to transact on Nielsen and another on Comscore or iSpot—or even on attention data or a custom segment—publishers must be able to deliver, measure, and report across all of them. That can't happen without alignment on language, use case, and methodology.

*When I say 'currency,' I'm talking about whatever metric both sides agree to transact on. That might be impressions, outcomes, or something else. But if we don't agree ahead of time what success looks like, we're setting ourselves up for trouble.*

*Jackelyn Keller, Comscore*

The industry doesn't need to collapse all these definitions into one. But it does need to separate them more clearly. There's a difference between a metric used to guarantee delivery and a metric used to optimize performance. Between a third-party validation and a custom internal benchmark. The sooner the vocabulary reflects these nuances, the sooner the measurement ecosystem can evolve past outdated assumptions.

## 4.2. Currency As A Use Case, Not A Product

One of the biggest misconceptions slowing progress is the idea that “currency” is a single product to be selected off a shelf—Nielsen, Comscore, VideoAmp, iSpot—and locked in. But the smarter approach is to treat currency as a use case: a framework applied to different metrics depending on what needs to be transacted, optimized, or measured.

In today's complex media environment, there's no longer a single metric that works for everyone. Some advertisers need audience reach. Others care more about outcomes, attention, or custom first-party segments. Sellers need to be able to meet all of them where they are—and do so without reinventing their entire workflow each time.

*The currency conversation of old was a one-size-fits-all mold. But in today's programmatic environment, you've got to innovate—build solutions that are operational in different workflows, integrate big data, and reflect how video viewing actually happens across platforms.*

*Jon Carpenter, CEO, Comscore*

That's why successful platforms today aren't just "measurement vendors"—they're building infrastructure that supports a range of use cases. A single campaign may need planning tools based on one data set, targeting based on another, and delivery validation using a third. Currency is just one stop on that journey.

*Scale and actionability. Is it an approach that scales, both based on reach but also across channels? And secondly, is it actionable and able to drive real change in how campaigns are executed? Can you shift budgets, improve creative, or refine your audience based on it? If so, it's likely something that helps shape your long-term strategy.*

*Matt Tengler, Magnite*

The takeaway isn't that currency doesn't matter—it's that it's just one application of measurement. Trying to force every dataset and technology provider to serve as a universal currency misses the bigger opportunity: to build a smarter ecosystem where buyers and sellers can align on what matters most, campaign by campaign.





## 4.3. The Upside Of Optionality

The prospect of multiple currencies often raises fears of fragmentation, inefficiency, and chaos. But handled correctly, optionality isn't a problem—it's an upgrade.

Giving buyers and sellers more ways to transact means greater precision, better alignment, and a system that reflects the reality of how media is bought and sold today. With the right infrastructure in place, multiple currencies don't have to mean duplicative work or conflicting results. They can actually improve efficiency by letting each campaign use the right metric for its specific goal.

*Optionality doesn't mean everyone invents their own truth. It means we agree on a framework that lets different truths be translated, compared, and acted on in a meaningful way.*

*Kristen Williams, Magnite*

What's required is the plumbing to support that kind of flexibility—shared taxonomies, standardized methodologies, and interoperability between systems. If buyers and sellers can work off different currencies but still trust that those currencies align with shared standards, the result is better customization without sacrificing clarity.

*We don't need one currency to rule them all. We need an ecosystem where buyers and sellers can choose what works best for their objectives—and know that the systems behind the scenes will still keep everything running smoothly.*

*Jackelyn Keller, Comscore*

The real benefit of optionality is that it puts control back in the hands of the people who need it most—buyers looking to deliver outcomes, and sellers looking to prove value. A flexible system isn't just more advanced. It's more honest about how modern media works.

## 5.0 THE ROLE OF STANDARDS, ACCREDITATION, AND ACCOUNTABILITY

### 5.1. Accreditation As A Safety Net

As the measurement ecosystem gets more complex, accreditation plays a vital role—not as a gatekeeper, but as a confidence builder.

MRC accreditation isn't about picking winners. It's about ensuring that whichever vendors are used, buyers and sellers can be confident that the data they're relying on is accurate, consistent, and well-understood. In a world of synthetic modeling, AI-driven predictions, and cross-platform stitching, having a third-party body evaluate and validate those methods provides critical reassurance.

*Transparency isn't just a nice-to-have. If we don't understand the methodology, how can we be sure the measurement is accurate—or even measuring the right thing?*

*Kristen Williams, Magnite*

Accreditation also serves as a leveling mechanism. It helps buyers evaluate newer or less established vendors with the same rigor as legacy players. In an environment where everyone is experimenting and the stakes are high, that kind of standardization is essential.

