

# Guide for Media Buyers

Gain better control of your ad reporting

# Why is this guide needed?

In Sweden, according to IRM, approximately SEK 50 billion is spent on advertising every year. For most marketing managers, this is the largest single cost item—often millions for each company. Despite this, it is difficult to know what advertisers actually receive for their media investments. Reporting often comes from different sources; some use third-party measurements, others rely solely on self-reported figures. These are also based on different definitions, making it nearly impossible to know if the money has been used optimally. In many cases, this leads to an overestimation of advertising's effect compared to the actual outcome.

The purpose of the initiative **Cross Media Measurement** by the Swedish Association of Advertisers (Sveriges Annonsörer) is to, based on facts, highlight these challenges and thereby create better conditions for advertisers, and in collaboration with the industry, drive the development towards common standards and definitions. The ultimate goal is safer and more transparent conditions for media buying.

One area we have specifically examined is **reporting of media purchases**. The goal has been to understand the challenges advertisers face and to provide concrete guidance on how reporting can be improved.

**We have identified that advertisers often face three fundamental questions:**

1. Has the ad actually been shown to a person, and if so, how visible was it?
2. What actually counts as an ad impression?
3. Who has measured, reported, and guaranteed what is stated in the report?

If you do not get clear and transparent answers to these questions, it is difficult to know what you have actually paid for.

This guide is designed to help you understand how media report sold ads, so you can more easily set requirements for media purchases and ad reporting and thereby make more informed decisions.

**Challenge 1:**  
How likely is it that the ad was shown to a person?

**Challenge 2:**  
What counts as an ad-impression?

**Challenge 3:**  
Who guarantees that ads were shown?

## Challenge 2

# Media Decide What Counts

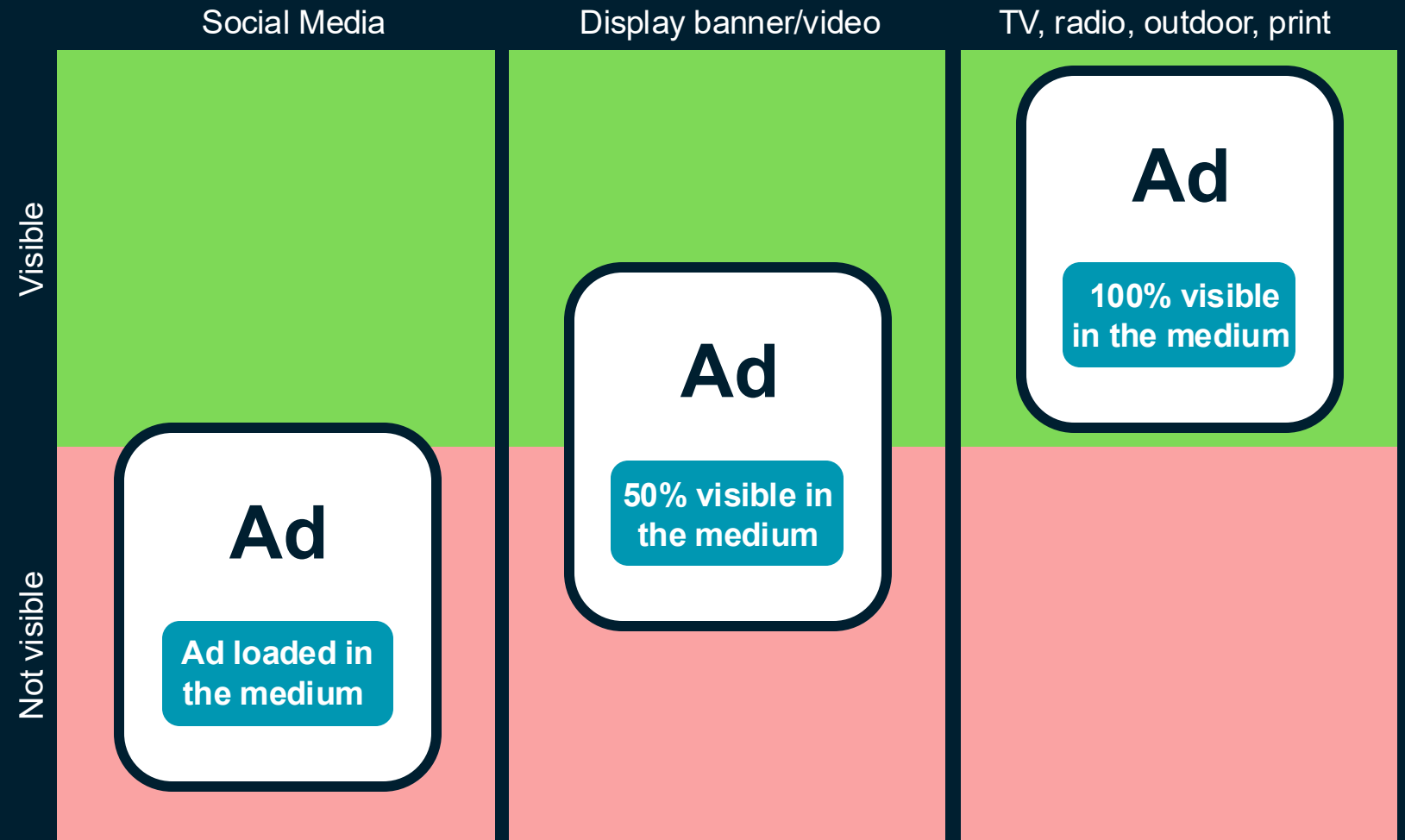
Media owners decide by themselves what counts as an ad view, and this affects how your investment is valued.

