

THE
PROJECT X
INITIATIVE

European
Programmatic TV Initiative
Stage Two

Building the Foundations for Programmatic TV in Europe

October 2026

Initiative Partners

Google Ad Manager
Equativ
Adform
LiveRamp
The Trade Desk
FreeWheel
Cape.io

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About the European Programmatic TV Initiative

The European Programmatic TV Initiative (EPTVI) brings together organisations across Europe's television and advertising markets to address barriers to programmatic TV.

Its work focuses on the points where different systems, market practices and responsibilities make campaigns harder to execute, measure and reconcile. The aim is to identify changes that buyers and sellers can test and, where useful, adopt.

The Initiative starts from the premise that **Europe does not need a single trading model, technology platform, measurement currency or market structure**. National markets, commercial strategies and regulatory frameworks will continue to differ. The opportunity is to create sufficient consistency around the interfaces between them – including definitions, measurement and reporting, signals, workflows, controls, transparency and commercial responsibilities – so that different systems can work together more effectively.

EPTVI seeks to:

-  **01 Support sustainable growth in programmatic TV**, combining the benefits of automation, data and flexibility with the quality, control and trusted environment associated with premium television.
-  **02 Reduce unnecessary fragmentation and friction** by developing practical frameworks, templates and common approaches that improve interoperability across markets and platforms.
-  **03 Balance buyer and seller requirements**, enabling greater efficiency and scale without undermining broadcaster sovereignty, commercial differentiation or established trading relationships.
-  **04 Build on, rather than replace, existing infrastructure**, including national measurement systems, regulatory requirements, industry standards and established television workflows.

EPTVI identifies where common approaches could reduce friction, develops proposals with industry participants and tests them in market workflows where partners agree to take part. The results should show which approaches work, what they cost, where they fall short and who would need to act on the findings.

Status of the proposals

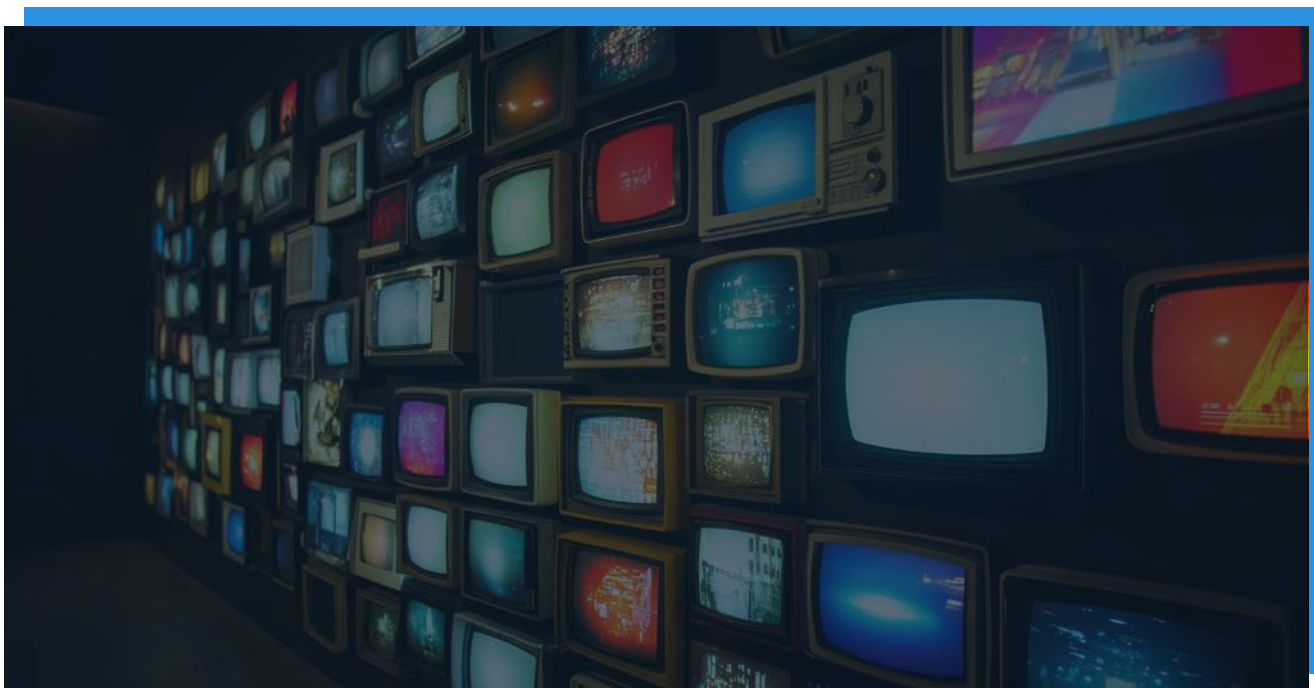
This report draws on the work and perspectives of a broad cross-section of participants in Europe's television and advertising ecosystem. Its principles, frameworks and Stage Three ideas are intended to stimulate constructive debate and provide practical propositions that interested organisations may examine, challenge and test.

They are not industry mandates or decisions on behalf of national markets, Joint Industry Committees, standards bodies or individual companies. EPTVI has no authority to require participation, prescribe institutional responsibilities, confer measurement or assurance status, or determine whether a proposal should be adopted. Any subsequent development or implementation would depend on the decisions, applicable governance and voluntary participation of the organisations concerned.

Participation in EPTVI, including as an Initiative Partner, does not imply endorsement of this report, its findings or its proposals.

Compliance statement

All EPTVI activities and discussions are conducted in accordance with applicable European Union and national competition laws. Participants must not exchange competitively sensitive information, including non-public information relating to prices, costs, margins, commercial terms, customers or future commercial strategy. Discussions are limited to information that is necessary and proportionate to the Initiative's legitimate, pro-competitive objectives.



Initiative Partners

Google Ad Manager

Google Ad Manager is Google's sellside platform that acts as a central place for publishers to monetize all of their inventory types across websites, apps, videos and games.

Designed for media owners of all sizes, Google Ad Manager enables publishers to maximize the value of their inventory with powerful tools for campaign management, audience segmentation, yield optimization, and real-time reporting.

The platform supports display, video, native, and app-based ads across desktop, mobile, and connected TV environments.

For more information, visit admanager.google.com.

adform

Adform is the most powerful and safe media buying platform in the world. With a 20+ year history of delivering service excellence and forward-looking technology, Adform enables major brands, agencies, and publishers to create, buy, and sell digital advertising globally. Having pushed the boundaries through augmented intelligence and an industry-leading identity solution, Adform has consistently changed the game for digital advertisers. For more information, visit adform.com.

EQUATIV

Equativ is a global, end-to-end media platform empowering advertisers and publishers to achieve real outcomes by uniting premium inventory, dynamic creative formats, and engaging audiences with advanced curation and AI-powered ad tech across all channels. Purpose-built for the attention economy, Equativ delivers quality, engagement, and performance while prioritizing respectful, user-centric ad experiences. With a team of over 750 professionals across 19 countries, Equativ combines global scale with deep local expertise. Learn more at Equativ.com.

/LiveRamp

LiveRamp is shaping the future of responsible data collaboration between the world's leading brands, retailers, financial services providers, and healthcare innovators. As consumers embrace new AI-driven experiences, the LiveRamp data collaboration network exponentially expands the breadth and accuracy of the data on which marketing AI capabilities operate, powering deeper customer insight and measurable performance on a global scale. LiveRamp is headquartered in San Francisco, California, with offices worldwide. Learn more at LiveRamp.com.



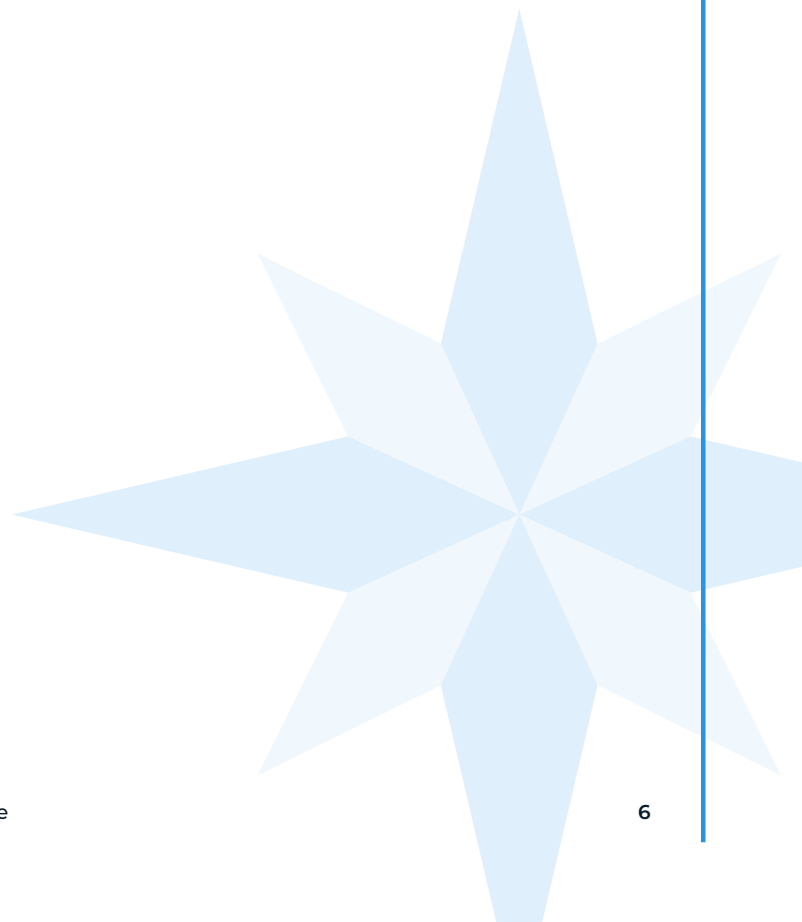
The Trade Desk™ (NASDAQ: TTD) is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can create, manage, and optimize digital advertising campaigns across ad formats and devices. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and enterprise APIs enable custom development on top of the platform. Headquartered in Ventura, California, The Trade Desk has offices across North America, Europe, and Asia Pacific. To learn more, visit thetradedesk.com or follow us on **Facebook**, **X**, **LinkedIn** and **YouTube**.



Cape.io is the world's first Intelligent Campaign Automation platform, designed for global brands, agencies, and broadcasters. The platform unifies the entire campaign lifecycle, connecting creative production, compliance, and media distribution across all channels. By bringing together teams, processes, and data, **Cape.io** enables organizations to plan, create, validate, and activate campaigns with unparalleled speed, control, and intelligence.



FreeWheel empowers all segments of the streaming advertising ecosystem. We are structured to provide the full breadth of solutions the advertising industry needs to achieve their goals. We provide the technology, data enablement and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types, and all sales channels, in order to ensure the ultimate goal – results for marketers. With offices in New York, Chicago, London, Paris, and across the globe, FreeWheel, A Comcast Company, stands to advocate for the entire industry through the FreeWheel Council for Premium Video. For more information, please visit freewheel.com, and follow us on **X** and **LinkedIn**.



FOREWORDS

Katty Roberfroid

Director General, ECTA

European television has never been a single market. This is sometimes described as a weakness. I have always regarded it rather differently.

Europe's broadcasting ecosystem has been built around strong national media companies, distinctive cultures and regulatory frameworks, trusted audience-measurement systems and long-established relationships between broadcasters, advertisers and agencies. These differences matter. They reflect the markets and audiences that television serves.

But audiences are changing, and so is advertising. Viewing is increasingly distributed across linear television, broadcaster streaming services, connected platforms and devices. Advertisers understandably want greater flexibility, better use of data and simpler ways to plan and activate campaigns across that increasingly complex landscape. Broadcasters, meanwhile, need to innovate while protecting the value of their content, their audiences and the high-quality advertising environments they have spent decades building.

The opportunity presented by programmatic television is significant, but so are the stakes.

The objective should not be to make television behave exactly like every other digital advertising environment. Premium television has essential qualities worth preserving: trusted measurement, carefully managed commercial breaks, responsible advertising practices, creative controls and clear accountability. Automation should strengthen those qualities, not inadvertently weaken them. It should help premium video compete in an increasingly programmatic market by making audience and delivery claims clearer, more comparable and more trustworthy.

What I particularly welcome about the European Programmatic TV Initiative is its recognition that greater European alignment does not require European uniformity. The ambition is instead to make markets easier to connect: to establish greater consistency where it genuinely reduces friction through common terminology, evidence and assurance levels, while allowing national measurement systems, broadcaster strategies and commercial models to remain different where local implementation demands it.

This balance is especially important for Europe's television measurement institutions. JICs remain essential not simply because of the data they produce, but because of the governance, transparency, auditability and common industry confidence that surround them. The challenge now is to determine how those strengths can support an increasingly impression-based and programmatic marketplace without pretending that every new form of measurement must become part of a single currency.

Stage Two takes several important steps in that direction. More importantly, it turns broad aspirations about collaboration and interoperability into propositions that can now be tested.