*The MRC is meant to be a body that evaluates measurement providers and ensures that they're doing what they say they're doing. That's one way the marketplace should be able to gain some comfort that there's a set of standards being graded by an independent body.*

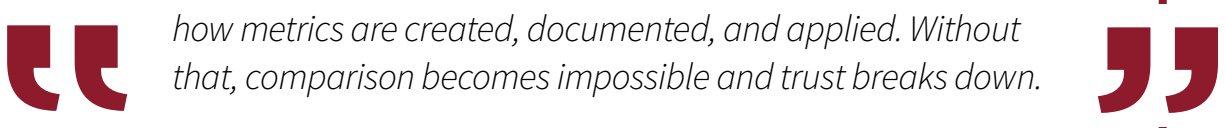
*Jon Carpenter, Comscore*

As more campaigns hinge on programmatic execution, AI models, and synthetic panels, accreditation will only grow in importance. It's the safety net that ensures experimentation doesn't turn into chaos—and that trust remains the foundation of every transaction.

## 5.2. Standardization Where It Matters

If the industry is moving toward a future with multiple currencies, then interoperability becomes non-negotiable. We don't need one currency—but we do need common ground.

That common ground isn't about picking a favorite metric. It's about agreeing on the scaffolding that allows those metrics to be compared, translated, and used intelligently. Standardization around identity resolution, panel construction, methodology transparency, and deduplication is what enables a pluralistic system to function cohesively.



*You don't need one standard metric. You need standards for how metrics are created, documented, and applied. Without that, comparison becomes impossible and trust breaks down.*

*Jen Carton, Senior Vice President, Product Management, Comscore*

This is especially critical as buyers look to measure reach and frequency across platforms. If every currency defines “view” differently—or if they calculate demographics based on inconsistent identity inputs—it’s hard to make any meaningful cross-platform decisions. The result isn’t just inefficiency; it’s bad business.

That’s why standardization efforts—whether formal (via the MRC and JICs) or informal (through OpenAP and publisher coalitions)—are so important. They don’t limit innovation. They enable it, by creating a shared foundation that gives everyone more confidence to experiment, adopt, and evolve.

## 5.3. Cross-Industry Collaboration

No single company can fix TV measurement. The complexity of today’s media ecosystem—cross-screen, cross-platform, cross-seller—demands collaboration at a scale the industry has rarely achieved.

That’s what makes efforts like OpenAP and the Joint Industry Committees (JICs) so vital. While they may not have all the answers yet, they’re creating something the industry desperately needs: shared infrastructure and shared language. These initiatives bring together buy-side and sell-side stakeholders to define how currency, identity, and transparency should work in a fragmented environment.

One major barrier is the presence of closed ecosystems that resist third-party verification or shared infrastructure. When platforms define their own metrics, control access to data, and operate without external oversight, it becomes difficult—if not impossible—for the rest of the ecosystem to validate or compare performance. That tension between platform self-interest and broader industry accountability is one of the thorniest issues any collaboration effort must confront.

*There's a shared desire for better measurement, but true alignment is still a work in progress. Buyers increasingly want cross-platform transparency and outcome-based metrics. Sellers want to prove the value of their inventory without getting buried in complexity.*

*The disconnect lies in the lack of a shared, independent source of truth. That's where trusted third parties come in. When evaluating measurement companies, both sides are asking: Can this partner unify fragmented signals? Can it deliver real-time visibility into reach, frequency, and performance? And does it give both buyers and sellers the confidence to act on the data, not just report it?*

*Callum Guthrie, VP of Product Management, at Innovid*

The success of this collaboration hinges on alignment around a few key principles: transparency, interoperability, and accountability. That doesn't mean everyone has to use the same tools or vendors. But it does mean those tools and vendors need to speak the same language—and work toward the same baseline expectations.

*You can't make meaningful comparisons if every player is using a different yardstick. The JIC isn't about forcing uniformity. It's about making alignment possible.*

*Frank Friedman, Comscore*

The alternative is more confusion, more duplication, and more wasted effort. With marketers under pressure to prove performance, and publishers looking to maximize yield, collaboration isn't just a nice idea. It's a competitive necessity.

# 6.0 AI, IDENTITY, AND THE NEXT FRONTIER IN MEASUREMENT

## 6.1. AI Is Already Reshaping The Landscape

Artificial intelligence is no longer theoretical in media measurement—it's already changing how campaigns are planned, optimized, and evaluated. The shift isn't just about speed, though real-time insights are a major leap forward. It's about smarter, more responsive systems that can adapt to complexity in ways manual processes never could.

From training machine learning models to identify audiences based on behavior, to powering faster in-flight optimization, AI is helping transform measurement from a passive scorecard into an active, adaptive tool. That's especially important in a cross-platform environment where signals are incomplete, timelines are compressed, and outcomes matter more than ever.

In this new model, AI enables what Comscore refers to as decision-making within an “optimizable window”—a timeframe where data is still fresh enough to influence media outcomes. The traditional view of measurement as a post-campaign audit is giving way to a more dynamic approach, where insight and action are closely linked. Synthetic data, generated by AI to model behavior where signals are sparse or missing, plays a crucial role in filling in the gaps. Without it, the scale and complexity of modern video campaigns would overwhelm even the most sophisticated teams.