- In many **online channels**, it is enough for the ad to just load or be displayed for a very short time to count as a view.
- In **offline channels**, the entire ad must be visible or audible, otherwise it does not count at all.

Despite these differences, the **same cost per view (CPM)** is applied to ads, which gives a misleading impression that all views are equivalent.

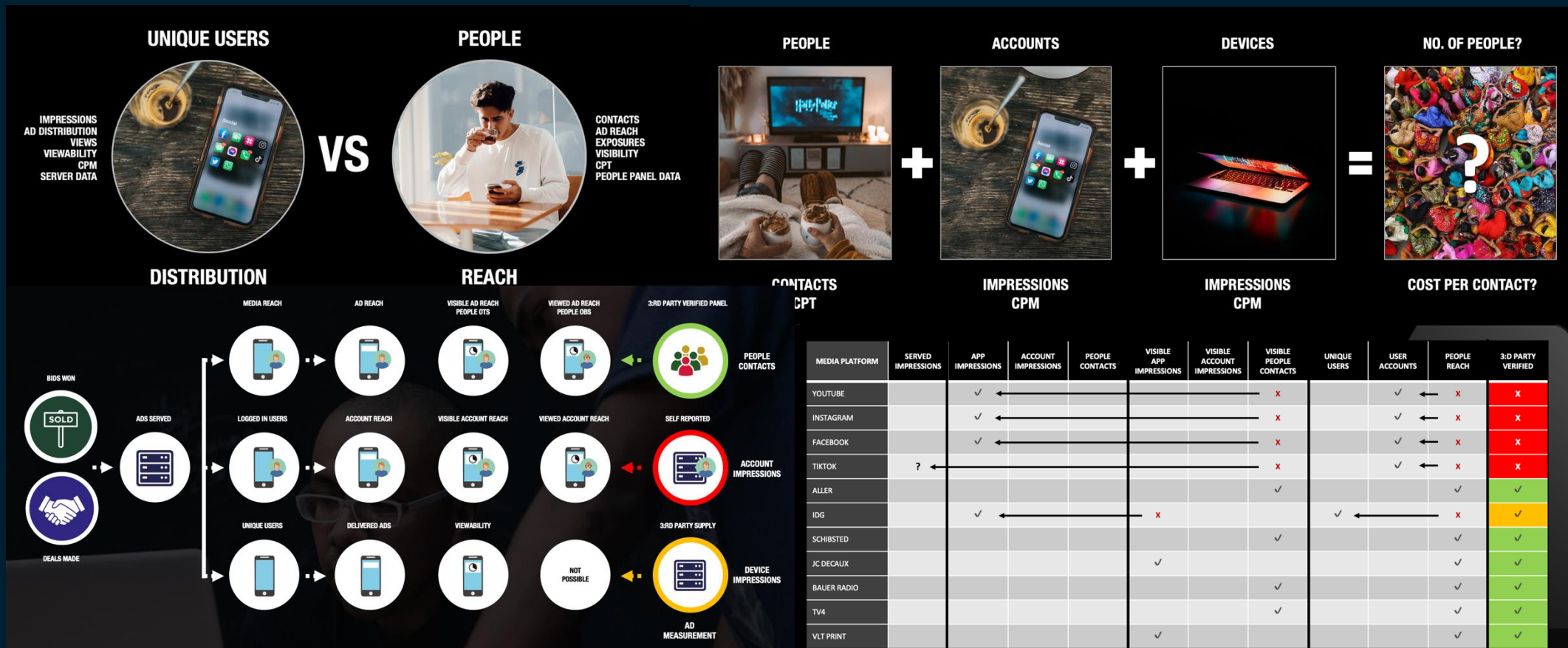
The problem for you as an advertiser is to know:

- What you actually got for your money
- How to compare different channels
- What a view is really worth