This is exactly what the industry needs: not another prediction about the future of television, but practical work that helps us build it together.

FOREWORDS

Anthony Katsur

Chief Executive Officer, IAB Tech Lab

The future of programmatic television depends on our ability to work from a common technical foundation.

Unified, open standards are essential to that ambition. They allow companies to invest with greater confidence, reduce the cost of integration, and compete through the quality of their products and services. For Europe's television industry, they offer a practical way to scale automation while preserving the control and quality that make premium television valuable.

IAB Tech Lab continues to do the foundational work that supports this progress. OpenRTB and VAST provide established standards for programmatic transactions and video advertising delivery. The Open Measurement SDK supports consistent measurement and verification signals, while the Ad Creative ID Framework provides a foundation for maintaining creative identity throughout the video advertising supply chain. These standards reflect sustained industry collaboration and continue to evolve as the needs of television and streaming develop.

We should be careful not to reinvent the wheel. Before creating another specification, identifier, or reporting requirement, we should establish what existing standards already support, where adoption is incomplete, and where implementations fall short. Where evidence demonstrates an unmet need, we should address it together through the established standards development process. Duplicating infrastructure consumes resources and risks deepening the fragmentation we are trying to resolve.

This is why the European Programmatic TV Initiative matters. The report examines what happens as information and responsibility move between systems. A creative identifier has

limited value if it disappears downstream. An execution control must work across the relevant workflow. Buyers and sellers need evidence they can reconcile. EPTVI's proposed Stage Three trials offer an opportunity to test these requirements against existing capabilities and turn the findings into practical improvements.

Europe's diversity must inform that work. National measurement arrangements, creative clearance processes, broadcaster responsibilities, and commercial models deserve careful consideration. A shared technical foundation can accommodate these differences while making transactions more consistent across markets. European expertise is essential to ensuring that global standards meet the operational needs of the companies implementing them.

As a global technical standards organization, IAB Tech Lab brings the industry together to solve shared problems. Our work depends on contributions from media owners, technology providers, buyers, and industry partners around the world. Collaboration is how standards become useful, how shortcomings are identified, and how implementation improves. We welcome European stakeholders' participation in shaping and advancing this work.

We are delighted to work with the industry across Europe to support the EPTVI project. There is a clear opportunity to map its requirements to existing Tech Lab standards, support implementation testing, and bring demonstrated gaps into our working groups. Together, we can build on the investment the industry has already made and focus our resources on measurable progress. The commercial opportunity is substantial. Realizing it will require a shared commitment to open standards and the discipline to implement them consistently.

Executive Summary

Europe already has many of the standards, systems and institutions needed for programmatic television.

The difficulty is keeping information usable as a campaign moves between them. An identifier can be present at the start of a transaction and unavailable at the end; a control can work inside one platform and fail across the full delivery path.

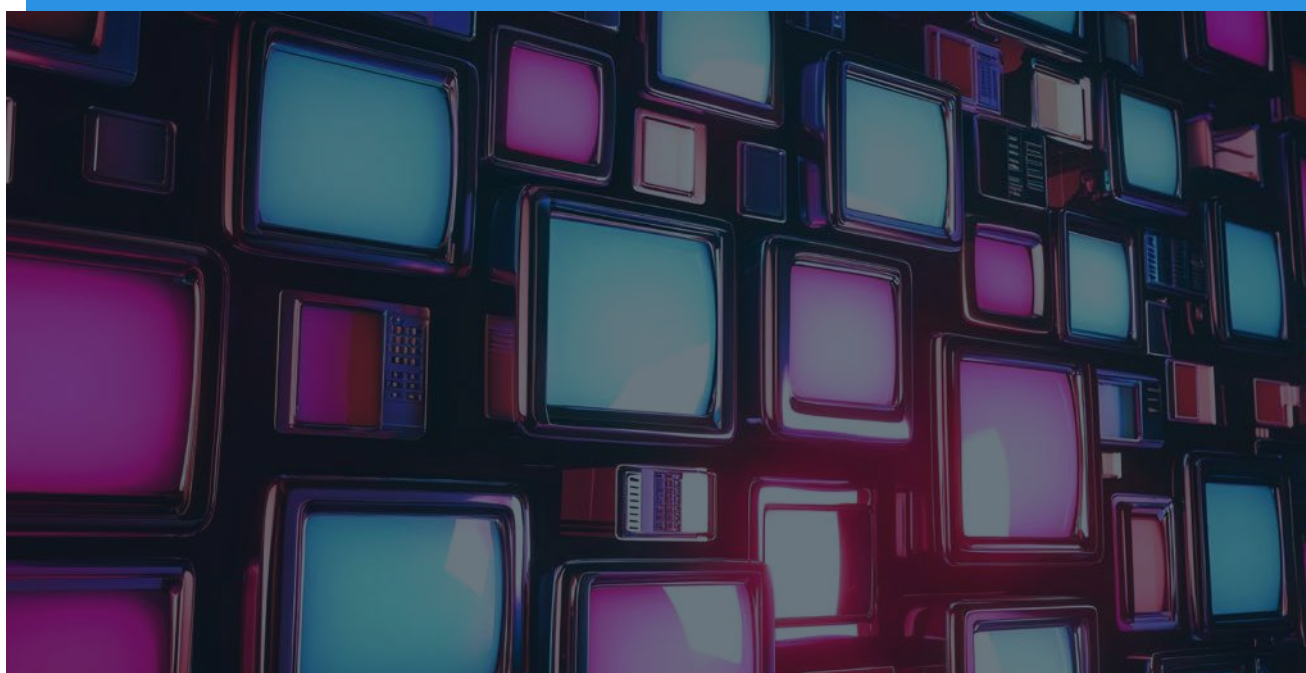
Scaling programmatic access to premium television requires more than connecting buyers to inventory. Television's value also depends on the advertising environment: applicable regulatory safeguards, creative approval, the construction of commercial breaks, controls over repetition and competitive separation, trusted measurement, and a clear response when execution falls short of what was agreed.

In programmatic streaming, these functions can be divided among publishers, ad servers, SSPs, DSPs, agencies, device platforms and measurement providers. A creative reference

may cease to be resolvable downstream; a signal may not reach the system that needs it; a control may operate within one platform but not across the scope understood by the buyer. Each organisation may perform its immediate task while the campaign fails to achieve the intended result.

Stage Two examined those handovers and developed seven connected outputs covering principles, measurement and delivery evidence, transaction signals, creative identification, frequency and ad-pod controls, and commercial accountability. The aim is to preserve the information, safeguards and evidence needed when campaigns move between national markets and commercial systems.

Clearer connections between systems could reduce integration and reconciliation work and help buyers evaluate premium inventory. Stage Three must test whether those gains occur in practice and justify the cost to participants.



Common direction, national flexibility

The North Star Principles call for the use of existing standards and market foundations wherever possible. They also call for clearer definitions and claims, verifiable evidence, systems that work together, and allow room for different national and commercial arrangements.

Existing standards may not meet every requirement across Europe's television markets. During Stage Three, EPTVI plans to work with willing participants to map requirements against current capabilities and test them in representative workflows. The tests would distinguish gaps in adoption, implementation and interoperability. EPTVI would consider proposing further technical work only where the evidence identifies a material gap.

Markets can use shared definitions, templates and operating practices while retaining their own measurement arrangements, products and commercial models.

Preserving the premium advertising environment

Premium television's value includes the advertising environment around its content. Buyers need enough information to recognise that environment when inventory enters a programmatic supply chain. Stage One identified a broadcaster concern that provenance, content, context and execution details can become less visible as inventory passes between systems. Aggregation can then make a high-quality television impression look interchangeable with other video supply, even where the underlying environments differ materially.

Stage Two addresses this risk through two connected mechanisms. The Signals Framework makes relevant characteristics of the inventory and delivery environment more legible across the supply chain. The proposed 3Ps principles invite buyers, sellers and intermediaries to consider how inventory

provenance, representation, supply paths and quality could be described more clearly in their commercial arrangements. Together, they are intended to make premium inventory easier to identify and substantiate without prescribing how individual broadcasters package or price it.

Traditional television has developed sophisticated controls around copy approval, creative identification, scheduling, frequency, competitive separation, commercial-break construction and regulatory compliance. These controls help protect viewers, advertisers and media owners. They support brand safety, prevent inappropriate repetition or competitive clashes and maintain the quality and integrity of the advertising environment.

Programmatic streaming environments operate differently. Controls are often distributed across several platforms and may operate at campaign, creative or line-item level rather than through persistent, system-wide rules. Capabilities may exist, but their scope is often unclear.

For example, "frequency capping" can describe control within one campaign, DSP, publisher or broadcaster environment; across a broadcaster's linear and streaming inventory; across devices or households; or across multiple publishers. These are materially different capabilities. A safeguard can function within each individual system and still fail across the transaction.

Stage Two does not assume that programmatic television must reproduce every traditional control in exactly the same form. It establishes a functional requirement: programmatic execution should retain or credibly replace the safeguards, evidence and accountability expected of premium television.

The immediate priority is to make existing capabilities and limitations explicit, identify the information and technical conditions on which those capabilities depend, and test whether declared controls operate as intended.

Automation should increase the efficiency and accessibility of premium television without lowering the quality of the advertising environment.

Making signals work across the chain

A control cannot work if the system applying it never receives the necessary information.

The Signals Framework examines what happens to that information as it passes among publishers, SSPs, DSPs, agencies, ad servers, device platforms, identity systems and measurement providers.

Frequency management, ad-pod construction, creative controls and competitive separation all depend on relevant information reaching the systems responsible for applying them.

Yet the same information may be present in one system, missing in another, supplied through a different route, interpreted differently, restricted for legitimate reasons or lost between platforms.

The framework does not put every signal in every bid request. It asks:

1. **What function does the information perform?** Core Signals allow the receiving system to process the transaction. Context Signals describe the inventory and delivery environment. Use-Case Signals support purposes such as audience activation, measurement, frequency management, competitive separation and reconciliation.
2. **Under what conditions may the information be used?** Signal Controls recognise the legitimate requirements of privacy, publisher policy, commercial agreements and data governance.
3. **What actually happened?** A proposed Signal Reconciliation Report – an aggregated, retrospective diagnostic, not a transaction-level notification – would show whether an expected signal was received, unavailable, invalid, changed, dropped, restricted or handled through another route.

The framework is intended to make execution failures easier to identify and resolve. It distinguishes genuine interoperability problems from information that is legitimately restricted or supplied through another route.

Keeping the advertisement identifiable

Creative identity illustrates another point at which established television safeguards can weaken across a programmatic chain.

Europe does not lack creative identifiers. National systems such as Clearcast clock numbers, IDcrea and CUSV operate alongside identifiers generated by agencies, ad servers, DSPs, SSPs and publishers.

IAB Tech Lab's Ad Creative ID Framework (ACIF) provides a way to preserve an advertiser-selected registered creative identifier through the video advertising supply chain. The identifier is a persistent reference assigned by a recognised registration authority or registry. ACIF is the framework for maintaining and communicating that reference, not another identifier.

The European test is whether a registered ID and its issuing registry remain available or machine-resolvable from creative supply through delivery and buyer-facing reporting.

The test must establish which existing mechanisms work in each participating workflow and distinguish limited adoption, incomplete implementation and breaks between systems from requirements that existing mechanisms cannot meet.

Identification and clearance will be assessed separately. Platforms may retain the local IDs they need, provided a documented, machine-resolvable connection to the registered ID and its issuing registry survives the relevant handovers.



Reconnecting programmatic delivery with trusted measurement

Trusted measurement is another defining feature of premium television. Europe's Joint Industry Committees remain important because they combine audience data with shared definitions, transparent methodologies, auditability and governance accepted by buyers and sellers.

Programmatic television distributes the supporting information across publisher data, platform reports, ad-server logs, identity systems and third-party measurement. No single organisation may hold everything needed to substantiate a campaign claim.

Programmatic delivery cannot simply be folded into existing television currencies. A model of bounded extension offers a more credible route. JIC audience evidence can become more useful within broadcaster-led and JIC-participating programmatic

environments. Where mandate, participation, evidence and governance permit, JIC-compatible principles could also be applied to selected addressable and impression-based claims generated principally from other datasets.

This does not require – and should not imply – a single European programmatic currency or JIC supervision of the entire programmatic ecosystem. The priority is to distinguish clearly between JIC-planned, JIC-reported, JIC-validated and JIC-activated uses of audience evidence.

Supporting work on a common Impressions Delivery Reporting Template points in the same direction: creating more consistent and auditable ways of connecting campaign delivery information across linear and IP-delivered environments.

Turning transparency into commercial accountability

Technical interoperability and stronger execution controls will not resolve every source of friction. Programmatic transactions can involve organisations that have no direct contractual relationship with one another. Buyers may not know precisely how inventory has been sourced or represented. Sellers may not know how their inventory is packaged or decisioned downstream. Responsibilities for fraud controls, data, reporting, discrepancies, ad-quality failures or remediation can become unclear.