*As the industry embraces AI, they should keep in mind that AI models are only as good as the data that is used to train them. But AI can help analyze and uncover new patterns and trends and ways of thinking about data. Marketers should be mindful that the underlying data is a trusted truth set that accounts for bias, gaps and inaccuracies.*

*Nielsen spokesperson*



By reducing latency and making optimization more timely, AI is already raising the bar for what measurement can—and should—do.

## 6.2. Identity Resolution Is The Next Battleground

If AI is the engine powering the next phase of measurement, identity is the fuel that keeps it running. As cookies are deprecated and IP-based tracking becomes more complicated—especially with the wider rollout of IPv6—linking ad exposures to outcomes across devices and platforms is becoming both more difficult and more essential.

*We don't look at it as linear or streaming—it's all video. The consumer just sees content on a screen. Our job is to capture impressions and audiences across all devices and channels in a way that helps publishers surface their audiences and buyers reach them with confidence.*

*Jon Carpenter, Comscore*

Identity resolution is no longer just a data hygiene issue—it's a strategic advantage. Measurement providers that can consistently match impressions to individuals or households, and do so transparently, will define the next wave of value in the ecosystem. This goes beyond simple attribution; it's about accurately understanding reach, frequency, and performance in a world where a single consumer may engage with content across five devices and three logins.

*We've continued down the track of personifying all of our data—and it calibrates back to what good quality measurement information really looks like. Especially in a programmatic world, linking a CTV exposure to a downstream action like a purchase depends on how strong your identity resolution really is.*

*Steve Bagdasarian, Comscore*

The challenge is compounded by growing regulatory and platform-level restrictions. We're entering an era where synthetic data and modeled identities—derived from first-party signals, panel inputs, and probabilistic inference—will often have to stand in for exact matches. But even synthetic models must be grounded in reality. That's why transparency around methodology and model inputs is so important: brands and platforms need to understand how identity is being inferred before they can act on the results.

*Today's buyers are demanding far more accountability from their CTV investments. We're seeing a major shift to outcome data—specifically, sales matchback that connects ad exposure directly to real-world conversion.*

*This shift is being fueled by the rise of turnkey identity-based solutions, which allow advertisers not only to target their ideal audiences with precision, but also to measure the actual business impact of those campaigns. It's a new era of performance-driven CTV.*

*Daniel Spinoso, President of Premion*

At the same time, buyers are beginning to expect identity resolution to be baked into everything—from currency to contextual relevance to campaign optimization. And sellers, especially those working across programmatic and direct channels, are demanding consistency across measurement vendors.

The battleground isn't just about who has the most identities; it's about who can connect them in a way that's actionable, ethical, and resilient to the next wave of platform and policy changes. The companies that can strike that balance will define the future of measurement.

## 6.3. Privacy Will Set The Boundaries

As measurement becomes more sophisticated, privacy is quickly becoming the outer limit of what's possible. New laws, platform policies, and user expectations are all converging to make it harder—not easier—to collect and connect the data that fuels modern advertising.

*We might have to realign our expectations around precision. Privacy rules are only getting tighter, and the tradeoff will be less about exactness and more about what's smart, useful, and compliant.*

*Kristen Williams, Magnite*

This is not just a legal compliance issue. It's a strategic reality. Measurement systems that depend on granular personal data will be increasingly at risk as privacy regulations expand and enforcement becomes stricter. That means the future of measurement won't be about perfect precision—it will be about intelligent approximation. Brands, platforms, and measurement providers will need to rethink what “good enough” looks like, and how to deliver actionable insights without crossing any lines.

*As traditional deterministic 1:1 identifiers reduce in scale and fade, contextual AI offers a scalable solution in a privacy-first environment by using deep learning models—like large language models and vision transformers—to interpret the nuance of content, attention signals, and environmental metadata.*

*Mike Villalobos, SVP, Strategy & Commercial Operations, North America*

The shift also changes the way we think about value. In the past, more data often meant better results. But in a privacy-first world, the best outcomes may come from using less data—more strategically. That means focusing on consented sources, building clean-room environments, and leaning on modeled insights and AI to fill the inevitable gaps.

*As privacy limitations and concerns continue to be top of mind for both marketers and consumers, contextual intelligence is emerging as a powerful alternative — especially when it comes to advertising on Connected TV. With AI, we can now analyze streaming content at the scene level in real time, enabling advertisers to align their messaging with what’s happening on screen to drive performance at scale without relying on personal identifiers.*

*Pete Crofut, VP, Business Development - Agencies & Brands, Wurl*

This new privacy-conscious landscape will also reward transparency. Measurement providers that can clearly explain how they’re sourcing, modeling, and protecting data will earn trust—and budgets. Those that can’t will find themselves sidelined, regardless of how powerful their tech stack is.

