

Can India lead the Cross Media
Measurement Project for the World?

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5 Reasons Why!

1. Unique India

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- As a market we are a nation of nations
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We have always customised and rebuilt
media measurement models in India

2. TV is still growing in India

- 250 million households will still be consuming Linear TV by 2026
- TV is part of the India growth story – huge advertising opportunity
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We need TV + Digital measurement more than any other market in the world

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- Digital Public Goods Infrastructure
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- Digital Data Protection Bill

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Privacy and Consent Management
essential to the measurement framework

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- WFA's Halo Cross Media Measurement Guidelines
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Big Tech Digital Platforms are all aligned
to collaborate globally

5. We have all the ingredients

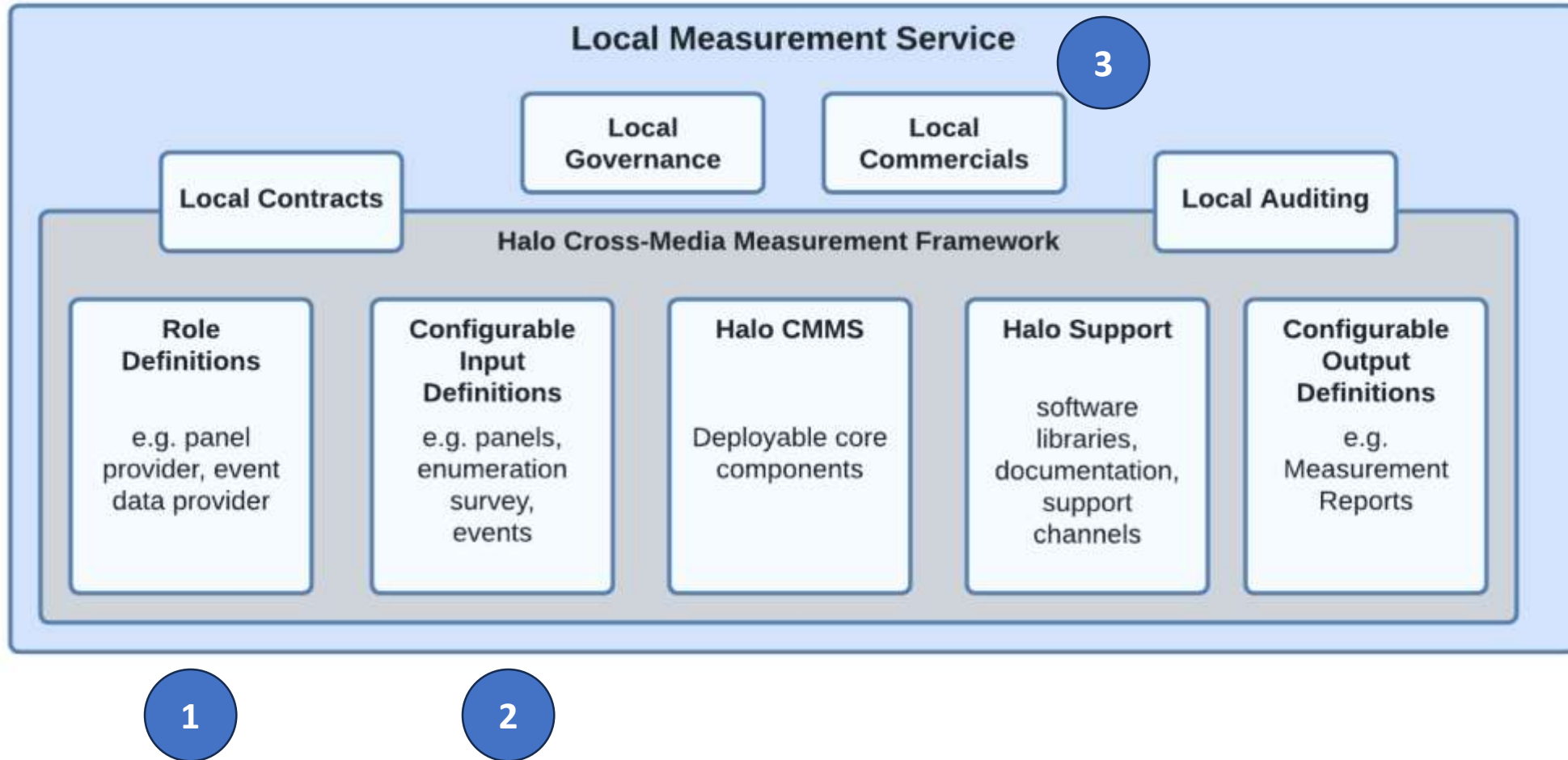
- BARC – IBF, AAI and ISA
- TV and Digital measurement panels are already available
- Digital Platforms are building their own independent CMM solutions

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We can avoid duplication of efforts and sync up all initiatives under one agenda

What needs to be done?



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It is our time!