The Premium Programmatic Partners – or 3Ps – framework addresses this commercial layer. The initial proposal considered a pan-European accreditation or assurance programme. The analysis concluded that such a model would require substantial governance, funding, administration and enforcement, with no obvious European institution positioned to undertake that role.

The 3Ps model embeds shared commercial principles in existing procurement, contracts, supplier onboarding, service descriptions and operating policies.

The model covers nine areas: definitions and scope, roles and responsibilities, inventory provenance, supply-path transparency, inventory quality, creative identification, data and measurement transparency, reporting and auditability, and commercial accountability and remediation. It converts technical visibility into action: when a control fails or a limitation becomes apparent, the relevant parties should know who must investigate, provide evidence and respond.

From proposals to market testing

In Stage Three, EPTVI intends to develop the proposals further and explore practical tests with organisations that wish to participate. The scope and timing of any trial will depend on partner interest, access to suitable workflows and evidence, and agreement among the participating parties.

The purpose is to establish what works, what needs refinement and which questions remain for the relevant market participants or institutions to decide.

Signals can be tested through Programmatic Guaranteed and Private Marketplace campaigns. Creative references can be traced through real supply paths to determine where they survive and where they are lost.

Frequency, ad-pod and competitive-separation tests can record the rule and information expected before a campaign, then compare them with what participating systems could observe and what the available evidence shows after delivery.

The 3Ps principles can be translated into procurement questions, disclosures and contractual schedules and tested with buyers and sellers.

EPTVI will define the questions, develop candidate approaches, organise tests with willing participants and report the findings. The organisations responsible for the systems, standards and commercial arrangements will decide whether to adopt, change or set aside each proposal.

Alongside this work, Stage Three will examine whether programmatic trading can create new value for European broadcasters and streamers, and how AI- and agent-mediated buying is likely to change the way premium television is discovered, evaluated and traded – and what that means for buyers, sellers and technology providers.

A stronger European programmatic TV market would combine the flexibility and efficiency of automated trading with the safeguards, trusted evidence, accountability and advertising quality associated with premium television.

Stage Three is an opportunity to examine which proposed approaches help achieve that combination, where they need to change and which decisions belong with participating companies, standards bodies or national institutions.

From Roadmap to Practical Proposals

Stage One set out the case that programmatic TV could create substantial value for Europe's television industry.

Greater automation could reduce operational friction, make premium inventory easier to access and manage, support more sophisticated uses of data and help advertisers plan television alongside other forms of video. Broadcasters and premium video publishers could reach additional demand, improve trading efficiency and develop more flexible advertising propositions.

Demand and technology alone could not overcome the way Europe's television market is organised. Europe's television ecosystem comprises different national broadcaster structures, measurement currencies, regulatory requirements, trading practices and technology stacks. Within those markets, linear and digital systems frequently operate in parallel. Programmatic TV could work effectively within an individual broadcaster, platform or country while remaining difficult to execute consistently across the wider ecosystem. Europe's diversity is an operational constraint on scale.

“Programmatic TV could work effectively within an individual broadcaster, platform or country while remaining difficult to execute consistently across the wider ecosystem”

Stage One also recognised the need to preserve television's safeguards, evidence and accountability as inventory becomes programmatically accessible. Connecting

systems is useful only if the resulting advertising environment meets the standards expected of premium television.

The proposed response was not a single European television marketplace. It was to establish shared terminology, more consistent technical practices, greater transparency and stronger coordination between systems and markets. The objective was **interoperability without unnecessary uniformity**.

From identifying barriers to designing mechanisms

Stage Two shifted the Initiative from broad market diagnosis to practical design, examining the points at which fragmentation between systems, organisations and national markets creates friction or weakens the premium television proposition.

The Joint Industry Steering Committee and EPTVI working groups examined existing standards and market practices and helped shape the companion Working Papers. These set out the practical problems identified during Stage Two and the approaches EPTVI proposes to test. They do not show how widespread those problems are across Europe or what they cost the market.

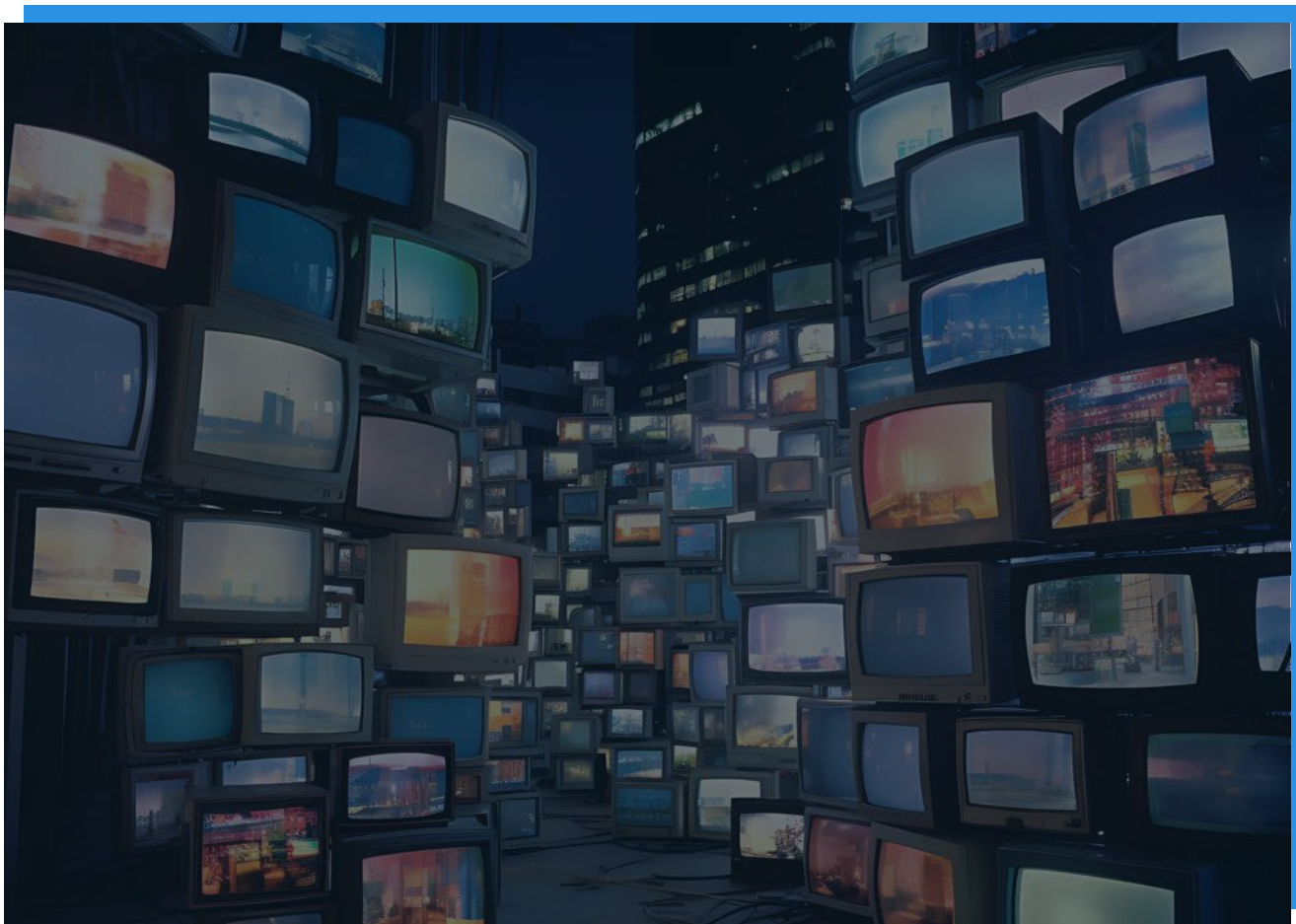
The report distinguishes between established features of existing systems, problems reported or identified by participants, and propositions that require testing. References to a potential benefit describe an outcome to examine, rather than a benefit already demonstrated. National arrangements and particular supply paths may differ materially from the examples discussed here.

Six practical questions have shaped the work:

- What information needs to remain consistent across systems?
- Which identifiers and signals need to survive as campaigns move through the supply chain?
- What evidence is required to support different audience and delivery claims?
- How should the scope and limitations of execution controls be described?
- Where can existing standards and national institutions be connected or extended rather than replaced?
- How can technical transparency be translated into commercial responsibility?

The resulting work falls into three connected strands:

- **Measurement:** distinguished audience measurement from advertising-delivery evidence, examined the functions that JIC data and governance could perform, and developed a candidate template for reporting and reconciling impression delivery.
- **Technical execution:** defined the Signals Framework; developed an operating model for preserving originating creative references; and set out information requirements and test records for frequency management, ad pod signalling and competitive separation.
- **Commercial accountability:** recast 3Ps from a proposed accreditation scheme as a framework of illustrative commercial principles for consultation, with potential implementation resources for procurement, contracting, onboarding and partner management.



Protecting the premium television proposition

Premium television is defined by more than premium content. Its value rests on both the quality of the media environment and the quality of the advertising environment around it.

Stage One identified a corresponding commercial concern among broadcasters: programmatic systems can make very different forms of video inventory appear increasingly interchangeable when information about publisher provenance, content, context, placement and execution quality is incomplete or lost.

Premium broadcaster inventory can consequently be aggregated or compared alongside lower-quality video supply on the basis of price, audience or impression alone, weakening differentiation and creating pressure towards commoditisation.

That concern is distinct from, but closely related to, preserving television's established advertising controls. The market needs both: sufficient information for premium inventory to remain recognisable and differentiable, and sufficient controls for the resulting advertising experience to remain premium.

Programmatic streaming environments distribute many of these functions across multiple systems. Relevant capabilities may exist, but they do not always operate with the same hierarchy, persistence or end-to-end visibility.

A frequency cap may apply within one campaign or platform without controlling exposure across a broadcaster's inventory. A creative may be approved and identified at the start of the supply chain but become difficult to reconcile downstream. Several decisioning systems may contribute advertisements to the same pod without any one of them seeing the complete commercial break.

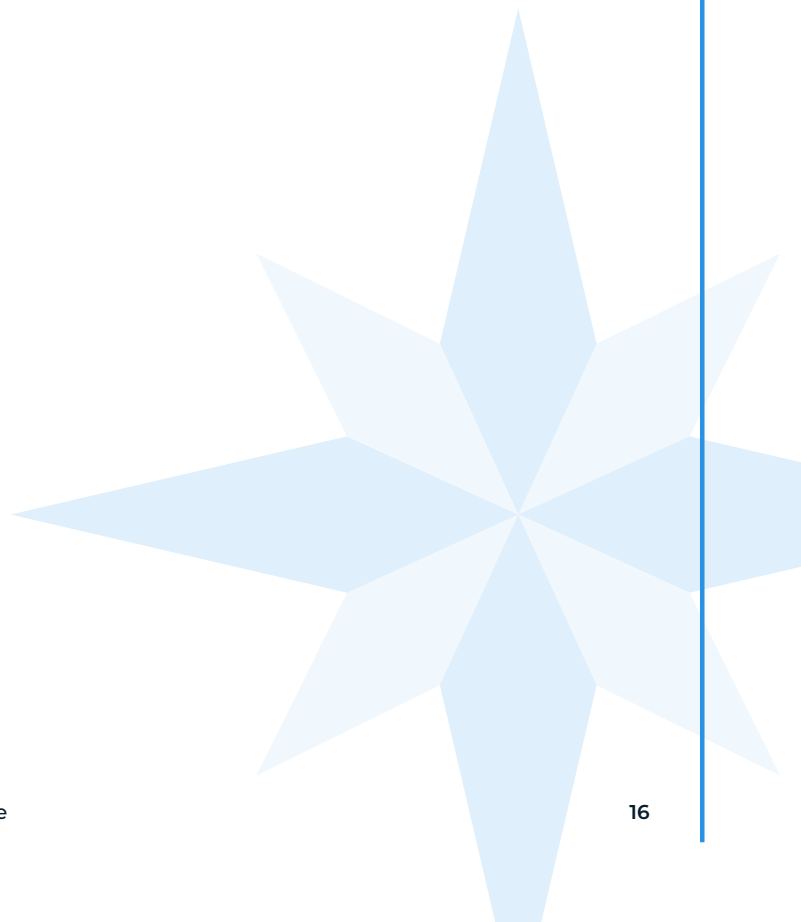
A measurement or delivery claim may rely on evidence held by several organisations, none of which possesses the complete record.

In these circumstances, each component can perform its own function correctly while the transaction as a whole fails to deliver the intended advertising experience.

“A measurement or delivery claim may rely on evidence held by several organisations, none of which possesses the complete record”

Stage Two addressed more than technical interoperability. It examined how premium television can remain both distinguishable and operationally premium in programmatic environments: how inventory provenance, context and quality can remain legible to buyers, and how programmatic execution can retain or credibly replace the controls, evidence and accountability associated with television.