*Metadata is the spine of viewership data and therefore a critical component to the advertising ecosystem. The next frontier lies in understanding content relevance at a granular level, enabling more precise, effective ad experiences.*

*Fariba Zamaniyan, Global Vice President of Data Monetization at TiVo*

In short, privacy is no longer just a constraint. It’s a competitive differentiator. And in the age of streaming, it may be the single biggest factor shaping what’s next.

*Transparency has always been important. If a brand can’t see where their ad ran or how it’s being measured, they’re not going to trust the results. That’s why we’re past the point of accepting black-box reporting—buyers need clear, accountable data.*

*Mark Myers, iSpot*

## 6.4. Why Attention Is Gaining Attention

As measurement evolves, so do the metrics that define value. One of the fastest rising: attention.

Attention metrics aim to bridge the gap between exposure and impact—focusing not just on whether an ad was shown, but whether it was actually seen, processed, and remembered. In a streaming environment where viewability standards are inconsistent and autoplay is the norm, attention can offer a more meaningful signal of effectiveness.

Buyers see attention as a proxy for quality. Sellers see it as a way to prove premium inventory delivers premium outcomes. And as more campaigns move toward outcome-based planning, attention offers a valuable middle ground between raw impression counts and full conversion data.

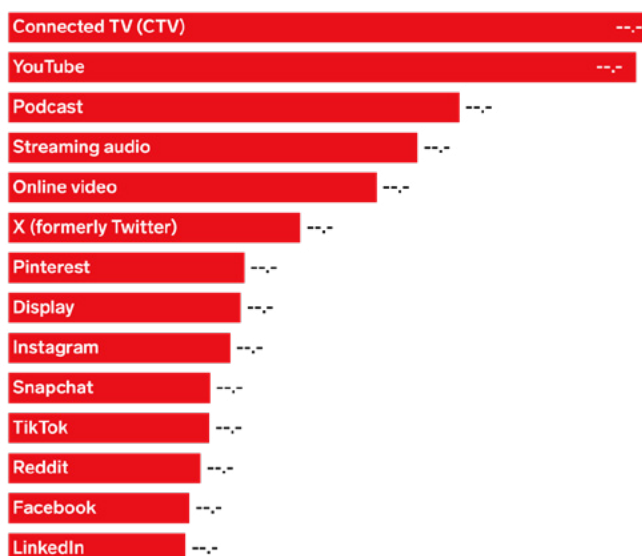
*There are more ways than ever to measure exposure—but attention is one of the signals that actually helps tie those exposures to outcomes. It's not just about whether the ad played. It's about whether it mattered.*

*Kristen Williams, Magnite*

Attention isn't the answer to every measurement problem. But in an era where data is abundant and clarity is scarce, it helps answer a very old question: Did the ad do its job?

**Industry KPI's:  
Worldwide Attention Metric (AU),  
by Select Channel and Platform,  
Q4 2024**

Note: AU measures the likelihood of a placement to effectively capture attention and generate impactful outcomes across channels and platforms.



## 7. WHAT NEEDS TO HAPPEN NEXT

The future of measurement won't be decided by any one player. It will depend on how buyers, sellers, and platforms collectively adapt to a new media landscape—one defined by fragmentation, flexibility, and a higher bar for performance. Each side has a role to play. Here's what needs to happen now:

### 7.1 For Buyers

Media buyers—both agencies and in-house brand teams—have more power than they realize. What they choose to prioritize will shape the future of measurement.

- ◆ **Decide what matters for your brand—and ask for it.** Don't default to legacy metrics because they're familiar. Be explicit about the outcomes that align with your goals, whether that's reach, attention, conversion, or something else entirely.
- ◆ **Push for transparency in how outcomes are tracked and reported.** If you can't see how the numbers are generated—or compare them apples to apples across vendors—you're not getting the full picture.
- ◆ **Adopt planning tools that support multiple data sources & faster decision-making.** Real-time optimization isn't just possible—it's necessary. The buyers who can pivot fastest will outperform those waiting for post-campaign wrap-ups.
- ◆ **Prioritize creative that earns attention.** Even the best measurement framework can't fix weak creative. In a fragmented landscape, ads need to be designed to perform across platforms—and built to hold attention from the first second.

*We spend so much time debating currency and targeting, but if the creative isn't designed to earn attention in the first place, none of it matters. That's the lever advertisers still control—and they should pull it more often.*

*Kristen Williams, Magnite*



*The biggest barrier to real change in TV measurement is mindset. Too many still treat TV as a one-way storytelling device, when in reality, it has evolved into a full-funnel performance medium.*

*Justin Fromm, Head of Insights and Thought Leadership, Samsung Ads*

## 7.2 For Sellers

Publishers, platforms, and inventory owners need to prepare for a buyer-driven world—where performance matters more than packaging.