# Sorting Definitions and Reporting Today

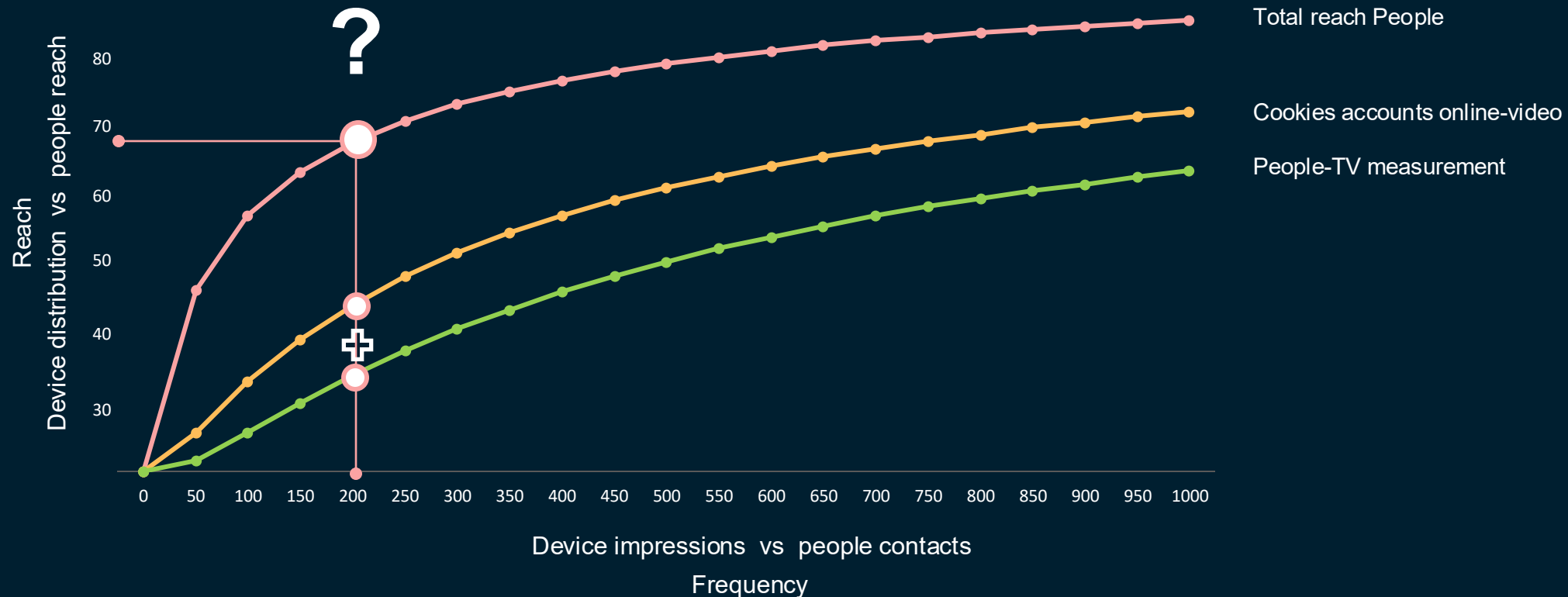
Sveriges Annonssörer has sorted different types of definitions and what is reported today.



The journey goes from defining concepts, sorting people, accounts, and impressions in a matrix, to finally reviewing all media/platforms.

# Why Are Reach & Frequency Needed?

Ad reporting today often mixes up different concepts, for example, impressions (the number of times an ad is distributed to devices) and contacts (when an ad is actually received by a person). Everything is called "reach" and given a value in CPM (Cost Per Mille), even though they are entirely different things. This mixing makes reporting misleading and makes it difficult to understand what is actually delivered. To get a clearer and more accurate picture of ad reporting, the industry needs a common standard for reach and frequency. With such a standard, we get better control over ad reporting from media and platforms and can more easily compare different results reliably.



# Sveriges Annonssörer Has Reviewed All Reporting

MEDIA PLATFORM	SERVED IMPRESSIONS	APP IMPRESSIONS	ACCOUNT IMPRESSIONS	PEOPLE CONTACTS	VISIBLE APP IMPRESSIONS	VISIBLE ACCOUNT IMPRESSIONS	VISIBLE PEOPLE CONTACTS	UNIQUE USERS	USER ACCOUNTS	PEOPLE REACH	3-D PARTY VERIFIED
YOUTUBE		✓					x		✓	x	x
INSTAGRAM		✓					x		✓	x	x
FACEBOOK		✓					x		✓	x	x
TIKTOK	?						x		✓	x	x
ALLER							✓			✓	✓
IDG		✓			x			✓		x	✓
SCHIBSTED							✓			✓	✓
JC DECAUX							✓			✓	✓
BAUER RADIO							✓			✓	✓
TV4							✓			✓	✓
VLT PRINT					✓					✓	✓

Källa: Sveriges Annonssörer

MediaSense, formerly PWC UK, has reviewed all ad reporting in Sweden.

Through collaboration with MediaSense, we have reviewed ad deliveries across a large number of media in the Swedish market to create greater transparency and understanding of how today's ad market works. The report provides a clear picture of what has actually been reported, making it easier to analyze and assess investments in different media channels.

