

Local TV Currency Measurement Buyer's Guide

Due Diligence Questions for Evaluating Providers

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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.

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Purpose

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.

The first report, called *Guidelines for Local TV/Video Currency Measurement — Establishing Baseline Expectations and Principles for Local TV & Video Measurement*, can be found on the CIMM and TVB websites.

This document is the *Buyer's Guide*, which turns the guidelines into a practical evaluation tool. It is designed to help broadcasters, agencies, advertisers, and other industry stakeholders ask the right questions when comparing local TV and local video measurement providers.

Use it as a discussion guide, an RFI checklist, or a scorecard during vendor review.

Recommended Review Approach



Start with the Inclusive section to determine whether the service represents the audience and market you are trying to transact against.



Move to the Transactable section to test whether the service is stable enough and operationally ready for real buying and selling.



Finish with the Transparent section to confirm methodology, auditability, disclosure, and privacy compliance.



Request examples, documentation, and sample outputs, not just verbal assurances.

How to use this guide in practice: For each question, ask the provider to show the methodology, the current capability, any known limitation, and the roadmap if the capability is not yet fully mature.

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1. Inclusive Measurement

Audience Representation

- What steps do you take to represent consumers across demographic, socio-demographic, multicultural, and geographic dimensions?
- Which population groups are not fully represented in your data, and how do you address those gaps?
- What is the source of your universe estimates?
- How do you handle underrepresented or overrepresented groups through sampling, weighting, or calibration?

Access Methods and Platforms

- How do you include households across OTA, OTA-only, cable, satellite, telecom pay TV, vMVPD, streaming app, OTT, and internet-only access paths?
- What access methods are not captured today?
- What breakouts are available by delivery modality, platform, and device?
- How do you capture linear TV consumption, and how do you capture streaming?
- Is mobile and desktop consumption included, and if so, how is it assigned back to the market?

Stations, Networks, and Market Coverage

- How do you identify local stations, local cable channels, and D2 digital subchannels?
- Are all outlets reported, or only subscribing outlets?
- How many U.S. TV markets do you measure today, and which are not yet covered?
- How do you define a local TV or video market, especially for streaming consumption?

2. Transactable Measurement

Stability and Reliability

- What metrics do you use to assess the stability of audience estimates?
- How do you monitor stability across a year for key groups such as Live+Same Day?
- Do you report standard error, and for which estimates?
- What thresholds trigger aggregation or other reliability controls?
- How much historical data is available for telecast-level impressions across commonly used demographics?

Audience Support

- How do you determine age, gender, and other demographic identities?
- If a panel is used, is it self-identified, modeled, or personified?
- How do you define and maintain first-party and third-party advanced audiences?
- What datasets or processes are in place to support planning, buying, and measurement use cases?

Systems, Metrics, and Workflow

- In which local buying and selling systems is your data available today?
- What automation tools do you support to speed up transactions and reduce manual error?
- Which transactional metrics do you report, including AQH, impressions, reach, frequency, ACM, or ECM?
- How do you calculate AQH and impressions?
- Do your data include directly addressable inventory where available?
- How do you ensure granular audiences add up to more aggregated audiences?
- What daypart, genre, metadata, and identity standards do you use?
- Do you make your data available in clean rooms or through identity partners?
- Do you report total ad supply and ad load?
- How do you define an ad impression across platforms, and can your service support equitable comparison between local TV and digital?
- What is your current reporting turnaround time, and what improvements are on your roadmap?

3. Transparent Measurement

Methodology and Disclosure

- How do you disclose and explain methodology to clients?
- Do you provide written documentation, and how often is it updated?
- Who answers methodology questions from clients?
- How do you disclose the limitations of big data, panel data, and modeled data?
- What methodologies are used to incorporate linear, streaming, and other viewing modalities?
- Are you audited, and what is your status with the MRC accreditation process?
- How do you manage methodology differences between local market reporting and national rollups?
- How far in advance do you disclose material methodology changes, and what impact analysis do you provide?
- What reporting standards and performance metrics do you disclose?
- How are universe estimates built and validated?
- What evidence shows that modeled outputs are grounded in directly observed data?

Privacy Compliance

- Which current privacy regulations does your service comply with?
- How do you monitor pending regulation changes and update your controls?
- What operational safeguards are in place to protect privacy and maintain compliance?

Suggested Scoring Lens

At-a-glance summary

Pillar	What it requires	Why it matters
Ready now	Capability is operational, documented, and available in market today.	Can support current buying, selling, and stewardship needs.
Partial	Capability exists with limits by market, audience, or workflow.	May be useful, but needs careful qualification before currency use.
Roadmap	Capability is planned but not yet market ready.	Useful to note, but should not be treated as live functionality.

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