

## **ITV partners with viewability company Meetrics**

### **First measurements across all channels show viewability rates above industry-wide benchmarks**

ITV, the UK's biggest commercial broadcaster, announces that it has partnered with Meetrics, a leading European software company for advertising measurement and analytics, to provide enhanced advertising campaign delivery validation for VOD advertising across ITV Hub platforms.

As part of the partnership, Meetrics provides video viewability data and reporting for ITV Hub on connected TV platforms and In-App (Android and iOS) as well as desktop and mobile web campaigns. This enriches the reporting capabilities for VOD campaigns run on ITV Hub and demonstrates the high quality of ITV's ad inventory on metrics that are important to agencies and advertisers.

With the partnership, ITV underlines its commitment to very high transparency standards and quality controls for the benefit of its advertising customers. Meetrics is an independent vendor accredited for various services by the Media Rating Council and committed to strict privacy rules in full accordance with GDPR. With Meetrics as a partner ITV is breaking new ground by being the first broadcaster in the world to make use of the IAB Open Measurement SDK, which is considered the most rigorous standard for In-App viewability measurement. To date, average measurement for campaigns running across ITV Hub showed a viewability rate (according to the MRC definition) of 98%, which is far beyond average, compared to industry viewability benchmarks. The new viewability measurement and reporting will give advertisers huge confidence that ITV can deliver standards on human and viewability measures that outperform the VOD market.

Frank Mulhall, Head of Ad Operations at ITV said: "Partnering with Meetrics has demonstrated ITV's commitment to verifying the value of our broadcast quality digital inventory via independent measurement. The move starts the process of raising standards for online video that only broadcasters can achieve in line with our clients' expectations. Advertisers invest large sums in media to drive both brand and response and whilst partial viewing of ads is still seen as acceptable in some areas of digital advertising, we believe that investment means that advertising should be seen by people and seen in full."

“Our strategic partnership will demonstrate the high quality of ITV’s video ad inventory and set new standards in viewability measurements across various channels,” said Max von Hilgers, Co-Founder and Managing Director at Meetrics. “ITV is committed to give its clients full transparency over their campaign delivery and to do so it showed technological leadership by investing in their own technology stack, new industry standards, and independent measurement solutions. ITV is responding directly to what advertisers are demanding; budgets for video ads are getting larger, while video inventory, which is proven to be of high quality, is limited,” said Philipp von Hilgers, also Co-Founder and Managing Director at Meetrics.

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### **About Meetrics**

Since 2008, Meetrics has provided solutions to enhance the quality of online marketing and contributes to a more transparent and effective digital ecosystem. In addition to measuring the visibility of online ads, Meetrics provides control over advertising environments, audiences, and protection against fraudulent ad placements. Meetrics is the first European company to be accredited by the most relevant industry body, the Media Rating Council, for Sophisticated Fraud Detection, Mobile Web and Viewability measurements for display and video. Leading global companies like Google and Facebook trust Meetrics' products and services.

### **About ITV**

ITV is an integrated producer broadcaster and the largest commercial television network in the UK. It is the home of popular television from the biggest entertainment events, to original drama, major sport, landmark factual series, and independent news. It operates a family of channels including ITV, ITVBe, ITV2, ITV3 and ITV4 and CITV, which are broadcast free-to-air. ITV is also focused on delivering its programming via the ITV Hub, mobile devices, video on demand and third-party platforms. It has a growing Direct to Consumer operation across SVOD, competitions, live events, Pay per View and merchandise, driving value from consumers' increasing willingness to engage with brands. ITV has also announced plans to launch BritBox, a new SVOD service, with the BBC, bringing an unrivaled collection of British boxsets and original series to viewers. ITV Studios is a global production business, creating and selling programmes and formats from offices in the UK, US, Australia, France, Germany, Italy, the Nordics, and the Netherlands. It is the largest and most successful commercial production company in the UK, the largest independent non-scripted indie in the US and ITV Studios Global Entertainment is a leading international distribution business.