A programmatic control need not copy a linear television process. It must perform the relevant safeguard's function, have the information and authority needed to do so, and state clearly where an equivalent outcome cannot be delivered or demonstrated.



A connected body of work

Seven connected outputs address the principal requirements for premium programmatic television.

Figure 1: From Stage One roadmap to Stage Two work programme

MARKET REQUIREMENT	STAGE TWO RESPONSE	PRACTICAL CONTRIBUTION
Common direction	North Star Principles	Offer shared design principles for consideration while preserving national and commercial differences.
Trusted measurement	Framework for the future role of Europe's television JICs in programmatic TV	Explore possible roles for JIC data, governance and assurance, subject to each JIC's mandate, priorities and decisions.
Consistent delivery evidence	Impressions Delivery Reporting Template	Set out a candidate post-delivery record and accompanying field rules in a dedicated Working Paper, for mapping against existing systems and voluntary testing with participating organisations.
Observable transaction information	Signals Framework	Define the function of transaction signals, the controls governing their use and a diagnostic approach for establishing what happened during execution.
Persistent creative identity	Creative ID Interoperability guidance	Preserve a relationship to the originating creative as advertisements move between systems.
Premium execution controls	Frequency, ad-pod and competitive-separation framework	Specify the information needed to describe and test frequency, pod and separation rules, including their scope, system dependencies and evidence after delivery.
Commercial accountability	Premium Programmatic Partners, or 3Ps, framework	Offer illustrative principles that counterparties could use to clarify roles, disclosures, escalation and remediation in their own arrangements.

Source: European Programmatic TV Initiative

Seven companion documents accompany this report: the North Star Principles, published with it, and six Working Papers to follow over the coming weeks.

Four set out proposed market tests (the Impressions Delivery Reporting Template, the Signals Framework, Creative ID Interoperability, and Frequency, Ad Pod and Competitive Separation); two are for consultation (the future role of Europe's TV JICs, and the 3Ps framework).

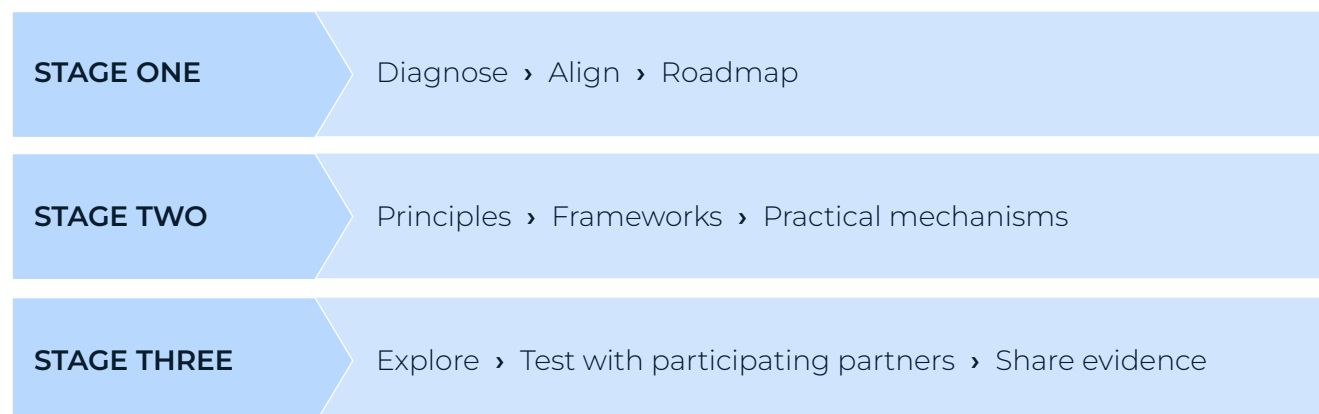
This report summarises their findings and proposals and sets out what we propose to test in Stage Three.

Across programmatic supply chains, information, identity, controls, evidence and responsibility can lose continuity as transactions cross system and organisational boundaries. The seven outputs address different points in that failure.

The North Star Principles set the direction. The measurement and reporting proposals define what can credibly be claimed about audiences and delivery. Signals, creative identity and execution controls protect what must survive between systems. 3Ps connects those requirements to commercial responsibility.

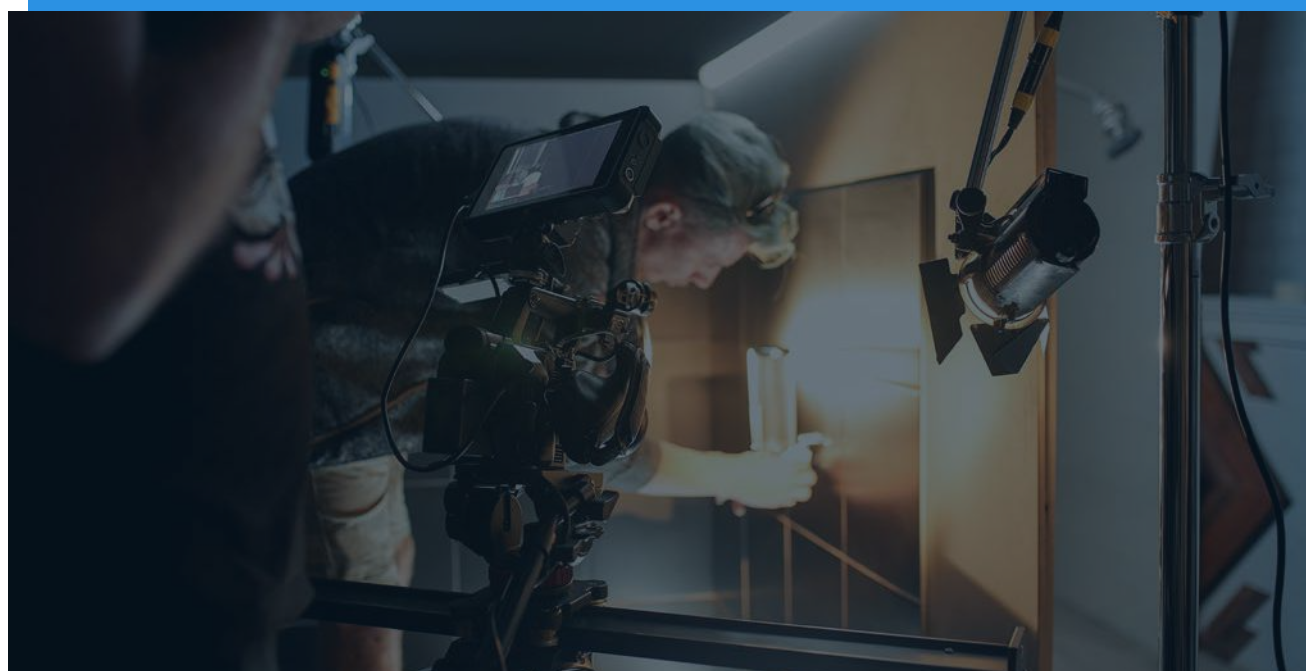
Each proposal addresses a point where inconsistency may have a material cost. Stage Three will test that proposition in market workflows.

The programme follows a three-stage progression:



Stage Two converted the roadmap into a connected set of testable propositions. Stage Three is intended to provide evidence to help relevant organisations determine whether, how and where any proposition merits further development or adoption.

Chapter 2 describes those outputs in detail. Chapter 3 examines what they reveal collectively about the operating requirements for premium programmatic TV in Europe.



Lost in Transit

Justin Gupta

Head of Broadcast
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Partnerships



When a consumer watches traditional TV, the experience is seamless: the ad break is perfectly timed, curated for the audience, and visually pristine. But as television moves to IP-delivered streaming, we are sending these premium opportunities on a complex journey across a highly distributed programmatic highway. The stark reality is that, without careful coordination, too much of what makes television premium gets lost in transit.

“This ‘lost in transit’ problem is arguably the single biggest technical challenge facing our industry today.”

When a bidstream signal is flattened, a creative identifier is dropped, or metadata is stripped along the way, a premium TV ad slot loses its distinctiveness. This is where the North Star Principles and the broader interoperability guidance from EPTVI Stage Two become so important.

As an industry group, we have mapped the ecosystem's plumbing to identify exactly where these signals leak. By establishing common best practices and approaches such as the Signals Framework and Creative ID Interoperability guidance, we are paving the way for that critical data to survive the journey end-to-end.

The initiative's real value lies in providing a framework where different parts of the ecosystem, from the buy-side to the sell-side, can align on commercial and technical expectations. When we achieve this consistency, we reduce the friction that often holds back premium inventory, making it easier for buyers to access and for broadcasters to drive the yield necessary to fund their content.

Ultimately, this isn't just about technical efficiency; it's about ensuring that the distinct value of premium TV survives the transition to programmatic. By standardising how we handle these signal paths, we can finally ensure our most valuable advertising opportunities are no longer lost in transit.

What Stage Two Developed

Stage Two has produced seven connected outputs: the North Star Principles; proposals concerning JIC evidence and assurance; an Impressions Delivery Reporting Template; a Signals Framework; Creative ID Interoperability guidance; information requirements for frequency, pod and separation controls; and the 3Ps commercial principles.

They address three linked tasks: defining credible claims and delivery evidence, preserving the information needed for execution, and assigning commercial responsibility. This chapter explains the contribution and limits of each output.

North Star Principles: a common design discipline

Greater interoperability is necessary, but a single European operating model is neither necessary nor realistic.

Television remains substantially organised at national level. Markets differ in broadcaster structure, regulation, measurement governance, creative-clearance systems, data availability, trading practices and programmatic maturity.

At the same time, advertisers, agencies, technology companies and many media owners operate across several markets and benefit from greater consistency.

Commonality creates value only where it reduces friction without erasing legitimate differences. The North Star framework comprises five principles.

1. Build on existing foundations

The first principle is **evolution before invention**.

European television and digital advertising already contain substantial infrastructure: audience-measurement systems, creative-clearance processes, technical standards, identifiers, transaction protocols, taxonomies, privacy mechanisms and established commercial practices.

Programmatic television should use, connect and extend these foundations where they remain effective. New infrastructure should address a defined gap rather than duplicate capabilities already present in the market.

2. Create clarity, consistency and comparability

The same term or capability should not mean materially different things without those differences being visible.

Greater consistency can reduce integration costs and make markets and partners easier to understand. Comparability does not require identical products or technologies. It requires enough common language and disclosure for counterparties to understand what is being offered and where meaningful comparisons can be made.

3. Strengthen transparency, trust and verifiability

Automation should not make television advertising harder to understand.

Buyers and sellers need sufficient visibility to establish what is being bought or sold, how a transaction is executed and what evidence supports the resulting claims.

Transparency should be proportionate. It does not require the disclosure of proprietary algorithms, commercially sensitive information or confidential agreements. It requires enough information to support informed decisions, verification and troubleshooting.

4. Design for interoperability

A scalable programmatic television market does not require every participant to use the same systems. It does require those systems to interact reliably where necessary.

Identifiers, signals, interfaces and workflows should preserve the meaning of relevant information as it passes between broadcasters, agencies, buying platforms, selling platforms and other intermediaries. Established standards and reusable interfaces should replace repeated bespoke integrations where they can do so effectively.

5. Combine European alignment with local adaptation

European alignment is valuable where common definitions, reusable components or shared frameworks reduce duplication, improve interoperability or make markets easier to work across.

National markets should retain flexibility where regulation, governance arrangements, broadcaster structures or established industry systems differ. Europe needs greater compatibility between national models, not a single programmatic-TV model.

Figure 2: EPTVI's North Star Principles

PRINCIPLE	PRACTICAL IMPLICATION
Build on existing foundations	Evolve and connect existing standards, institutions and workflows before creating new ones.
Clarity, consistency and comparability	Use common language and make material differences between capabilities visible.
Transparency, trust and verifiability	Make material claims understandable and capable of appropriate verification.
Interoperability by design	Enable different systems to work together without requiring them to become identical.
European alignment, local adaptation	Align where commonality creates value; retain flexibility where legitimate national differences remain.

Source: European Programmatic TV Initiative

Operating principle: **Alignment does not mean uniformity.**

Measurement and assurance: a bounded role for TV JICs

Television measurement in many European markets is anchored in nationally governed audience currencies. Joint Industry Committees, or JICs, provide common definitions, methodologies and governance arrangements accepted by participating buyers and sellers.

Their value comes not only from the data they produce, but from the institutional disciplines surrounding it: shared oversight, methodological transparency, auditability and market acceptance.

Programmatic television operates through a distributed chain of data and reporting. Audience measurement and advertising-delivery records perform different functions.

A television audience-measurement system may establish who watched a channel, programme, service or content environment, but in programmatic environments it does not necessarily identify which advertisement was served, which deal generated the impression, how the ad was decisioned or which creative was delivered.