- ◆ **Make your inventory measurable across the most in-demand platforms.** If a buyer's preferred currency or measurement partner can't track your inventory, you may be left out of the plan entirely.
- ◆ **Be ready to translate between legacy and modern currencies.** Buyers are operating in hybrid models. You need to show how your delivery maps to their expectations—across both traditional and advanced metrics.
- ◆ **Use measurement as a tool to prove performance—not just delivery.** Stop thinking of it as a compliance checkbox. The most successful sellers will use data to show incremental reach, audience quality, and business impact.

*The best way to protect your CPMs is to prove your value in whatever language the buyer is speaking—whether that's GRPs, impressions, or outcomes.*

*Kristen Williams, Magnite*

## 7.3 For The Industry

What's needed now isn't consensus on a single standard—but agreement on how to build smarter, more interoperable systems.

- ◆ **Shift the conversation from ‘Which currency?’ to ‘What value are we trying to prove?’** Measurement should serve the outcome, not the other way around.
- ◆ **Build infrastructure that can support multiple outcomes, not just one number.** Whether it's cross-platform planning, real-time optimization, or outcome-based buying, systems need to be flexible and fast.
- ◆ **Prioritize interoperability, transparency, and shared standards over vendor lock-in.** The most valuable platforms will be those that play well with others—and explain how they do it.

*A short-term data fix solves for today's KPI while a long-term strategy builds infrastructure that can adapt to whatever KPIs come next.*

*Dave Rudnick, CTO, LG Ad Solutions*

The next chapter of TV and streaming won't be written by one measurement vendor or tech stack. It will be shaped by the choices the ecosystem makes—about what to value, what to share, and what to build together.

**The good news? Those choices are finally on the table.**

# CONCLUSION: BUILDING SMARTER SYSTEMS FOR SMARTER MEASUREMENT

The fragmentation of currency isn't a crisis—it's a correction. A long-overdue reset that reflects the complexity of a media ecosystem that no longer runs on a single schedule, a single screen, or a single audience. The move away from a one-size-fits-all currency isn't a failure. It's a chance to build something better.

The future of measurement will not be defined by one number to rule them all. It will be built on infrastructure that is:

- ◆ **Flexible enough** to support multiple outcomes across different platforms and buying models.
- ◆ **Transparent enough** to be trusted by both buyers and sellers.
- ◆ **Intelligent enough** to evolve with new technologies, privacy requirements, and audience expectations.

*We're not trying to replace currency with chaos. We're trying to replace rigidity with relevance.*

*Jackelyn Keller, Comscore*

This shift is not about abandoning structure—it's about upgrading it. What matters now isn't whether the industry agrees on a single metric. It's whether it can agree on shared principles: interoperability, accountability, and a focus on outcomes.

The real question isn't who becomes the new currency.

It's how the entire ecosystem can move **beyond currency—toward a smarter, more meaningful way of doing business.**



# INNOVATOR SPOTLIGHT

## Frank Friedman On Building A Smarter TV Currency

*“There are so many different ways to evaluate what something is worth,” said **Frank Friedman, Chief Data and Analytics Officer and Head of Measurement at Comscore.** “But if we’re going to have a functioning cross-platform ecosystem, we need a currency that connects the dots—one that’s transparent, fair, and actually usable across the entire transaction chain.”*

*We sat down with Friedman to talk about why real change in measurement and currency hasn’t materialized as fast as the industry hoped—and what needs to happen to fix that.*

**ALAN WOLK (AW): Let’s start with the basics: how do you define currency, and how is it different from measurement?**

**FRANK FRIEDMAN (FF):** Currency is how we value inventory and transact. There’s a value exchange involved, and that’s fundamentally different from measurement, which is about understanding audiences—who’s watching, how engaged they are, what platform they’re on. The challenge is that we don’t have universal alignment between digital and linear, and that creates winners and losers—intentionally or not.



**AW: You’ve worked on both the buy and sell side. What motivated you to come to Comscore?**

**FF:** I’ve been a longtime supporter of this currency from both sides of the table. I’ve been able to actually get adoption from buyers and sellers, which is rare. But I also wanted to really understand what’s holding adoption back—especially on the agency side. Coming here gives me a chance to help solve for that from the inside.

**AW: What do you think is the biggest blocker to true currency adoption?**

**FF:** There’s a lot of industry talk about using multiple currencies, but not a lot of actual follow-through. The blockers vary depending on who you’re talking to, but they often boil down to workflow. We need transparency and fairness in how things are valued, and the ability to post performance. But if the data doesn’t flow into the right systems, that breaks down. That’s where currency and measurement meet—in the actual execution.

**AW: You mentioned different methodologies. Can you break down the pros and cons of some of those?**

**FF:** The question is whether they're truly representative—can you project those audiences confidently? Panels involve a lot of modeling, and that modeling isn't always scrutinized. Sure. You've got panel-based approaches, which are often treated as a "truth set," but they're not.

