

# Guidelines for Local TV & Video Currency Measurement

Establishing Baseline Expectations and Principles for  
Local TV & Video Measurement

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## About CIMM

The Coalition for Innovative Media Measurement (CIMM) is a nonpartisan, pan-industry coalition of companies focused on cultivating and supporting improvements, best practices, and innovations in measurement and currency; data collaboration and enablement; and the use of new metrics and approaches to understanding the value of media. CIMM embraces the entire media and advertising ecosystem and prioritizes effective collaboration to deliver meaningful change.

## About TVB

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars.

## About the Authors

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**Matt Ross** is a highly experienced analytics, methodology and insights executive with a proven track record in supporting strategic innovation and revenue growth across the local media landscape. With extensive leadership experience at NBCUniversal, Hearst Television, and Norman Hecht Research, he's built and led teams to deliver actionable insights, optimize media strategies, and achieve critical business objectives.

## Research Objectives and Approach

CIMM and TVB have commissioned two intertwined projects to establish a clear, high-level set of guidelines for local TV and video currency measurement, and to offer the industry a templated approach — a Buyer's Guide — to evaluate local TV and video measurement providers on their level of adherence to these guidelines.

This document sets out the guidelines, intended to establish a clear, high-level set of guidelines for local TV and video currency measurement. The *Buyer's Guide* is a separate document, which can be found on the CIMM and the TVB websites.

Local TV and video play a central role in connecting advertisers with communities. Local programming delivers relevant content and continues to generate strong audience engagement across markets. The structure of the local marketplace differs from national television and digital environments. Local transactions require:

- Geographic precision at the market level.
- Measurement across multiple access points, including broadcast, pay TV, streaming, and mobile.
- Consistency across markets with very different population sizes.

These factors create unique measurement requirements that are not fully addressed by broader industry approaches. To address this need, CIMM's Local TV and Video Working Group worked to define baseline expectations for measurement providers serving the local marketplace.

These Guidelines outline what the market requires from currency measurement solutions while allowing flexibility in how providers meet those expectations.

## What This Document Provides

This document establishes a common framework for evaluating local TV and video currency measurement solutions.

It is designed to:

- Define expectations for measurement used in local transactions.
- Provide a consistent reference point across the industry.
- Support more informed and transparent evaluation of measurement providers.

## Intended Audience

This document is designed for:

- Measurement providers
- Local TV sellers
- Agencies and advertisers
- Industry stakeholders

## How to Use This Document

The Guidelines are organized around three core principles:

- Inclusive
- Transactable
- Transparent

Each principle outlines expectations that measurement solutions should meet to support local market transactions.

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## Executive Summary

Local TV and video remain essential components of the advertising marketplace, delivering trusted content, strong community connection, and meaningful reach for advertisers.

As measurement continues to evolve across linear and digital environments, the local marketplace operates under a distinct set of requirements. Transactions depend on market-level precision, multiple viewing paths, and consistent measurement across markets of very different sizes.

The Local TV/Video Currency Measurement Guidelines establish a shared framework for evaluating measurement solutions intended for local market transactions.

*These Guidelines are not prescriptive and do not define a single methodology. Instead, they outline baseline expectations that measurement providers should meet to support buying, selling, and post analysis in the local marketplace.*

The framework is built around three core principles:



**Inclusive Measurement** reflects the full scope of the local marketplace, including diverse audiences, all viewing platforms, and markets of all sizes.



**Transactable Measurement** is stable, reliable, and operationally ready to support forecasting, guarantees, and campaign evaluation.



**Transparent Measurement** is clearly defined, documented, and disclosed, with visibility into methodology, limitations, and compliance.

Together, these principles provide a consistent way to evaluate whether a measurement solution is fit for market use.

## Recommended Approach

**Start with Inclusive** — Confirm the service reflects the audience and market being transacted.

**Move to Transactable** — Evaluate whether the service is stable, reliable, and operationally ready.

**Finish with Transparent** — Validate methodology, disclosure, and compliance.

**Require evidence** — Request documentation, examples, and outputs.

# I. Inclusive Measurement

Currency measurement must reflect the full scope of the local marketplace across audiences, access methods, and geography.

## Audience Representation

Measurement should represent the diversity of local audiences across demographic, socio-demographic, multicultural, and geographic dimensions.

Providers should:

- Disclose representation gaps.
- Explain how gaps are addressed.
- Use transparent and documented methodologies.

## Access Methods and Platforms

Measurement must capture how audiences access local TV and video, including:

- Broadcast and over-the-air.
- Cable, satellite, and telecom pay TV.
- vMVPD and streaming apps.
- Mobile and desktop viewing.

Providers should:

- Identify included and excluded platforms.
- Provide breakouts by platform and device.
- Clearly explain how streaming and digital viewing are measured.

## Market Coverage

Measurement should support the full range of U.S. markets.

Providers should:

- Cover both large and small markets.
- Define market boundaries.
- Disclose coverage limitations.

## II. Transactable Measurement

Measurement must support the operational realities of buying and selling local media.

### Stability and Reliability

Measurement must be stable enough to support forecasting, guarantees, and post analysis.

Providers should:

- Monitor and report stability over time.
- Disclose standard error.
- Provide historical data where available.
- Apply controls to improve reliability.

### Audience Support

Measurement should support:

- Standard demographic audiences.
- Advanced audiences based on behavior and interests.

Providers should:

- Ensure consistency across audience definitions.
- Support both first-party and third-party audiences.

### Systems and Metrics

Measurement must integrate into local workflows and systems.

Providers should:

- Support standard metrics such as AQH, impressions, and reach.
- Align with buying and selling systems.
- Enable consistent cross-platform comparisons.
- Support equitable definitions of impressions across platforms.

## III. Transparent Measurement

Transparency is required to ensure trust, usability, and adoption.

### Methodology and Disclosure

Providers should:

- Clearly document methodology.
- Disclose limitations and assumptions.
- Provide advance notice of material changes.
- Support auditability and MRC engagement.

### Performance Reporting

Providers should disclose:

- Sample sizes and representation.
- Reporting thresholds.
- Data sources.

### Privacy Compliance

Measurement must comply with all applicable privacy regulations.

Providers should:

- Disclose data handling practices.
- Maintain compliance processes.
- Monitor and adapt to regulatory changes.

## Summary

The local TV and video marketplace requires measurement solutions that reflect its unique structure and operational needs.

These Guidelines establish a shared set of expectations for evaluating whether measurement solutions are suitable for use in local transactions.

They are intended to support greater consistency, transparency, and confidence across the marketplace.

## Glossary of Terms

**Advanced Audiences** — Audience segments based on behaviors, interests, or purchase data beyond standard demographics.

**Impression** — A counted exposure to an advertisement, defined consistently when comparing across platforms.

**AQH (Average Quarter Hour)** — The average number of viewers watching during a 15-minute period.

**Local Market** — A defined geographic area for local TV and video transactions.

**MVPD** — Subscription-based video providers such as cable, satellite, or telecom.

**Over-the-Air (OTA)** — Viewing via antenna without a subscription service.

**Set Top Box (STB) Data** — Viewing data collected from cable or satellite devices.

**Smart TV / ACR Data** — Viewing data collected from connected TVs using content recognition technology.

**Streaming / OTT** — Video delivered via the internet across apps and devices.

**Standard Error** — A statistical measure used to assess reliability of audience estimates.

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