Programmatic claims may draw on broadcaster first-party data, ad-server logs, platform reporting, identity systems, verification services, third-party reach estimates, clean-room matches and national JIC currencies. These sources differ in provenance, methodology, coverage, transparency, governance, auditability and the claims they can support.

There is already work underway across Europe to strengthen and improve the industry's cross-media measurement capabilities. In some cases, these initiatives may generate the evidence, reporting and assurance required to support programmatic television claims, and show how those claims might connect to nationally governed measurement systems. EPTVI's proposals are intended to sit alongside this work.

EPTV's proposed model is **differentiated claims and bounded extension**. JIC authority depends on mandate, participation, evidence and governance. A JIC can establish requirements for datasets and participants within its perimeter.

Extending those requirements to other platforms, publishers, intermediaries or datasets requires the relevant parties to participate, provide the necessary evidence and accept the applicable governance arrangements.

Subject to their mandates, priorities and the decisions of their stakeholders, national JICs could potentially contribute to programmatic television in two distinct ways:

1. **Use of JIC audience assets:** Where permitted, JIC-defined or JIC-derived evidence could inform planning, forecasting, benchmarking, reporting or post-campaign evaluation. Activation would raise additional licensing, privacy, matching, operational and audit questions.
2. **Consideration of claims generated from other sources:** A JIC might, if it chose to develop such a role, assess specified publisher, platform or third-party claims against defined methodological, disclosure and review requirements without producing the underlying dataset. An independent assurance provider might perform a different or complementary role.

Both routes may matter in one campaign. Broadcaster-owned addressable inventory, for example, may be sold against publisher-defined or data-vendor audience segments, raising a question about assurance of an external claim.

JIC audience evidence may also inform planning or evaluation for inventory distributed through a partner-controlled environment. Each use needs its own account of the claim, supporting evidence, the role actually played by the JIC or another assurance provider, and the applicable governance.

Different functions require different claims

“JIC-compatible” is a working term for a possible approach to assessing a defined claim or implementation. It does not confer a status on a platform, vendor, dataset or campaign. A claim using that description would need to specify its function, inventory, evidence, methodology, review status, responsible party and material limitations.

Whether it could be described as compatible with a national JIC’s requirements would depend on criteria and assessment arrangements established or accepted by that JIC and its stakeholders. The term does not imply equivalence to a national currency or endorsement beyond an assessment actually undertaken.

Figure 3: A function map for possible JIC roles in programmatic television

FUNCTION	WHAT IT MEANS
Planning and benchmarking	JIC evidence is used as a trusted planning, forecasting, audience or evaluation reference.
JIC-compatible reporting	Campaign delivery is expressed against defined JIC or JIC-compatible metrics without necessarily validating every underlying input.
Validation	Publisher-, platform- or vendor-generated evidence is independently assessed against specified requirements for a defined claim.
Possible implementation assessment	A relevant institution or assurance provider could assess a defined implementation against criteria it has established or accepted.
Controlled activation	JIC-defined or JIC-derived audiences are used for activation with appropriate licensing, privacy, matching, operational and audit controls.

Source: European Programmatic TV Initiative

These are different possible functions, not stages in a mandatory progression. Different JICs and national markets may adopt different combinations according to mandate, demand, evidence availability and technical readiness.

Direct provision of JIC data into programmatic transaction systems is a separate and more consequential possibility. It requires additional consideration of licensing, privacy, data transfer, operational control and liability.

A credible claim should identify:

- What was measured.
- Which evidence was used.
- The methodology applied.
- Whether independent review took place.
- The inventory and period covered.
- The responsible party.
- Any material limitations.

“JIC-planned”, “JIC-reported”, “JIC-validated” and “JIC-activated” should not be treated as synonyms. Initial development should concentrate on defined audience and advertising-exposure claims for which suitable evidence can be obtained and reviewed, such as impressions, reach, frequency, demographic delivery, duplication and, where deduplication can be validated, incremental reach.

Exposure-quality claims may require distinct methods and evidence. Attribution, causal incrementality, sales lift, return on advertising spend and other outcome or causal-effectiveness claims should not be presumed to fall within the same assurance framework; they would require separately agreed methodologies and standards of evidence.

Contribution: A proposed vocabulary for discussion with interested national JICs and market participants, distinguishing different uses of audience evidence and possible forms of assurance without assigning a role to any institution.

Impressions Delivery Reporting Template: a consistent record

Campaign delivery across linear television, addressable linear, broadcaster VOD and streaming is recorded in systems with different counting rules, identifiers, aggregation levels and reporting formats. A shared record could reduce the work needed to connect those outputs, but it would add value only if participants can populate it reliably, preserve material differences between measures and reconcile a campaign more effectively than they can with existing reports.

Existing standards already address important parts of this requirement. The IAB Tech Lab's Open Measurement SDK (OM SDK) provides a standardised interface through which impression, playback, viewability and verification signals can be measured across supported mobile, web, video and connected-TV environments. Other established standards and systems support transaction messaging, creative delivery, broadcaster playout, audience measurement and campaign reporting.

The companion Impressions Delivery Reporting Template Working Paper develops a proposed post-delivery record for linear television, addressable linear, broadcaster VOD and ad-supported streaming.

It does not define an impression, viewability or completion measure, create an audience currency, or replace JIC measurement, broadcaster or publisher reports, ad-server counts or existing industry standards.

Its purpose is to help participating buyers, sellers and technology providers interpret and reconcile reported delivery across systems while keeping the basis and source of each number visible. It is a proposal for voluntary examination, not an industry reporting obligation or an agreed exchange standard.

The Working Paper proposes four record types: a file header, a campaign or delivery-request record, an impressions-delivery record and a trailer for record-count validation. The Type 03 impressions-delivery record is its core. It connects a reported count to a delivery

date, campaign or request, creative reference, delivery environment, reporting level, and the basis and source of the number. Additional fields, proposed as conditional or optional according to their function, could describe platform, device, channel, programme, viewing and completion, viewability, invalid-traffic filtration and device power state where relevant and supported by the source system.

The candidate record preserves distinctions between measures. A reported impression count, an audience estimate, a viewable impression and a completed view do not become equivalent because they appear in a common structure.

The proposed fields disclose the source and basis of each reported count; they do not determine which measure governs trading, billing or audience currency. The Working Paper also proposes that the initial Type 03 structure represent delivery on one date. Whether a record spanning several delivery dates is needed, and how it could be identified without ambiguity, remains a question for testing.

The trial should compare a campaign reconciled through existing reports with the same campaign reconciled through the candidate structure. It should record mapping effort, unresolved discrepancies, unavailable fields and the decisions that either method enables. A technically valid file would not, on its own, demonstrate a useful market improvement.

The template separates three functions that should not be conflated:

1. **Event collection and verification:** whether and how an impression, playback event, completion point or viewability condition was observed.
2. **Audience and measurement methodology:** how audience, reach, frequency or other measurement claims were calculated and governed.
3. **Delivery reporting and reconciliation:** how the resulting campaign record is organised so that delivery across different television and video environments can be understood, connected and compared.

OM SDK principally addresses the first function in the environments it supports. JICs, measurement providers, publishers, broadcasters and platforms may perform the second. The proposed EPTVI template concerns the third, while drawing on evidence generated through the first two.

The Type 03 record does not itself provide reach, audience deduplication or a frequency distribution. Separately sourced frequency information could be considered alongside delivery reporting if its definition and methodology are clear, subject to the initial mapping and any agreed trial.

The creative-reference fields do not establish identifier continuity merely because a local creative ID is present. A trial would test whether that ID can be resolved to the originating registered identifier and its issuer.

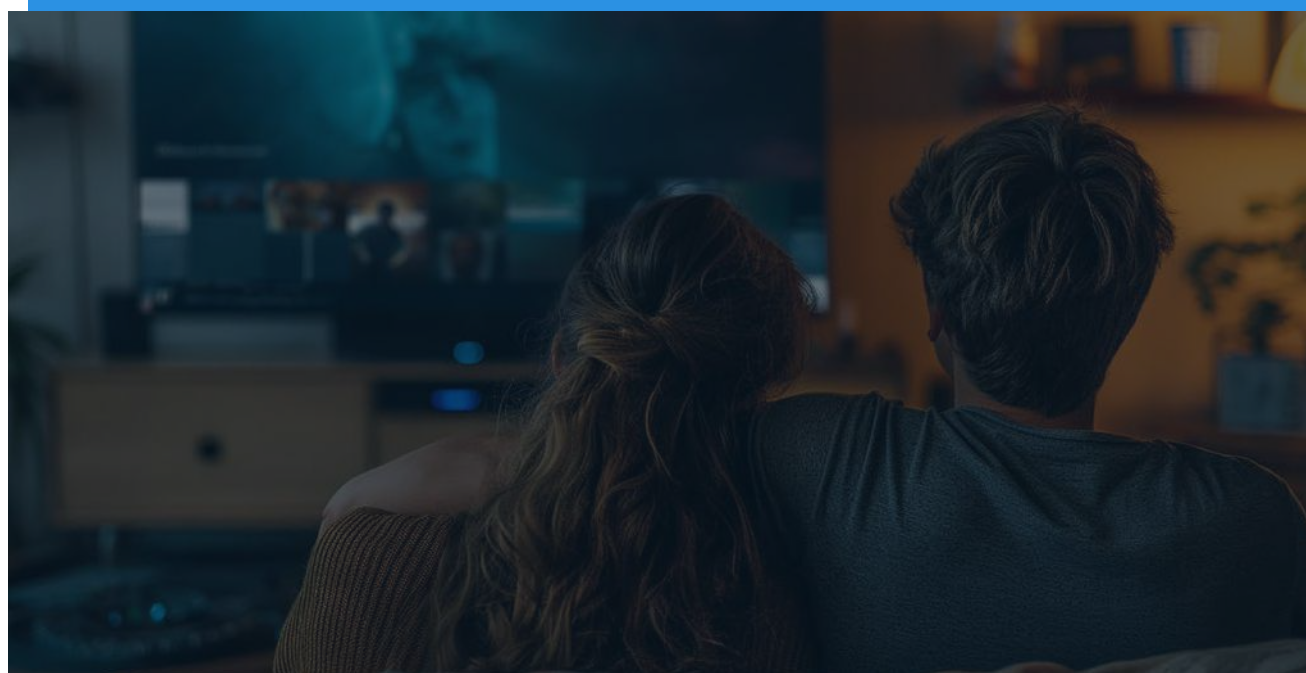
A shared record must keep material differences in counting rules, aggregation, measurement methodology and available fields visible. The Working Paper treats its field classifications, controlled values and CSV exchange conventions as candidates for examination. Participating organisations would need to agree the rules for any trial exchange, including how to distinguish a genuine zero from an unavailable or inapplicable value.

Before seeking a field trial, the EPTVI project team plans to map the proposed fields against the relevant capabilities and implementations of OM SDK, OpenRTB and VAST, as well as existing broadcaster and publisher reports, ad-server outputs and national measurement arrangements.

That work would identify information already available, fields requiring mapping, differences in definition or implementation, and requirements that may remain unmet. It would also test whether a separate field or file adds value beyond existing reporting.

If suitable organisations agree to participate, a trial could then examine whether the candidate records can be produced, exchanged, ingested and reconciled in representative workflows. Its findings could support a revised candidate template, implementation guidance, a question for an existing standards body, or a conclusion that no additional technical work is needed. Participants and the relevant institutions would make their own decisions about use or adoption.

Contribution: A companion Working Paper setting out a candidate post-delivery record and field rules for voluntary mapping and testing, while preserving the distinct meaning and provenance of the underlying delivery and measurement claims.



Signals Framework: making decisioning observable

Programmatic transactions depend on information passing between publishers, SSPs, DSPs, agencies, ad servers, identity systems, device platforms and measurement providers.

The same information can behave differently across different supply paths. A signal may:

- Never exist at source.
- Be supplied in an unexpected field or format.
- Reach a system that does not support it.
- Be interpreted differently.
- Be transformed or dropped during a handover.
- Be restricted for privacy, publisher-policy or commercial reasons.
- Be supplied through an agreed integration outside the bidstream.

Treating all of these states as “missing data” conceals the cause of the problem and makes accountability harder to establish.

The Signals Framework separates three questions:

1. **What function does the information perform?**
2. **What controls govern its use and routing?**
3. **What happened to it during execution?**

Functional requirement, permitted use and observed execution are separate questions – and each requires a separate answer.

Signal Tiers

Signals are grouped by function:

- **Core Signals** are required by the relevant receiving system and transaction route to identify, assess and process the transaction reliably. They do not constitute a universal list of mandatory bidstream fields; what is essential depends on the transaction route and receiving system.