Big data has its own issues. Some people use it to supplement panels, but that only works if the panel can hold the weight. And big data is messy. It needs to be cleaned up before it's usable, and the partners providing it don't always do that. So, you end up with transparency issues either way.

**AW: Let's talk about agencies. What's holding them back? Is it just inertia?**

**FF:** As someone who lived in that space for many years, I can tell you it's not about laziness or resistance to change. There's just a lack of appreciation for how much those folks are being asked to do. Teams have been gutted, and procurement is constantly raising expectations. A lot of people don't want to work in local or legacy media groups because they're overwhelmed by manual tasks—paperwork instead of strategy.

At Publicis, we built an ecosystem that automated those manual processes so people could actually use their brains. That kind of transformation is possible, and I think AI might be the thing that saves media planning. Not by eliminating people, but by freeing them up to do meaningful work. But to make that happen, we have to remove some of the biggest blockers—starting with how data is handled. If data can't be moved, analyzed, or compared freely, AI doesn't work. And if vendors try to restrict that,

the industry needs to push back. We won't survive without open, interoperable systems.

**AW: What are some of the tech-layer obstacles?**

**FF:** There are too many toll gates. You've got platforms like WideOrbit and Mediaocean sitting between planning and execution, and the friction is enormous. It shouldn't cost more to administer a plan than to deliver the media. We need to fix that.

**AW: How about the sell side? What are the major roadblocks there?**

**FF:** Honestly, they're not that different. I expected more of a divide when I moved from buy to sell, but the challenges are the same—I just mirrored. One big issue is translation. If a publisher prices in one currency and a buyer wants another, there needs to be a way to convert between the two.

But if the currency is erratic—if it's not projectable—then publishers get stuck making makegoods to cover underdelivery. That's not sustainable. We need more stable, predictable methodologies that don't wreck the inventory supply.

**AW: With digital platforms setting their own standards for what counts as a "view," is there a risk that TV will just follow their lead?**

**FF:** That's the fear. Currency is supposed to provide a standard so we can trade fairly. But when platforms start inventing their own rules—half a second counts as a view, that kind of thing—it creates chaos. Linear has been getting the short end of the stick here. If a digital impression counts after one second, why are we holding streaming or linear to a different standard?

**AW: Do you think there's a real appetite for a universal standard, like the one the MRC proposed?**

**FF:** There should be. The MRC has issued a cross-platform standard. Why aren't we talking about it more? That's a question we should be asking clients and agencies. Let's stop talking out of both sides of our mouths. If we want consistency, it's time to align.

**AW: So what's your definition of currency?**

**FF:** It's the agreed-upon way we assign value to media across platforms. Attention matters. Engagement matters. But if we're going to connect programmatic and linear and everything in between, we need a single connective tissue. That's what currency should be.

It's not for the faint of heart. A lot of apple carts will get upset in the process. But there has to be fairness. You've got the client, procurement, agency, planner, buyer, seller—and then finance needs to reconcile the whole thing. If we don't all agree on what something's worth, the system falls apart.

**AW: Is AI going to help us get there?**

**FF:** It has to. The next generation is coming into this industry with AI baked in from day one. They'll have better tools, better models, and maybe fewer hangups about how things used to be. But for AI to work, we need good data—and that means cooperation and transparency.

**AW: So how do we move forward—what's the fix here?**

**FF:** We all have to live in the same ecosystem. What's most interesting to me is how quickly things have changed—and that pace is only accelerating. The migration to new models is happening fast, and if we're not working together, certain groups will take advantage of that and run ahead. Whoever has the data is going to win. That's why cooperation matters—not in theory, but in practice. Unfortunately, there aren't enough voices in the industry talking about fairness for the whole system. Too many are just focused on whatever serves their own best interest. That's what we have to change.





# INNOVATOR SPOTLIGHT

## Kristen Williams On Why Interoperability And Transparency Are The Real Currency In Ad Tech

*"Transparency isn't just a nice to have," said **Kristen Williams**, SVP of Strategic Partnerships at Magnite. "It's something clients are requiring, because they need to know their inventory is actually being measured properly."*

*We sat down with Williams to talk about how the industry is navigating a post-GRP world—where currency is flexible, measurement is evolving, and buyers want interoperability, not just innovation.*

**Alan Wolk (AW):** How do you define the difference between measurement and currency?

**Kristen Williams (KW):** Measurement is about showing business results—whether that's unique viewers, site visits, or audience size. Currency is when there's a value assigned to a metric, and both parties agree that's what they're going to transact on.

**AW:** Why do you think the definition of "currency" has become so fuzzy?

**KW:** A lot of it started when the industry began talking about "alternative currencies."



But the reality is, most buyers and sellers weren't ready to use them as true currencies. They were running them side by side with other metrics to get a sense of how the data lined up. So even though they were labeled as currencies, they were really being used as measurement tools while everyone got more comfortable.

**AW:** Do you agree with the idea that a currency is whatever both sides agree to transact on?

**KW:** That definition makes sense—as long as both sides agree on what that means. If each party has a different idea of what constitutes the currency, that doesn't really work.