# Measurement Overview Table

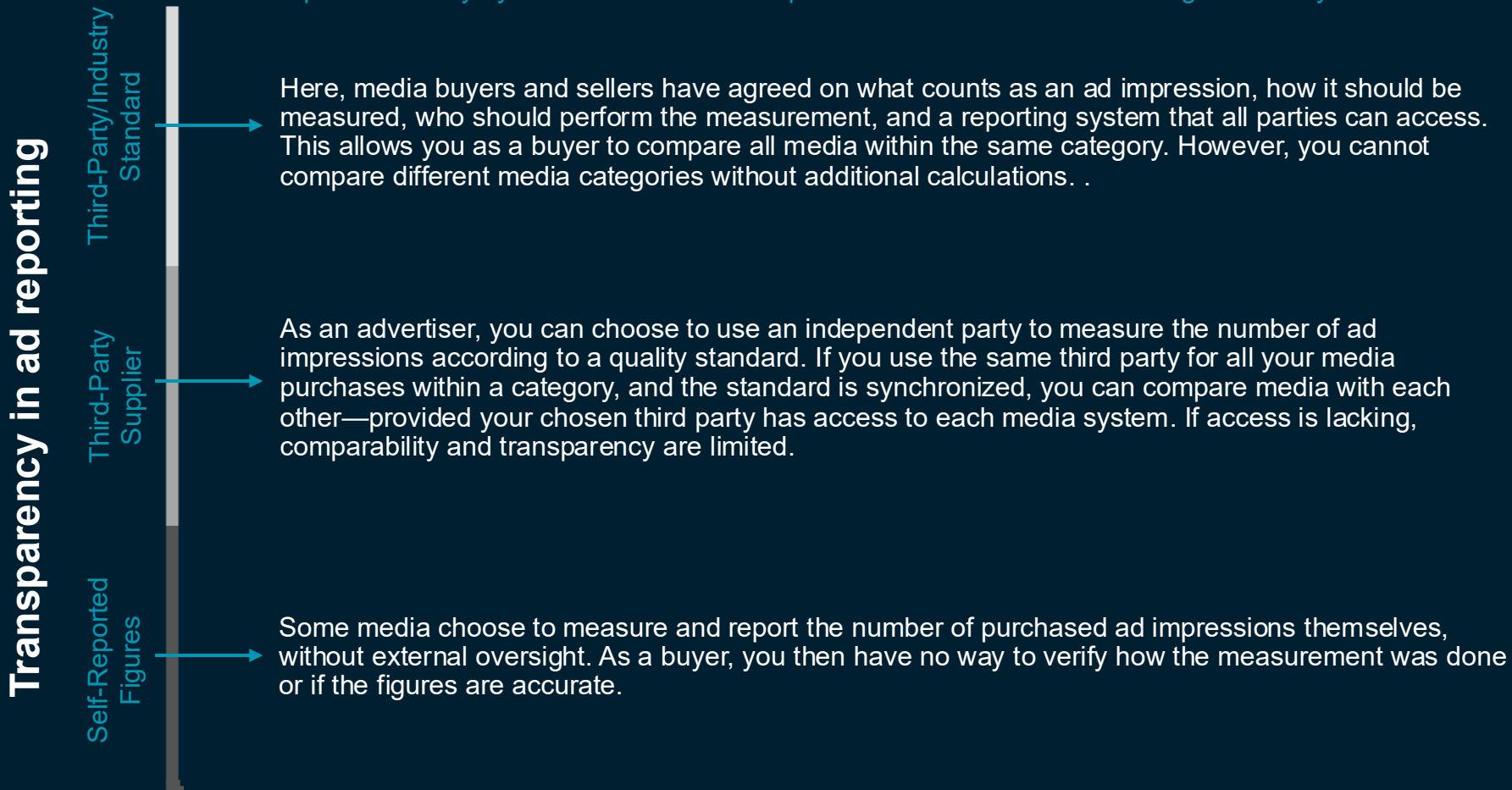
		Planning						Measurement						Reporting						
Media type	Company	Door Drops/ Households	Contacts/ GRPs (people)	Circulation (devices)	Reach (people)	Impressions	SOV	Door Drops/ Households	Contacts/ GRPs (people)	Impressions	Circulation (devices)	People reach	Door Drops/ Households	Contacts/ GRPs (people)	Impressions	Spots	Circulation (devices)	People reach	SOV	
Advertising mail	SDR																			
Audio	Acast																			
Audio	Bauer Media Group																			
Cinema	Filmstaden																			
Digital	Google																			
Digital	Meta																			
Digital	Snap																			
OOH	Clear Channel																			
OOH	JCDecaux																			
OOH	Ocean Outdoor																			
Publisher	Aller																			
Publisher	Bonnier News																			
Publisher	Egmont																			
Publisher	Schibsted																			
TV	TV4																			
TV	Viaplay																			
TV	Warner Bros Discovery																			
TV	YouTube																			

Key: First-party self-reported Third-party supplier Third-party JIC

MediaSense®

# Transparency in ad reporting explanation of scale from self-reported data → to measurement according to industry standards

The Y-axis in the diagram shows the degree of transparency in ad impression reporting—from figures reported directly by the media itself to independent measurements according to industry standards.



Source: *MediaSense (Cross Media Measurement Report 2025)*

# Delivery of ads explanation of scale

different levels of delivery to devices → different levels of delivery to people

The X-axis shows how media measure and report reach and contacts, from technical delivery to actual exposure among people. All require knowledge in order to be evaluated correctly.

## Delivery to Devices:

Ad impressions are measured based on delivery to a device (website, app, computer, or mobile). This may mean that only a small part of the ad was visible, or that no one actually saw it. The same person can be counted multiple times via different devices.

For media measuring by devices, higher requirements for the proportion of the ad shown are placed closer to the middle of the scale than to the left.

## Delivery to People:

On the right side of the X-axis, measurement focuses on how many different people (contacts) have had the opportunity to see a specific ad or have been in contact with the media.

### Definitions:

Media reach: Calculates how many have used the media to some extent, but not necessarily had the opportunity to see the ads.