- **Context Signals** describe the inventory and delivery environment: the application or service, device, publisher or channel, placement, live or on-demand status, content, supply path and pod or break. They also do commercial work, keeping materially different kinds of video inventory distinguishable inside automated buying systems. When they are missing or flattened, premium broadcaster inventory can become hard for buyers and their algorithms to tell apart from other video impressions. Buyers still decide what an impression is worth; better signalling gives them the information to recognise and assess the characteristics on which that value may depend.
- **Use-Case Signals** support an additional agreed purpose such as audience activation, measurement, reach and frequency management, optimisation, campaign reconciliation, competitive separation or advanced pod management.

More signals do not automatically produce a better transaction.

Provenance work should begin with existing supply-chain transparency mechanisms, including authorised-seller declarations, sellers.json and the OpenRTB SupplyChain object where applicable.

These mechanisms can help identify authorised sellers and intermediaries; they do not necessarily establish every claim about the underlying service, programme, placement, advertising controls or downstream commercial representation.

Stage Three should identify which questions existing mechanisms answer in a participating workflow before proposing additional signals or disclosures.

Signal Controls

Signal Controls establish whether and how relevant information may be used.

Controls may specify:

- The agreed purpose.
- Eligible recipients.
- The approved technical route.
- Permitted onward use.
- Retention conditions.
- Prohibited uses.

Privacy requirements, consent mechanisms, publisher policies, platform rules and commercial agreements continue to apply.

This separates **availability** from **permission**. A signal may be technically present but unavailable for the proposed use. Conversely, information required for an agreed use case may be supplied legitimately through a clean room, platform interface, mapping service or reporting integration rather than through the bidstream.

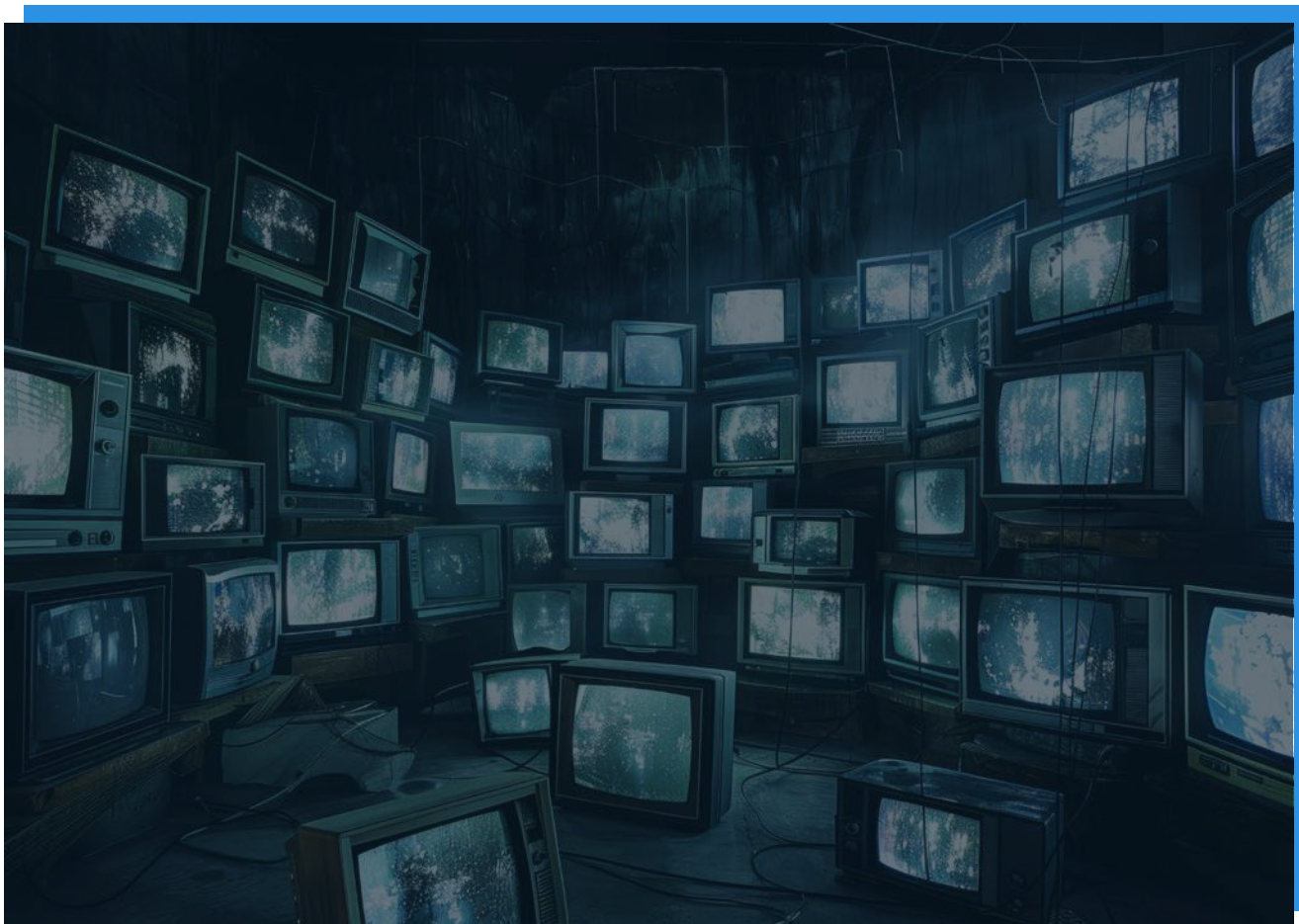
In that situation, the correct status is “supplied through another agreed route”, not “missing”.

Relationship with OpenRTB

OpenRTB is the IAB Tech Lab protocol used to exchange information between buyers and sellers during automated advertising transactions. Its existing capabilities include bid requests and responses, no-bid reason codes and transaction-level win, billing and loss notifications.

These mechanisms communicate defined events or outcomes associated with an individual bid or transaction and should be used wherever they meet the relevant requirement.

Existing OpenRTB mechanisms do not necessarily provide an aggregated account of what happened to every signal expected across all the systems involved in a deal or campaign. Each participant may see only the requests, responses, notifications or



system events available within its own part of the transaction chain. The proposed Signal Reconciliation Report explores whether those existing records can be assembled into a useful retrospective diagnostic view.

Before testing that proposal, the EPTVI project team intends to map its diagnostic functions against existing OpenRTB fields, notifications and reason codes, relevant VAST events, platform logs and reporting interfaces. This will help establish which functions are already supported, where adoption or implementation differs, and whether any additional reporting convention could provide material value.

Proposed Signal Reconciliation Report

The proposed Signal Reconciliation Report – described during Stage Two under the working title “Bid Receipt” – is a working concept for an aggregated, retrospective diagnostic showing what happened to the signals expected for an agreed deal or campaign.

It is not a bid response, transaction receipt, real-time protocol or substitute for OpenRTB notices and reason codes. Its purpose is to bring together the available evidence across a multi-party supply path so that participants can identify where expected information was received, changed, restricted, lost or handled through another agreed route.

For each signal or functional requirement agreed in advance, the report would show the proportion of relevant transactions in which the information was:

- Received as expected.
- Unavailable at source.
- Present but invalid or unusable.
- Changed, reformatted or dropped.
- Restricted by privacy requirements, publisher policy or commercial agreement.
- Supplied through another agreed route.
- Not applicable.
- Unresolved.

Where a material failure or limitation exists, the report could identify the best available explanation, the first known point of divergence and the party best placed to investigate. It would not expose bidding logic, pricing strategy, audience data or proprietary decisioning, and it would not operate as a compliance certificate. Any trial would use an agreed aggregator and report signal status only.

Its value would depend on whether existing transaction notices, reason codes, logs and reporting records can be combined into a useful and consistent view of a supply chain in which each participant normally sees only its own part of the transaction.

The proposal should proceed only if it provides information that participating buyers, sellers and intermediaries cannot obtain adequately through existing standards and operational reporting.

Contribution: A proposed retrospective diagnostic layer for identifying and explaining signal failures across a multi-party supply path, subject to Stage Three validation against existing OpenRTB and platform capabilities.

Trust, transparency, choice and control

Luke Fenney

SVP, International Media and Platforms, LiveRamp



Premium TV's programmatic future depends less on new identifiers than on whether the current go-to identifiers can connect without compromising control or consent.

Europe's broadcasters hold some of the most valuable first-party data in the market: authentications, viewing signals, and subscription relationships built on direct consumer trust.

That data is the foundation of addressable TV. But it only creates value at scale when a publisher can match it against an advertiser's audience, without handing over the underlying data.

"Europe's broadcasters hold some of the most valuable first-party data in the market: authentications, viewing signals, and subscription relationships built on direct consumer trust."

Market and regulatory fragmentation both make a single ID unlikely. But what the ecosystem can converge on is a shared expectation that identity infrastructures connect to one another: that a broadcaster's own ID, a platform ID, a third-party ID, and an established market currency can all be reconciled through consent-governed, responsible architecture where each party retains control of its own data.

For EPTVI's North Star Principles, we urge one addition: interoperability should be measured by where a publisher can participate without ceding control of its data. Addressability that costs a publisher its data relationship is not addressability worth scaling.

Creative ID Interoperability: preserving creative identity

Europe already uses several ways to identify television advertising. Clearcast clock numbers in the UK, IDcrea in France and CUSV in Italy operate alongside IDs created by agencies, ad servers, DSPs, SSPs and publishers. Germany has no equivalent market-wide creative registry, while Spain has no national Creative ID registry participating in ACIF. Local references and broadcaster workflows also operate in those markets.

IAB Tech Lab's Ad Creative ID Framework (ACIF) provides a route for keeping an advertiser-selected, registered ID connected to an ad through the video advertising supply chain. ACIF is a framework, not an ID. In applicable VAST workflows, UniversalAdId can carry the registered ID and its issuing registry; the ACIF Validation API provides a way to check the ID with the registry. Other workflows may use creative-submission records, platform mappings, reporting interfaces or documented non-VAST routes.

The implementation question is whether that connection survives the complete participating path, including buyer-facing reporting. Support for ACIF or VAST in one system does not demonstrate continuity across the path.

Before proposing a technical change, the Stage Three work will map existing standards and participating systems to determine whether a problem reflects limited adoption, incomplete implementation, a break between systems or a material requirement that existing mechanisms cannot meet.

An ad may acquire local IDs as it moves through agency, buying, selling, ad-serving, media-owner and reporting systems. Those IDs can serve legitimate purposes. The problem arises when the registered ID and its issuing registry are lost or can be recovered only through manual investigation rather than a documented, machine-resolvable mapping.

Loss of that relationship can lead to repeated identification checks, activation delays, manual reconciliation and reports that cannot be connected reliably to the registered asset. It may also hinder a frequency, pod or separation rule where that rule depends on a creative-level reference that cannot otherwise be resolved.

ACIF provides the starting point for testing continuity. For each relevant handover, the proposed implementation test asks whether the registered ID and its issuing registry are retained, passed onwards or remain connected to a local ID through a documented, machine-resolvable mapping:

RETAIN IT → PASS IT → OR MAKE IT RESOLVABLE

Platforms may continue to use their own IDs. Buyer-facing reporting should return the registered ID and issuing registry directly, or a local ID that the buyer can resolve to both without manual file comparison or investigation across several organisations.

The test will record which route was used and whether the connection survived each handover; an unobserved handover will not count as demonstrated continuity.

A registered ID identifies the ad. It does not establish clearance or approval for a market, broadcaster or service. Existing national and broadcaster processes remain in force. Creative ID also does not itself provide audience identity, frequency management or competitive separation, although those functions may depend on knowing which ad was delivered.

Contribution: A proposed test of registered-ID continuity building on ACIF across participating workflows and national systems, with separate findings on non-registered references, and an implementation profile to follow where Stage Three evidence warrants it.

Frequency, ad pods and competitive separation: defining premium execution

Traditional television has developed extensive controls around copy approval, creative identification, product and clash-category coding, scheduling, commercial-break construction, competitive separation and repetition.

These controls are part of the premium television proposition. They protect the viewer experience, reduce brand-safety risks and give advertisers confidence that their advertising will be delivered in an appropriate and well-managed environment.

Programmatic streaming distributes many of these functions across DSPs, SSPs, ad servers, server-side insertion systems, media-owner platforms and other components. Capabilities that sound equivalent can consequently operate at very different scopes.

