Measuring Advertising Impact

Defining the measurement continuum from impressions to impact by delivering transparent, cross-platform measurement focused on marketers’ objectives

RAISING THE BAR

Great content has always been and continues to be an effective environment for advertisers to reach audiences. But the way audiences consume that content has changed dramatically. While viewership has evolved across linear, digital and on-demand, the way that the industry measures and transacts upon that consumption has not.

In the past year alone, digital share of consumption on NBC Prime increased to a third of total consumption on NBC Prime. That’s a story that ratings will never be able to communicate, and that’s a missed opportunity for marketers.

It’s more important than ever to be able to measure and transact on live linear, on-demand, and digital programming. NBCU took a giant step toward making this a reality with the introduction of CFlight, the industry’s first cross-platform currency. CFlight enabled unified, accurate measurement of total audience across all screens with its impressions-based metric.

Adding to CFlight, NBCU continues to set new standards with end-to-end measurement capabilities that not only count every impression but prove their business impact. With this end-to-end measurement strategy, NBCU will continue to make every impression count via CFlight, and will also
NBCU is **committed to setting new standards for measurement in the industry**, moving away from a reliance on legacy metrics and evolving toward a system that not only accurately captures the reality of viewership today, but also connects it back to its IMPACT on business.
It’s a principle we’ve already put to work through a first-ever outcome guarantee in partnership with STXfilms for their film, “The Upside.” For more,