

# Press release

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## MMS and GfK launch Total Video Ad Ratings in Sweden

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### ■ Details to be presented at ASI conference today

**Nuremberg, November 10, 2017 – Following on from the digital ad ratings service launched earlier this year, MMS (Mediamätning i Skandinavien) and GfK have now extended the platform into a Total Video service. The enlarged service enables the market to measure the return-on-investment of video advertisement cross-platform on linear TV, Smart TV, PC, Smartphone and Tablet devices.**

Daily data is delivered via MMS's ad analytics dashboard, providing the market with a holistic view of ad campaign impressions, un-duplicated cross-platform reach and rich target group definitions. The extended service now combines TV into this platform, measuring broadcaster and publisher capability in reaching incremental audiences and making TV and Online comparable.

GfK's part is accurately to integrate all the datasets from MMS' existing ecosystem, which includes panel, profile and census level datasets from multiple vendors. This is done via GfK's proven audience modeling platform, AAM, with a key innovation that enables vast amounts of census measurement data and avoids any limitation of being restricted to solely panel sizes. GfK's approach is designed specifically to give MMS full control of their data.

Magnus Anshelm, CEO of MMS, comments, "Integrating TV and online video to a Total Video measurements has been a key milestone and adds significant value for the Swedish market. Our next step, with the support of GfK, is to launch the Content Ratings part of our Total Video service. This will enable the Swedish market for cross-platform media planning, and activate the full premium video inventory of our broadcasters and publishers."

Lydia Irving, Global Head of Media Measurement at GfK, adds, "With the total video currency now launched, Sweden is among the most advanced countries in terms of cross-media currencies. We are proud that we could help MMS to achieve this."

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### About MMS

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Peter Feld (CEO)  
Christian Bigatà Joseph (CFO)

Supervisory Board Chairman:  
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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 be the first in the World to measure online video viewing, in cooperation with participating online TV market players. MMS also monitors market trends, develops new methods for measuring the moving image, and publishes reports and surveys. Their major clients are TV companies, other media companies carrying online video, media agencies and advertisers..

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