Frequency management provides the clearest example. “Frequency capped” may describe control within:

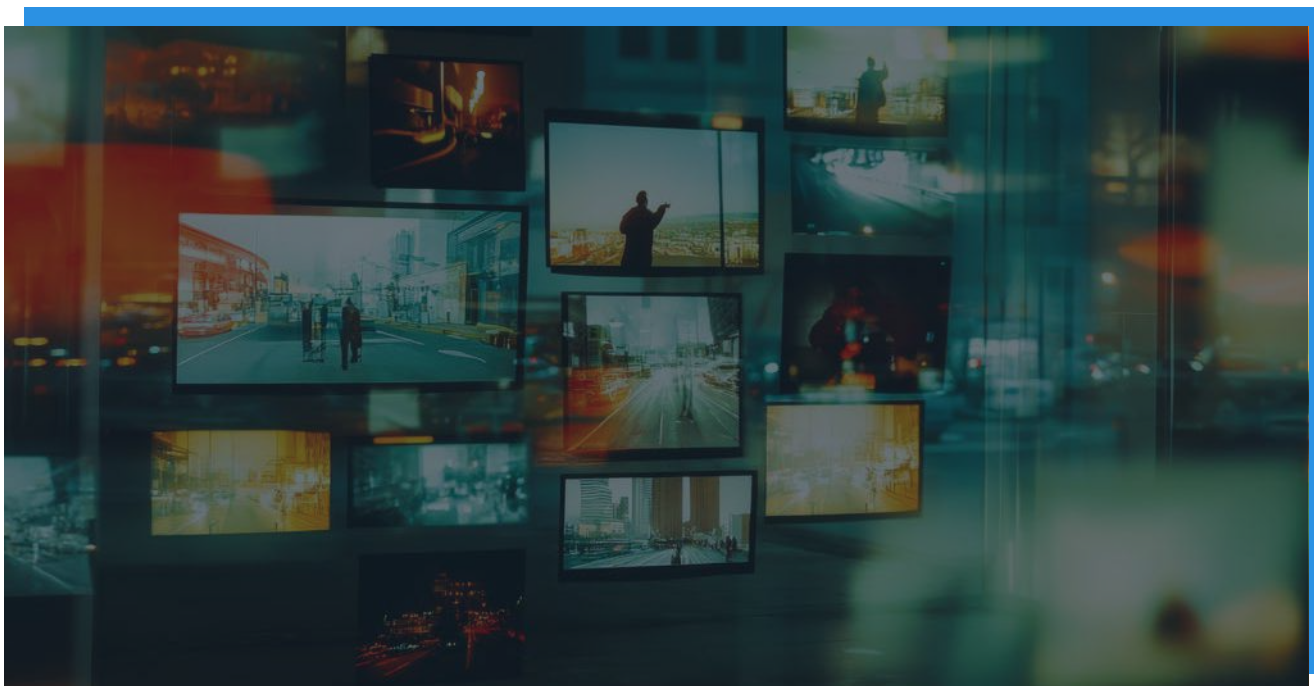
- One campaign.
- One line item.
- One DSP.
- One publisher.

- One broadcaster environment.
- One device graph.
- One household universe.
- Multiple platforms or publishers.

These are materially different capabilities. A frequency claim is incomplete unless it identifies where the control operates, what the controlling system can observe, which signals and identifiers it depends upon, what rule is applied and what evidence is available after delivery.

The same problem applies to ad-pod management and competitive separation. A commercial break is not merely a collection of independent impressions. Its construction may depend on duration, position, advertiser, brand, product, category, creative, clash rules and advertisements already selected for other positions in the pod:

- In a **single-decisioning environment**, one broadcaster, ad server or controlled execution system may have sufficient visibility over the complete pod and relevant exposure history to apply duplication, separation or frequency rules.
- In a **multi-decisioning environment**, several systems may contribute advertisements to the same pod. Each system may understand its own decision without seeing selections made elsewhere.



A competitive clash or repeated creative can occur even when every participating platform performs its individual function correctly.

The Working Paper proposes a common set of information requirements for testing frequency management, ad pod signalling and competitive separation. The first task is to state what rule is expected to apply and what information the system making the decision needs.

For a frequency rule, the description should identify what is being capped—the creative, campaign, brand or advertiser—the maximum number of exposures, minimum interval or other rule, and the period over which it applies.

It should also identify the inventory and systems covered, the identity and previous exposure information used, and the party that sets or changes the rule. A cap within one DSP is different from one across a broadcaster's linear and streaming inventory or across several publishers; each claim should state where the rule stops.

For ad pod signalling and competitive separation, the relevant information may include the slot's position and duration, the structure of the break, other ads already selected, the creative identifier, advertiser, brand, product, category and applicable clash rule.

The information required depends on how the pod is assembled and which system makes the decision. A system that sees only part of a multi-decisioning pod should describe that limit rather than claim pod-wide separation.

The proposed Information Profile records the rule, participating systems, required inputs and expected evidence before a Stage Three test. The Test Record then compares those expectations with what each participating system could observe, including information that was missing or changed, manual overrides, what was delivered and whether the available evidence shows that the rule was applied. Each participant reports only what its own systems can observe.

Figure 4: What has to survive the programmatic chain?

WHAT NEEDS TO SURVIVE	WHY IT MATTERS
Signals	Systems need sufficient information to process the transaction and support the agreed use case.
Creative identity	The advertisement delivered must remain connected to the advertisement supplied.
Pod and break context	Decisioning systems need sufficient context to manage duplication, separation, position and other premium-TV controls.
Exposure evidence	Delivery must generate sufficient evidence to support the audience, frequency or quality claim being made.
Reporting	Buyers and sellers need outputs that can be reconciled to the campaign, creative, environment and applicable measurement framework.

Source: European Programmatic TV Initiative

At every interface, relevant information can be absent, transformed, replaced, restricted, interpreted differently or lost. The transaction path will vary between publishers, platforms, markets and deal types. The underlying requirement is constant: information material to the intended outcome must retain its meaning and utility as responsibility moves between systems.

Practical implication: State the rule, its operating scope, the information available to the decisioning system and the evidence that can support the resulting claim.

Easier to govern is not yet easier to buy

Ben Regensburger
CEO, Cape.io



EPTVI set a bold target, to make premium television easier to buy and sell, attract more advertiser demand and improve trading efficiency. It's produced a serious body of work against it. Signals, persistent creative identity, execution controls and 3Ps give the market something it has lacked — the ability to establish what happened and to know who answers for it.

Stage Two says these mechanisms should make television easier to buy, sell, optimise and scale, not just easier to govern. Governance is mainly a cost line; advertisers don't raise investment simply because a market has become more auditable, and a buying agency asked to review more reconciliation reports won't feel its week got easier.

“Governance is mainly a cost line; advertisers don't raise investment simply because a market has become more auditable, and a buying agency asked to review more reconciliation reports won't feel its week got easier.”

The aim is to engineer the buying benefits too and EPTVI makes that case for signals and for 3Ps. Creative identity is where that gap is clearest, and it sits squarely in Cape's world. The EPTVI Creative ID Interoperability recommendation is framed in continuity terms, a persistent originating creative reference, tied to its issuer, travelling with the advertisement. That's the right starting point but not yet the buying tool, and closing that gap is a problem Cape sees every day in creative delivery.

The originating creative reference works as a governance key, proving what ran, reconciling the record, and supporting frequency capping and competitive separation. Built for buying as well, the same reference carries a commercial signal. Tie a specific creative to what it delivered and media decisioning gains an input it has never reliably had before.

None of that works unless the reference survives its own journey. It has to be issued where renditions are made, in production processes that are still manual, since nothing downstream can retain a reference nobody issued. And the creative reference has to survive past television's edge, because the advertiser's creative doesn't stop there, and a reference that resolves only inside premium TV is actually another partial identifier.

Design the reference for the audit case and the Initiative earns a well-governed market. Design it for buying as well and television has a better chance of attracting the demand it set out to win. We deliver creative into these environments every day, we see where originating references survive and where they quietly become something else, and we'd like to help bring that evidence to Stage Three of EPTVI.

3Ps: connecting transparency to commercial accountability

Technical transparency does not by itself determine commercial responsibility.

A diagnostic report may show that a signal disappeared. A campaign report may show that a creative reference cannot be reconciled. A capability disclosure may reveal that frequency management stops at a particular platform boundary.

Those findings become commercially useful only when counterparties understand what was promised, who is responsible for investigating the issue and what happens when delivery does not match the agreed expectation.

A pan-European accreditation regime would require substantial institutional infrastructure: governance, eligibility criteria, assessment procedures, competent auditors, dispute resolution, renewals, confidentiality safeguards, funding and enforcement. No European institution currently combines the mandate and resources required to operate such a regime across diverse programmatic television markets.

Buyers and sellers can instead make specific expectations explicit in the contracts, procurement processes, onboarding materials and operating policies they already use.

The Premium Programmatic Partners, or 3Ps, Working Paper sets out nine illustrative categories of commercial principles. The EPTVI project team plans to seek practical feedback on their usefulness and, where there is interest, to explore how particular principles might be reflected in existing contracts, procurement, onboarding, service descriptions and operating policies, including:

- Contracts and schedules.
- RFPs and procurement requirements.
- Supplier onboarding.
- Platform policies.
- Service descriptions.
- Operating procedures.
- Commercial disclosures.

The proposed framework seeks greater consistency in commercial expectations without prescribing a single contract, technical solution or implementation model. Organisations that choose to use the principles could select and adapt those relevant to their function, transaction and commercial relationships.

Advertisers, agencies, broadcasters, DSPs, SSPs, measurement providers and other participants perform different functions and should not make identical commitments. They do, however, need a common basis for determining which issues should be addressed and where responsibility lies.

One purpose of that common basis is to protect meaningful inventory differentiation. A buyer should be able to determine whether inventory originates directly from the named broadcaster or publisher, whether it has been authorised for resale or aggregation, how it has reached the buying platform, and which material characteristics of the media and advertising environment have been preserved or represented.

The objective is not to create a single EPTVI definition of “premium”, nor to prescribe commercial value. It is to prevent material differences from disappearing inside the supply chain.

Premium inventory should be capable of demonstrating its provenance and relevant quality characteristics; buyers should be able to distinguish it from materially different forms of video supply; and intermediaries should be accountable for how inventory is represented downstream.

“The objective is not to create a single EPTVI definition of “premium”, nor to prescribe commercial value. It is to prevent material differences from disappearing inside the supply chain”

Figure 5: The proposed 3Ps commercial framework

COMMERCIAL DIMENSION	WHAT IT SHOULD MAKE EXPLICIT
Definitions and scope	The inventory, services, transaction models and terminology to which commitments apply.
Roles and responsibilities	The functions each organisation performs, its responsibilities, material dependencies and escalation routes.
Inventory provenance and representation	Where inventory originates; the publisher, service and environment represented to the buyer; how it is classified; whether it is direct, authorised, resold or aggregated; and whether it changes materially as it moves through the supply chain.
Supply-path transparency	The material intermediaries and routes through which inventory reaches the buyer; whether aggregation or reselling affects the information available about the underlying inventory; and any limits on visibility.
Inventory quality, fraud and invalid traffic	The information and controls used to substantiate inventory quality, identify materially misrepresented inventory and address fraud and invalid traffic, and who is responsible when inventory is represented inaccurately.
Creative asset identification	How creative references are assigned, retained, passed or made resolvable, and what limitations apply.
Data, signals and measurement transparency	The material data and identity inputs used, their purpose and provenance, the measurement methodology applied and its limitations.
Reporting and auditability	The records and evidence reasonably available for the claim and each participant's role; the system of record; who can release or authorise access to material inputs; how metrics are calculated; access restrictions and limitations; and proportionate review or audit rights where commercially agreed. This does not mean every participant or transaction must be independently audited.
Commercial accountability and remediation	How material issues are reported, investigated, escalated and resolved, including where the underlying cause sits elsewhere in the supply chain.

Source: European Programmatic TV Initiative

A publisher using a partner-controlled platform may be able to provide partner reports, agreed extracts, API outputs or independent measurement without controlling the platform's internal logs. The appropriate response to an unavailable input is to assess what narrower claim the available evidence supports, rather than assume that the publisher or inventory is ineligible.

3Ps connects the technical and measurement proposals directly to commercial practice. It can help counterparties identify who represents inventory, controls a system, holds or can release reporting evidence, and is responsible for a commercial claim.

It does not determine whether an audience or advertising-exposure claim is JIC-compatible. That determination would require a defined measurement use case, appropriate evidence

and assessment under any framework adopted by the relevant national JIC and its stakeholders. Adoption of 3Ps principles, or publication of an implementation statement, must not be presented as JIC approval or validation. Equally, assurance of a specified measurement claim would not certify the wider supply path or establish that all 3Ps principles have been implemented.

Advertisers and agencies can incorporate relevant requirements into RFPs and supplier reviews. Broadcasters and publishers can describe inventory provenance and execution controls through commercial documentation.

Technology providers can disclose platform capabilities, dependencies and limitations. Measurement and data providers can clarify methodology, provenance and the evidentiary basis of the claims they support.

An organisation could publish a short statement describing the principles it has addressed and any material exceptions. Such a statement would be a disclosure by that organisation, not certification or independent endorsement.

Consistency would come from buyers and trade bodies asking the same questions of every counterparty, not from a central body.

Contribution: A way for counterparties to assign responsibility for investigating a problem, supplying evidence and agreeing a remedy.

How the components work together

The North Star Principles set the design discipline. The JIC model clarifies the status of audience and delivery claims. The Impressions Delivery Reporting Template structures the delivery record. The Signals Framework reveals what happened to required information during execution. Creative ID Interoperability preserves a stable connection to the advertisement.