Ad reach: Calculates how many have actually had the opportunity to see a specific ad.

Gross contacts: Counts all contacts, where the same person is counted multiple times.

Net contacts: Counts each person only once.

Panels: Samples of people that reflect Sweden's population in miniature. Used to estimate how many have been reached by the media or ad.

Devices

**Delivery of ads**

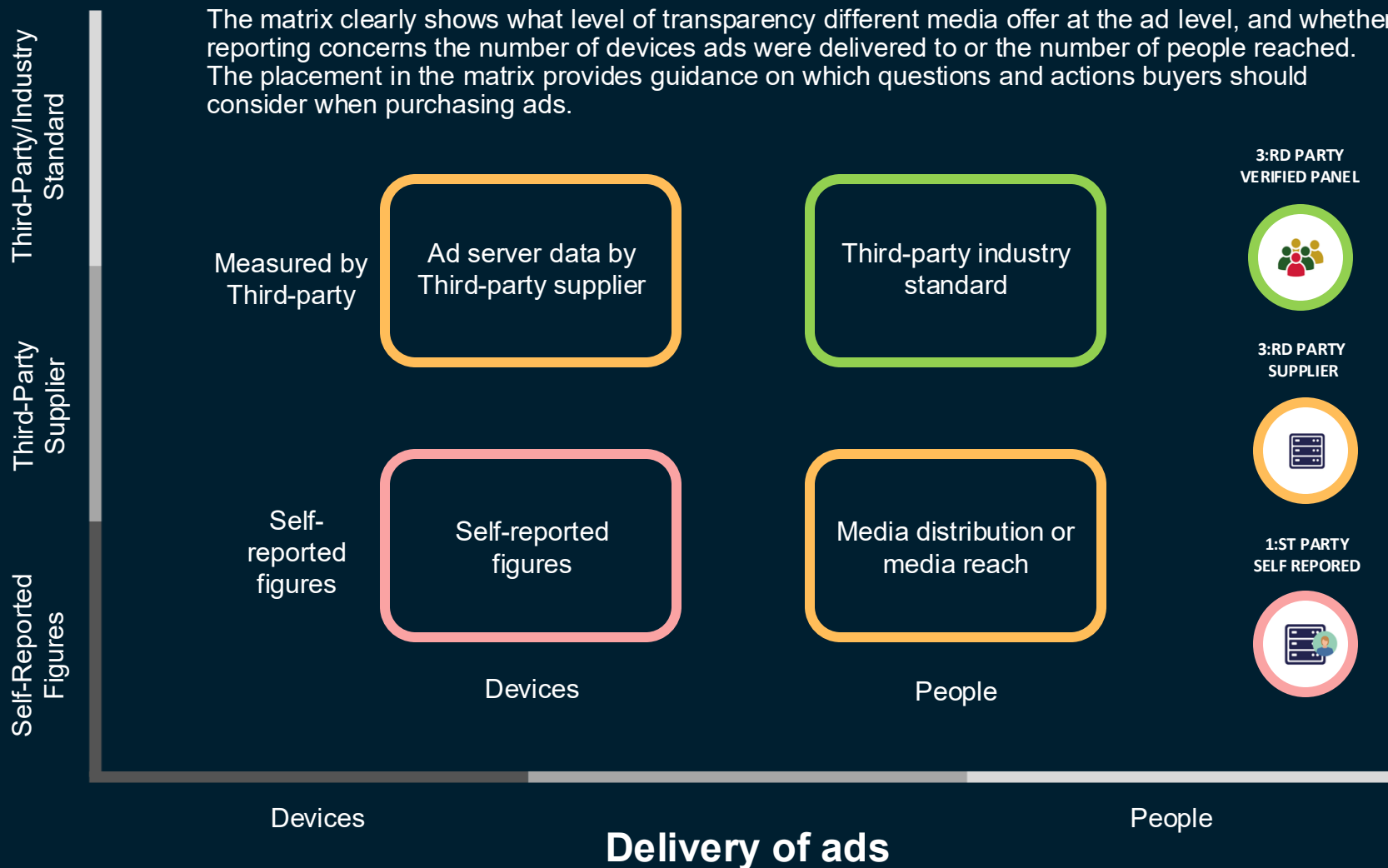
People

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# Matrix for Transparency and Delivery

Transparency in ad reporting



## Planning

Describes the basis and possible system used for planning purchases.

## Buying

Brief description of how ads are purchased (a complex area).

