



## Press release

Embargo date: June 01, 2017

### **MMS and GfK close to Total Video Ratings Currency in Sweden**

June 01, 2017

Amanda Martin  
Global PR  
T +44 7919 624 688  
press@gfk.com

**Nuremberg, June 01, 2017 – As one of the leading TV media currencies worldwide, MMS – which measures the moving image in Sweden – has released its digital ad ratings service. The service covers video advertisements on broadcasters' websites and apps viewed across PC, smartphone, tablet and smart TV. It is built upon GfK's data integration and data science capabilities that fuse MMS's multi-source data streams into actionable currency.**

The data is delivered to Sweden's market daily via MMS's ad analytics web application. It gives a holistic view of ad campaign impressions, de-duplicated cross-device reach, and rich target group definitions.

The joint project was started in 2015, with MMS and GfK establishing a partnership which produces not only tightly integrated data but also true innovations in data science.

The underlying data integration model is a tailored version of GfK's proven audience modeling platform (AAM). One of the key features of the model is the daily assembly of data streams from four data providers, who deliver panel, profile and census level datasets.

A break-through innovation within GfK's audience modeling approach enables the vast amounts of census measurement data – sweeping away limitations imposed by being restricted to solely panel sizes.

#### **MMS-GfK drive towards a Total Video Currency**

The next step in the MMS-GfK drive towards a Total Video Currency is the integration of linear TV data with the digital ad rating service. This will enable preeminent tracking of video consumption across TV, smart TV, PC, smartphone and tablet.

Magnus Anshelm, CEO of MMS, comments, "Our challenge was this: We already have successful data streams covering all the necessary audience measurement areas, but these come from a number of different sources and companies. Bringing these together into a single data set is the obvious improvement – but assigning a single supplier to start producing all the various measurement systems from new would not be cost effective. Instead, we have commissioned GfK to create the processes that will accurately fuse our existing data streams as they come in, producing our ultimate aim of a Total Video Currency."

GfK SE  
Nordwestring 101  
90419 Nuremberg  
Germany

T +49 911 395 0

Management Board:  
Peter Feld (CEO)  
Christian Diedrich (CFO)  
Dr. Gerhard Hausruckinger  
David Krajicek  
Alessandra Cama

Chairman of the Supervisory  
Board:  
Ralf Klein-Bölting

Commercial register  
Nuremberg HRB 25014



Stefan Raum, Global Head of Media Measurement at GfK, adds, “Markets need solid and comprehensive currencies. We are proud that MMS selected GfK as their partner for Sweden’s TV market. These processes that allow integrated analytics of data from all relevant sources are key to the dynamic development of video markets around the world.”

-Ends-

#### **About MMS**

MMS measures the moving image in Sweden. Since 1993, MMS has implemented statistically reliable measurements of Sweden's television viewing. In 2011, MMS expanded this to include WebTV measurements, in cooperation with participating Web TV market players. MMS also monitors market trends, develops new methods for measuring the moving image, and publishes reports and surveys. Their clients are primarily TV channels, media agencies and advertisers.

#### **About GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK’s long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers’ experiences and choices.

For more information, please visit [www.gfk.com](http://www.gfk.com)

Follow GfK on Twitter <https://twitter.com/GfK>