**AW:** Does the industry benefit from having multiple currencies, or is it more trouble than it's worth?

**KW:** More vendors spur innovation. That's the upside. The downside is cost. Adding more vendors doesn't mean the prices go down. If anything, it's created a situation where having two vendors is becoming the practical limit for many. Cost is definitely a factor.

**AW: Is there a push from the buy side to create more standardization among measurement vendors?**

**KW:** From Magnite's standpoint, our focus has always been on supporting whatever vendors our clients want to work with. That means ensuring interoperability—making sure inventory can be measured regardless of which provider is being used. That's how we help facilitate the buy.

**AW: Are clients asking for more transparency into how these vendors actually measure things?**

**KW:** Absolutely. We've seen OEM clients with formal certification processes before they'll even agree to a buy with a particular measurement partner. Transparency is no longer optional. Clients need to understand the methodology to ensure their inventory is actually being measured properly.

**AW: So transparency becomes a differentiator among vendors?**

**KW:** Yes, 100%. If vendors can't be transparent, how can buyers be confident the numbers are accurate?

**AW: Do your clients typically come in with a strong POV, or are they looking to you for guidance?**

**KW:** It varies. We work with everyone—from big brands and agencies to mid-market buyers. The level of in-house expertise can vary a lot. For those with fewer resources, they tend to lean on us more. We usually

don't recommend just one vendor—we'll offer a few options in each category based on who we believe can measure CTV effectively.

**AW: What are a few key things you look for when recommending a vendor?**

**KW:** Identity resolution is huge—how they're linking exposure to outcomes, whether it's at the household or person level. Flexibility is another big one. Every client's tech stack is different, so platforms that can “play nice” with others are always a plus.

**AW: Some digital platforms like Meta or TikTok aren't exactly transparent. How is that shaping expectations for CTV?**

**KW:** We're seeing the industry adopt similar measurement frameworks used by walled gardens, like conversion APIs that match transaction data with exposures. There's still less transparency in those environments, but there's a push to find similar comparisons across channels. It's interesting to see some CTV companies use these frameworks to help make that comparison easier for buyers.

**AW: Should linear and streaming be measured the same way?**

**KW:** I don't think GRPs were ever anyone's ideal—they were just what the tech could support at the time. As more devices become IP-enabled, it's opened up new ways of measuring, including impressions. A lot of this isn't about preference, it's about what's possible with today's tech.

**AW: What role should oversight bodies like the MRC play in all this? Are they helping or holding things up?**

**KW:** Magnite doesn't have a horse in the race in terms of picking a preferred vendor. We're focused on interoperability. But I think there's value in accreditation—whether it's MRC or others. It gives buyers a confidence level that a vendor is doing what they say they're doing. Whether it should be stricter or looser—others may have stronger opinions—but the concept of independent validation is important.

**AW: As more viewing shifts to streaming, how are you helping clients who are less familiar with this ecosystem?**

**KW:** Performance means different things to different people. The good news is CTV measurement has evolved—whether it's brand lift, conversion, footfall, etc. There are more tools now. And we're seeing more brands bring their own audience data, which changes the dynamic.

**AW: Looking ahead, do you think we'll settle on a few currencies and measurement vendors—or is this still an experimental phase?**

**KW:** I think cost will be a limiting factor—we might land on two or three core vendors. But what I really see improving is optimization. We're getting faster and smarter about how we optimize media spend, thanks to better tools—and yes, I'll say it: AI.

**AW: Five years from now, will measurement be more exact? Or just better understood?**

**KW:** "Exact" might not be the right goal. Privacy concerns will make it harder to get super precise. But that doesn't mean measurement won't be meaningful. We'll just have to recalibrate our expectations. We may not know exactly who's watching what, but we can still get the insights we need to make smart decisions.

# WHY PARTNERING WITH TVREV PROVIDES A COMPETITIVE EDGE IN TV'S EVOLVING LANDSCAPE

TVREV is one of the media industry's leading analyst firms, specializing in the intersection of streaming and advertising and how evolving viewing habits impact the entire industry.

Our newsletters reach approximately 60,000 subscribers worldwide and our LinkedIn network is 300,000 strong. It's a high-powered audience as well: 23 percent of our subscribers hold C-level titles, with 13 percent serving as CEOs or Founders.

Our insights, reports, newsletters, videos and events are guideposts for everyone in the greater television ecosystem, from programmers and distributors to advertisers and adtech companies, helping them to navigate the future while retaining their footing in the present. TVREV is renowned for our ability to take complex ideas and explain them in plain English without dumbing things down. Written in the engaging colloquial style that's become our trademark, TVREV's articles, reports and interviews are all created with the underlying principle that just because you are reading about business, there's no need for you to be bored. Especially in an industry as entertaining as ours.