## Reporting

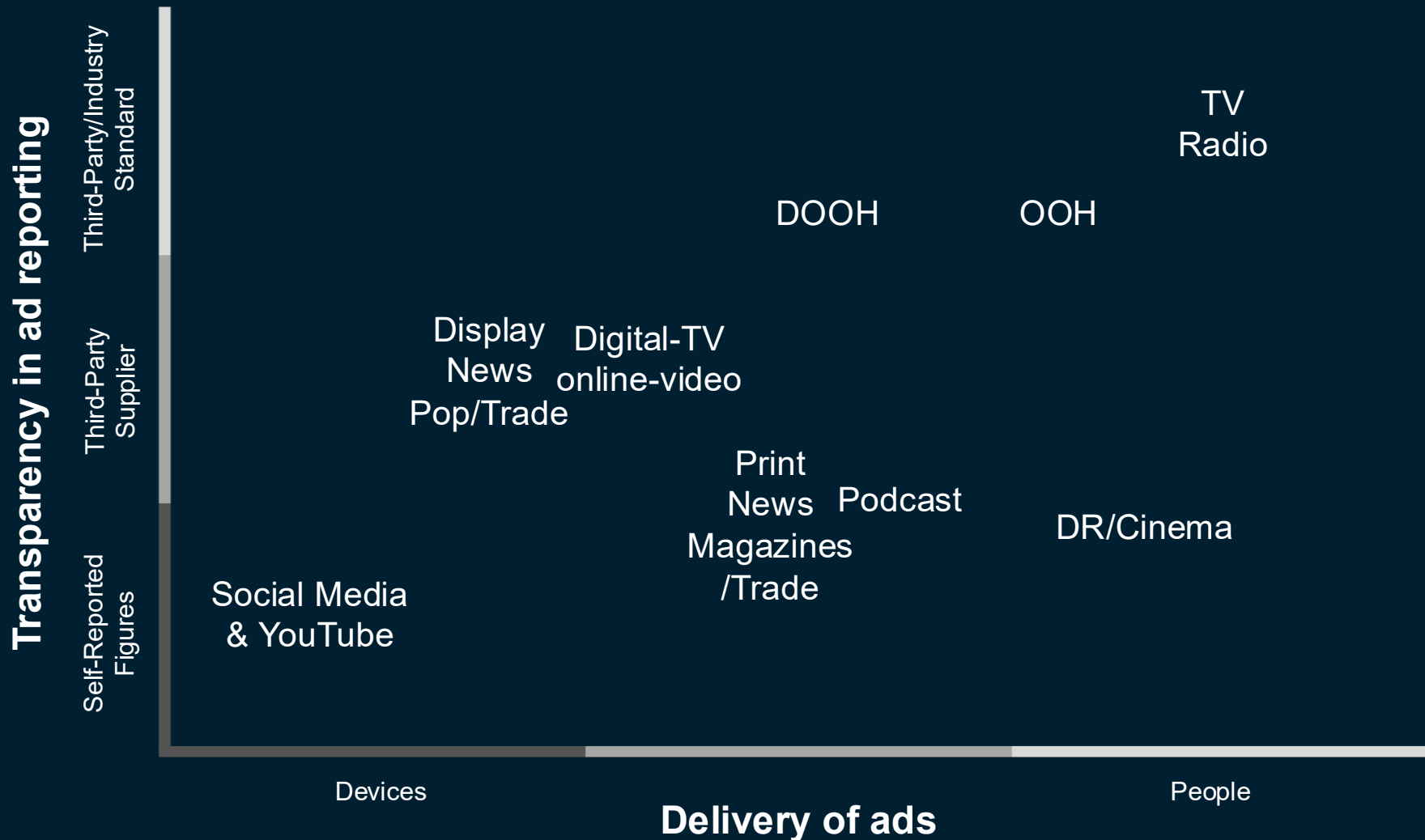
Where the reporting comes from, who guarantees the figures, and how they are generated.

## Reference

MediaSense's report is the reference for all ad reporting. The placement in the graph is based on information found by MediaSense on this point.

Finally, a point per media type is added based on what you need to consider when buying ads.

