

# NBCU announces Currency Council to cement its role as an ad measurement leader

Article

**The news:** More than 10 major brands including **General Motors, PepsiCo, T-Mobile, Marriott Bonvoy, and Wayfair** have joined **The Currency Council**, a new measurement initiative

announced by **NBCUniversal** on Wednesday.

- At a press event, measurement executive vice president **Kelly Abcarian** laid out the media giant's mission to evaluate new currencies, develop new methods for transacting, and establish new workflows for the media planning and buying process.
- “Together with our clients, we’ll accelerate the momentum toward unified measurement and a multicurrency future and start transacting on these new currencies while creating new transactional models,” wrote Abcarian in a blog post announcing the news.
- The initiative was launched after what NBCU calls “the industry’s largest new current test and learn,” which involved 67 advertisers and 158 brands across 12 advertiser categories. Brands that participated had an average of 546 million total impressions.

The announcement was made as part of an overview of the evolution of One Platform, NBCU’s ad tech, data, and measurement offering that reaches 230 million adults monthly in the US and 1 billion people worldwide. The platform reaches consumers at numerous endpoints, including Peacock, greater than 350 digital properties, more than 200 networks, and five theme parks.

**Why it matters:** Advertisers care about making their dollars go as far as possible, and waste has been a problem for ages. That problem gets magnified when budgets are being highly scrutinized.

**Our take:** Industry insiders haven’t been enthusiastic about measurement giant **Nielsen** for some time now, and its difficulties early in the pandemic only heightened those concerns (that’s part of why its Media Ratings Council accreditation remains suspended).

By positioning itself as a leader in the multicurrency future, NBCU is likely to attract incremental ad dollars and establish itself as a safer haven for advertisers.

## Importance of Reporting Select Metrics According to US Agency/Marketing Professionals, March 2022

% of respondents

	Very important	Somewhat important
Reach and frequency	36%	47%
Brand lift/awareness lift	35%	46%
Sales lift	33%	45%
Website visit attribution	25%	49%
Impressions by network	22%	48%
Device/CTV % breakout	17%	42%
Impressions down to zip	17%	38%
Linear incremental reach extension measurement	17%	46%
Footfall attribution/location visits	15%	42%
Mobile app downloads	14%	35%
VCR with quartiles	13%	30%
Daypart breakout	11%	34%

Source: Advertiser Perceptions and Premion, "2022 CTV/OTT Advertiser Study," July 14, 2022

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