








Video Currency vs. Video Measurement

Currency and measurement are two distinct concepts in the context of advertising. Currency refers to the form of payment used to buy ad space or time, while measurement refers to the process of evaluating the performance and success of an ad campaign using various metrics. Both currency and measurement are crucial but distinct elements to ensure effective and successful marketing efforts.

	Currency Fundamentals	Measurement Fundamentals
	Metric(s) for transaction agreed upon in advance between buyers & sellers.	Any available metrics for analysis purposes including currency.
	Data available to all parties, with access to historical performance in order to forecast.	Metrics used to assess the value of purchased inventory. Not necessarily shared with the inventory owners.
	Counting of ad exposures through gross rating points, CPPs/CPMs, and/or impressions.	For Publishers: Yield management, audience insights, content analytics. For Advertisers: R/F, brand lift, outcomes, etc.
	Predictable and reasonably accurate.	Metrics vary by advertisers. Any metric used to determine quality and value is a measure.
	Monthly or quarterly at a minimum but daily is desired.	As often as daily but may extend to weeks for certain types of analysis including brand lift etc.
	Universally accepted by buyers and sellers.	May not be universally accepted by buyers and sellers.
	Single or limited number of providers.	Many providers across measurement funnel.