# Transparency in ad reporting according to review



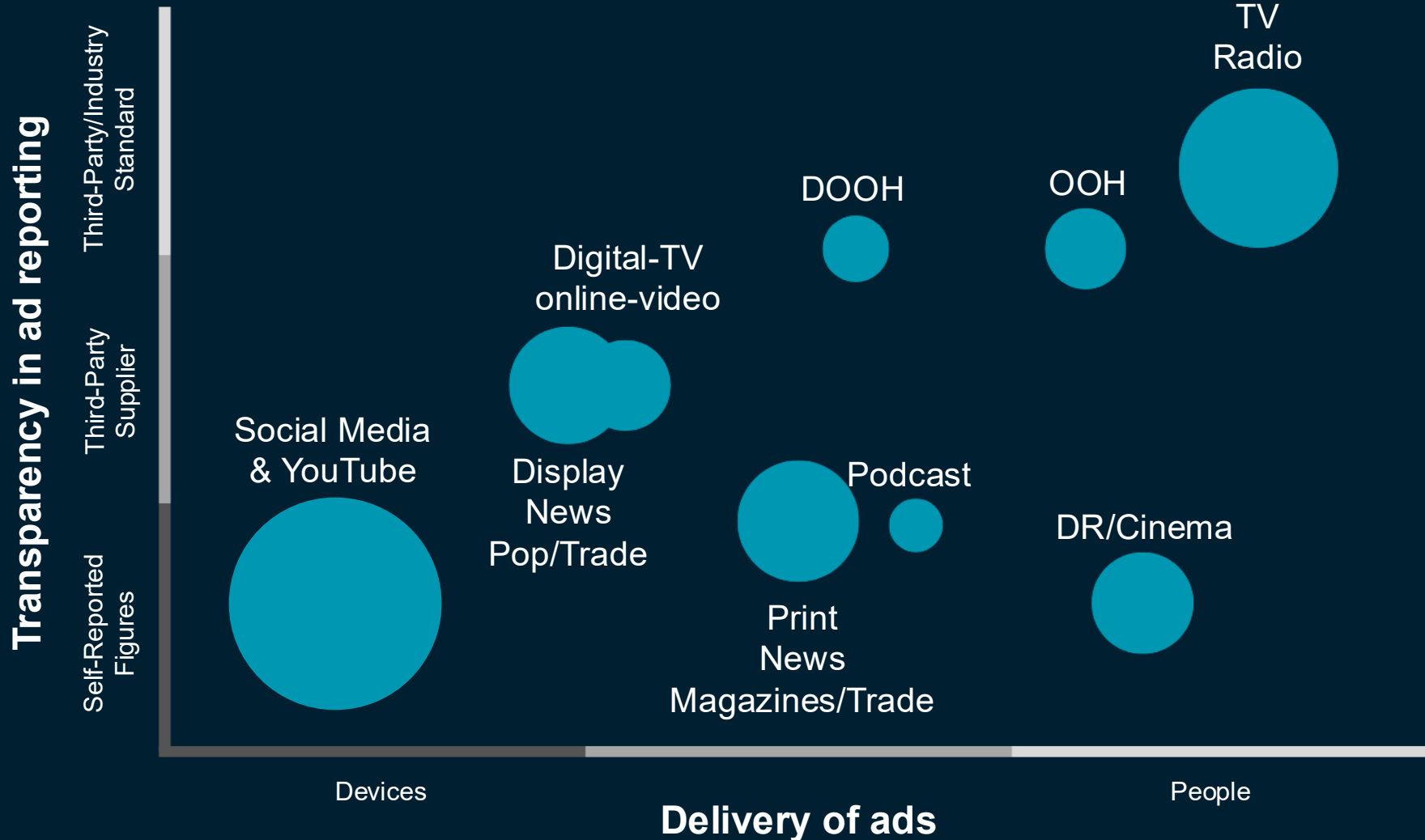
Sveriges Annonsörer has developed a matrix to explain where different media types are positioned based on the above questions. The placement provides guidance for media buyers to ensure comparability.

The X-axis ranges from a guaranteed value of 0 views in 0 seconds loaded on a device, to actually reaching people with the medium or channel.

The Y-axis shows how the measurement is conducted: from self-reported by the medium without external review, to reporting by an independent third party, and finally to reporting according to a jointly approved standard, a so-called Joint Industry Committee (JIC).

The purpose of these placements is not to rank media from good to bad, but to clarify differences and show where deeper analysis may be needed. By understanding where the medium is positioned in the matrix, you gain better insight, greater transparency, and better conditions for making fair comparisons.

# Investment Size and Media Categories



The size of the circles visualizes the distribution of total media in Sweden. (Source: IRM).

The diagram shows that the largest share of investments is made in media types where transparency is limited and where devices are counted as ad views.

This requires buyers to understand the challenges in reporting and to apply their own control measurements.

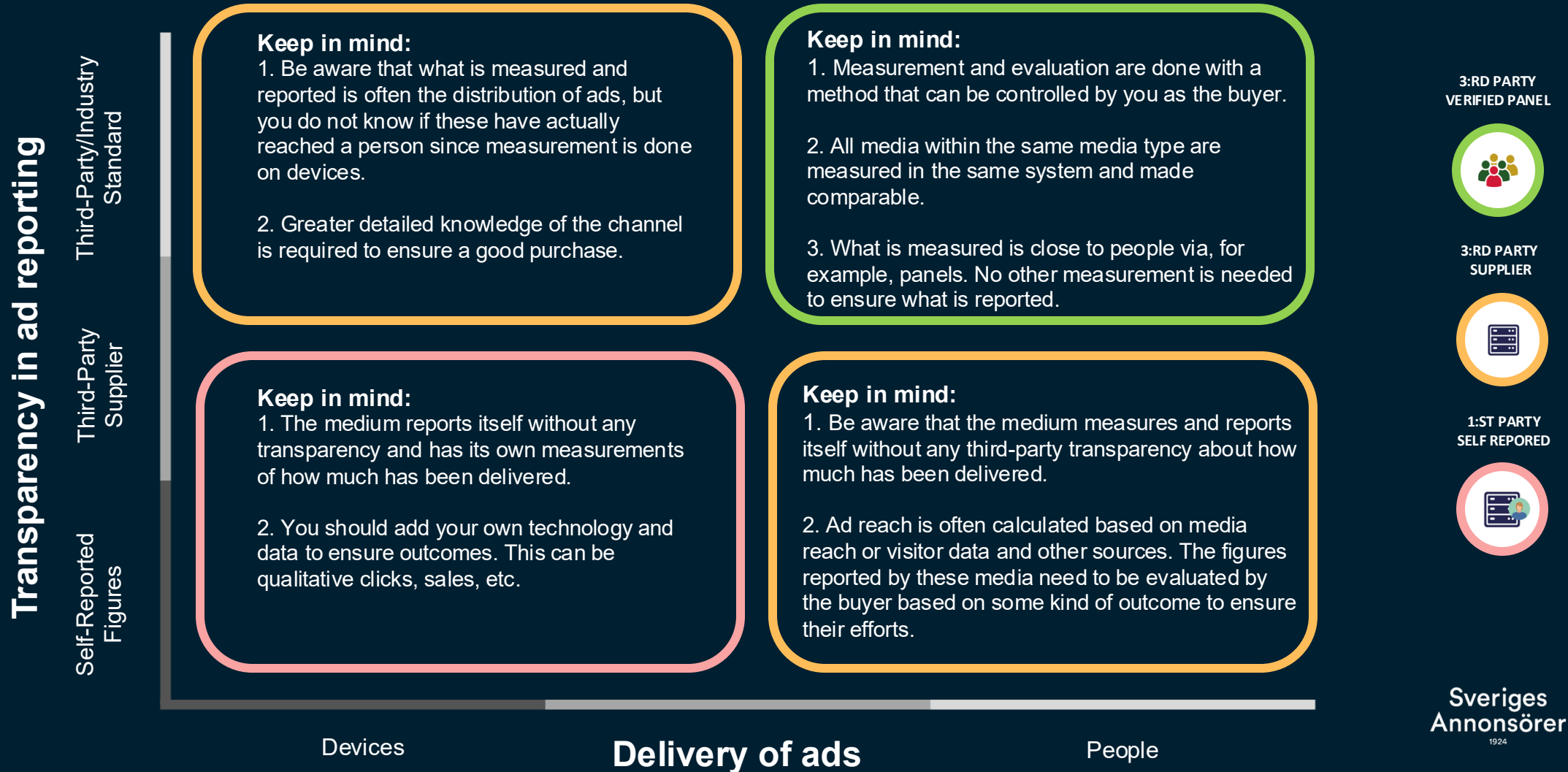
Ad purchases can be reported in different ways, and it is wise to focus especially on the media types where you invest the most.