## Thought Leaders Circle

TVREV offers select companies the opportunity to speak directly to our sizable audience in order to increase visibility and generate leads. That can take the form of articles from your thought leaders, interviews with TVREV analysts or short-form videos.

Members receive significant discounts on TVREV's other services, making membership a wise investment. Hit us up if you are interested in joining.

## Webinars

This year, TVREV has been working with industry thought leaders to produce a series of sponsored webinars designed to educate and entertain the industry. We moderate, host and promote the webinars via our newsletters and social media channels, ensuring the content reaches the widest possible audience.

## Executive Dinners

Let TVREV serve up your next Executive Dinner. Our analysts will serve as hosts and emcees, creating the kind of productive-yet-focused dialogue that leads to lasting connections. We can guide a roundtable discussion or conduct a brief Q&A with a key executive before the meal. Our goal is to foster an environment where meaningful conversations flow, relationships between you and your guests deepen, and new business opportunities emerge organically.

## Special Reports

TVREV produces quarterly reports like the one you are reading, bespoke white papers, deep dive investigations and curated newsletters to educate the industry and help keep your teams up to speed. Our reports are based on off-the-record interviews with key industry figures who give us the inside scoop. What's more, they're actionable, to help you easily decide what to do next.

## Consulting Hours

No one knows the changing media business like we do. We can help you shape your business strategy, make introductions to potential business partners, research new technologies and keep you abreast of the latest trends and how they will affect your business.

# AUTHORS BEHIND THE INSIGHTS

## Alan Wolk, Author



“If you know anything about television, you probably know Alan Wolk.” That’s how Adweek introduces Alan Wolk, the co-founder of TVREV, a leading media analyst firm, and the best-selling author of “Over The Top. How The Internet Is (Slowly But Surely) Changing The Television Industry.”

Wolk has established himself as one of the industry’s most influential thought leaders, especially noted for his deep understanding of the intersection of streaming and advertising.

What sets Wolk apart is his unique ability to demystify complex ideas in a manner that’s easily understandable yet never oversimplified. This talent makes him a sought-after writer, speaker, and consultant, striking a rare balance between depth and accessibility in his communications.

## Jason Damata, Publisher



Jason is the founder and CEO of Fabric Media, a media incubator and talent consortium, and he is also the co-owner and publisher of TVREV.

In his role, he provides strategic guidance to TV networks, agencies, measurement companies, brands, and technology platforms. Jason was named to Ad Age’s 40 under 40 list for his significant contributions to the growth and acquisition of numerous technology companies.

His diverse experience includes working in Telecommunications Policy at George Mason University, developing Political TV Literacy Programs for multiple universities, and spending years traveling the country to collaborate with cable operators for C-SPAN.

# SPECIAL THANKS

Steve Bagdasarian  
Michael Barrett  
Anne Becker  
Martha Bennett  
Jon Carpenter  
John Cassillo  
Juliet Centino  
Lorenzo Chiodo  
Mariah Cooper  
Peter Crofut  
Michael DeiCas  
Mike Fogarty  
Frank Friedman  
Annmarie Gatti  
Michael Goldberg  
Aaron Goldman

Casey Greene  
Callum Guthrie  
Tim Hanlon  
John Halley  
Angela Hoye  
Megan Hughes  
Hooman Javidan-Nejad  
Jackelyn Keller  
Paul Kontonis  
Mandy Leef  
KarYi Lim  
Jocelyn Lo  
Tony Marlow  
Ian Maio  
Mark Myers  
Sarah Muratore

Tori Owens  
Elizabeth Philbin  
Xhemile Poley  
Stacey Reney  
Eleanor Semararo  
Marie Scoutas  
Maria Shcheglakova  
Daniel Spinosa  
Matt Tengler  
Mike Villalobos  
Victoria Walker  
Jessika Walsten  
Elaine Wong  
Teddy Wolk  
Kristen Williams  
Mark Yamada  
Fariba Zamaniyan

---

**An extra special thanks to our sponsors, without whose support this report would not have been possible.**



Report design by Ronni Reider

If you have a design or creative opportunity you need assistance with, contact [ronni.reider@gmail.com](mailto:ronni.reider@gmail.com)

# WHY IT PAYS TO PARTNER WITH TVREV

At TVREV, we're more than just analysts—we're industry trailblazers with a 360-degree view of the evolving TV and streaming landscape. From coining the term "FAST" to predicting the next big shifts in ad tech, streaming, and TV interfaces, we've been at the forefront of every major development.

Our deep expertise, combined with a global perspective, allows us to spot trends before they become mainstream, conduct critical research on key topics, and guide companies—from brand marketers to ad tech firms to media companies—on the best path forward.

Whether it's crafting product and go-to-market strategies or amplifying your message across the industry, make TVREV your go-to partner for staying ahead of the curve.

Ready to leverage our insights to elevate your business? Let's connect and start the conversation.

**Contact us at** [info@tvrev.com](mailto:info@tvrev.com)