Therefore, pay particular attention to understanding and following up on these purchases, so you gain better insight and control over your investments.

Plan your ad purchases carefully and prioritize understanding how the different media types you consider most important work. Ask clear questions and requirements and be active in understanding the processes for the prioritized channels, so you get better control and transparency in your investments.

# 2. Define your needs for ad reporting

Depending on your own market situation, different requirements apply to transparency and delivery. Here is some guidance on what you need to consider.



# Links

- [Advertising Value Chain](#)
- [Fact sheet on what is measured and how](#)
- [Audit with advertisers linked to the Advertising Value Chain](#)
- [Review of ad reporting from all major media and platforms](#)



# Terms in Media Buying and Ad Reporting

## **Media Reach**

The number of people who have engaged with the media platform during a specific period.

## **Ad Reach**

The number of people who were reached by the ads during a specified campaign period.

## **Unique (Web) Users**

The number of unique devices, browsers, or apps that made requests to a server during a specific period.

## **Contacts / Exposures**

The number of times visible ads were exposed to people.

## **Impressions**

The number of times ads were requested from servers and rendered on devices, browsers, or apps.

## **Views**

The number of times ads were requested from servers and played on devices, browsers, or apps.

## **Average Frequency (OTS – Opportunity to See)**

The average number of contacts with people, i.e., how many times a person had the opportunity to see the ads.

## **Viewability**

The level of rendering or completion of the ads on devices, browsers, or apps.

## **CPT – Cost Per Thousand (person reach)**

The price for 1,000 contacts with people, i.e., the contact cost.

## **CPM – Cost Per Mille (distribution reach)**

The price for 1,000 rendered or played ads on devices, browsers, or apps.

## **eCPM**

The price for 1,000 fully rendered ads according to specific industry standards.

# Cross Media Measurement Initiative

## Partners

Bonnier News  
Outdoor Impact  
Schibsted  
TV4  
Warner Bros. Discovery

## Committee Members

Bonnier News – Paul Brandenfeldt  
Bonnier News – Serdar Ok  
IAB – Kenneth Danielsson  
ICA – William Sävblom  
Kantar Sifo – Stefan Svanfeldt  
KRY (fd) – Kristoffer Stenqvist  
Lantmännen/IPG Mediabrands – Andreas Wallin  
MAX – Cecilia Taipale  
McDonalds – Christoffer Rönnblad  
MMS – Magnus Anshelm  
MMS – Danielle Aldén  
Outdoor Impact – Mats Rönne  
Per Carleö, Executive in Brand, Marketing & Strategy  
Polarsken Consulting – Fredrik Hallberg  
Publicis Groupe – Anne Mogensen Voss  
Schibsted – Anna Harju  
Schibsted – Karolina Nilvang  
Scream Mediabyrå – Sofie Westerstrand  
Smartplanner – Tobias Hedström  
Sveriges Annonserer – Peter Mackhé  
Sveriges Annonserer – Hanna Riberdahl  
Sveriges Mediebyråer – Anna Granditsky  
Sveriges Mediebyråer – Benjamin Holmfred  
Telia – Stefan Bjurholm  
TU – Jan Fager  
TV4 – Mikael Ekelöf  
Warner Bros. Discovery – Niklas Lindberg

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# Guide for Media Buyers

A guide from Sveriges Annonörer  
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