The premium-execution proposals define the scope and dependencies of frequency, pod and separation controls. 3Ps helps make commercial responsibility explicit.

A creative reference has limited value if it does not reach the systems responsible for frequency or competitive separation. A frequency claim cannot be assessed without knowing its scope and the evidence available after delivery.

A Signal Reconciliation Report can identify a signal failure but cannot determine the commercial response unless responsibilities have been agreed. A measurement claim is difficult to validate if the underlying delivery record cannot be reconciled to the campaign and creative.

The common requirement is that the information, controls, evidence and responsibilities required to deliver premium programmatic television remain intelligible as transactions cross system and organisational boundaries.



The future is systems working together

Will Jones

Global Head of
Advanced TV, Adform



The work undertaken by EPTVI over the last two stages has been pivotal in moving the dial on industry conversations. There's a shift from simply identifying the challenges facing premium programmatic TV towards practical solutions around interoperability, transparency and scalability.

While many of the underlying technologies already exist, the bigger challenge is ensuring the ecosystem can operate together more effectively. However, reducing friction and creating greater consistency across an increasingly fragmented ecosystem remains a common theme.

At Adform, we welcome the focus on interoperability rather than reinvention. The future of premium TV will not be built around a single platform, measurement provider or audience framework. Instead, it will rely on multiple signals, identity frameworks, measurement methodologies and data sources working together for a more efficient marketplace.

We already work with a range of signals to help advertisers reach audiences. And this will only become more central to how the industry works. Broadcaster signals, publisher first-party data, identity frameworks, exposure data, measurement providers and attribution solutions complement one another rather than compete. The opportunity isn't to create another signal, but to agree on how these signals can work together to improve the effectiveness and efficiency of CTV buying.

What's more, we can't ignore how television is becoming increasingly digital. As capabilities evolve, robust identity frameworks, metadata quality, exposure-level measurement and attribution will become increasingly important. The proposals put forward by EPTVI represent an important step towards establishing common understanding and best practices in these areas.

The next step is implementation. Broadcasters through to technology providers will need to make relevant signals and inputs available in ways that can be operationalised at scale.

As an example, Adform can support this by bringing these inputs into buying, optimisation, measurement and reporting workflows. But widespread adoption will require the market to move together.

“Broadcasters through to technology providers will need to make relevant signals and inputs available in ways that can be operationalised at scale”

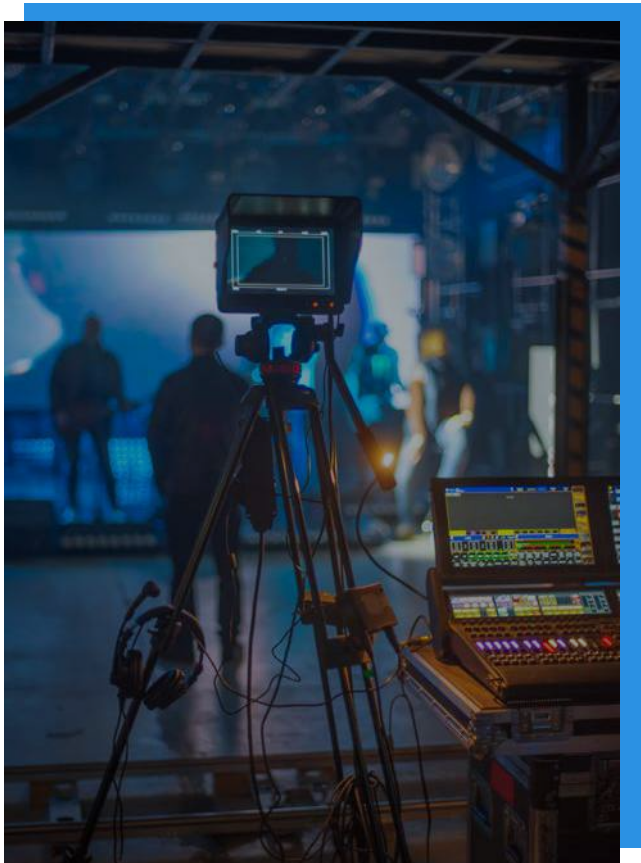
The next stage should be measured by whether these frameworks translate into less operational friction, greater transparency and better outcomes for everyone involved. That is the opportunity for premium programmatic TV in Europe.

What Premium Programmatic TV Requires

Europe's television markets will continue to use different institutions, commercial models and technologies.

That diversity creates problems when a campaign moves between systems and information changes meaning along the way. An identifier may cease to resolve to the original creative. A frequency control may cover less inventory than the buyer understood. Delivery records may use references that cannot be reconciled after the campaign.

The requirement is to keep the information needed for execution, measurement and accountability usable across those handovers.



The failure occurs at the interface

The market contains much of the infrastructure required for premium programmatic television: transaction protocols, creative identifiers, audience-measurement systems, ad servers, identity capabilities, reporting tools and established commercial processes.

The weakness often appears when responsibility passes from one system or organisation to another.

A creative identifier may perform its intended function within an agency or ad server but become disconnected from the originating advertisement downstream. A transaction signal may be generated correctly but dropped, transformed or interpreted differently during a handover.

A frequency control may work within one platform but not across the wider exposure environment relevant to the campaign. A delivery record may be internally accurate but impossible to reconcile with the identifiers used in planning or activation.

The same problem affects commercial responsibility. Each intermediary may fulfil its immediate role, yet no party may have sufficient visibility – or a sufficiently clear obligation – to explain an end-to-end failure.

A transaction can complete even when a creative identifier, control or measurement input loses its meaning during a handover. Trials therefore need to establish whether connected systems deliver the intended advertising and commercial outcome.

Execution, not specification, is the real test

The existence of a standard or capability does not establish that it has been adopted consistently or that it produces the intended outcome across a real supply chain. OpenRTB may provide the relevant transaction field or notification, OM SDK may provide a standardised measurement event and ACIF may provide the framework for preserving a registered creative identifier.

The operational question is whether the relevant version and capability are implemented by each necessary participant, whether the information survives the handovers between them and whether the resulting evidence can be reconciled after delivery.

The presence of an OpenRTB field does not guarantee that it reaches the system that needs it or is interpreted consistently. Support for OM SDK does not by itself establish that every proposed television reporting field is available across every device, service or market. Adoption of ACIF by one participant does not preserve identifier continuity if other necessary participants do not pass, retain or resolve the registered identifier.

A standard helps only when the relevant parties implement it and the resulting transaction produces an observable outcome. If execution fails, the cause may be incomplete adoption, inconsistent implementation, incompatible versions, missing permissions or a break between capable systems. Stage Three should establish which of these occurred before recommending further technical work.

Each proposition must pass a more demanding test:

- Was the capability actually implemented?
- Was the required information available through the agreed route?
- Did it retain its meaning between systems?
- Did the receiving system interpret and use it correctly?

- Did the control operate at the scope claimed?
- Can the resulting outcome be demonstrated after delivery?

The distinction matters because technical compliance can coexist with operational failure. Two systems may support the same standard but implement different fields, versions, interpretations or permissions. A nominally interoperable connection may complete a transaction without supporting the frequency, creative, measurement or reporting outcome for which the information was required.

Capability labels conceal material differences

“Frequency capped” can refer to control within one campaign, buying platform, publisher, broadcaster environment, device graph or household universe.

“Measured” can describe a platform log, publisher first-party report, independent measurement output or nationally governed JIC currency.

References to JIC evidence can describe different functions – planning, reporting, validation or controlled activation – and must state the JIC’s actual role. None should be presented as a JIC designation unless the relevant institution has established and applied one.

“Creative identified” may mean that a local platform identifier exists even though it cannot be reconciled with the creative originally supplied.

“Transparent” may mean that inventory provenance is visible without making commercial responsibility clear.

These distinctions are not semantic. Buyers and sellers make planning, procurement, activation and investment decisions on the basis of these claims.

A material capability should identify five elements:

1. **Scope:** What does the capability cover, and where does it operate?
2. **Conditions:** Under what circumstances is it available?
3. **Dependencies:** Which signals, identifiers, datasets, integrations or counterparties does it require?
4. **Evidence:** How can the capability or outcome be demonstrated?
5. **Limitations:** Where does the capability stop, and what material exceptions remain?

This is not a demand for exhaustive disclosure. It is a requirement for decision-useful transparency: enough information for counterparties to understand the proposition, compare materially different implementations and determine whether the capability is suitable for the intended use.

Premium television is an operating standard

Premium television has traditionally combined distinctive media environments with a managed advertising experience. Its value can reflect professionally produced or curated content, trusted publisher brands, live and high-attention programming, the television screen and viewing context, as well as the controls surrounding advertising delivery.

Programmatic systems can weaken that differentiation in two ways. First, inventory can lose descriptive information as it passes through aggregators and technology platforms, leaving buyers with insufficient evidence to distinguish materially different forms of video supply.

Second, the advertising controls associated with television can become fragmented across multiple decisioning systems. Premium inventory can become less distinguishable at the same time as premium execution becomes harder to guarantee.

Stage Two addresses both problems. Context and supply-path signals help preserve information about what is being offered and where it originates.

3Ps makes provenance, representation, quality and accountability more explicit commercially. Creative identity, pod signals, frequency controls and reporting address the execution layer. Programmatic execution changes how these functions are delivered. It does not remove the need for them.

Traditional television controls are prevention-based and operate across an integrated hierarchy. Programmatic execution distributes those decisions among multiple systems, each with a limited view.

A DSP may control only the impressions it can observe. An SSP may have incomplete pod information. A publisher may hold programme, content or category information that does not reach downstream systems. Multiple decisioning platforms may contribute advertisements to the same break without complete visibility over one another's choices.

This fragmentation can produce excessive repetition, competitive clashes, weak pod construction, incomplete reconciliation and an advertising experience below the standard associated with premium television.

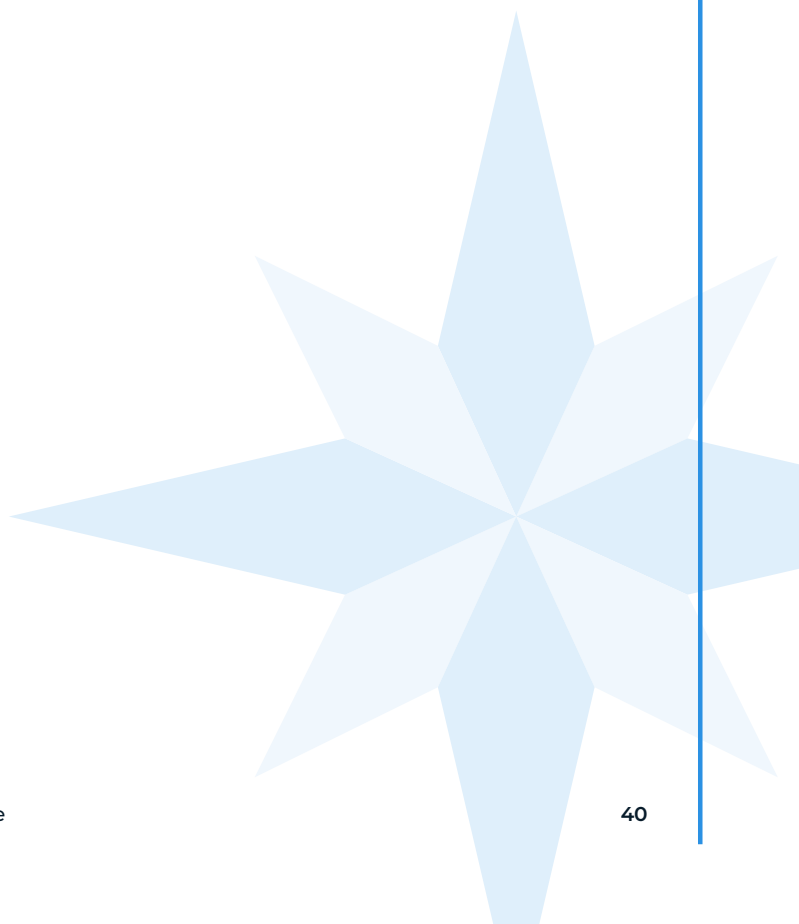


Figure 6: Preserving premium differentiation in programmatic TV

WHAT CAN BE LOST	WHY IT MATTERS	PROPOSED SOLUTION
Publisher and inventory provenance	Buyers may be unable to establish where inventory originated or whether it has been resold or aggregated	3Ps provenance and supply-path disclosures
Content and contextual information	Material differences between premium TV and other video environments can disappear	Context Signals and common terminology
Placement and delivery characteristics	Impressions may appear comparable despite materially different viewing and advertising environments	Signals Framework and Impressions Delivery Reporting Template
Premium execution controls	Frequency, pod construction and competitive separation may operate only partially across distributed systems	Frequency, ad-pod and competitive-separation framework
Evidentiary status	Quality or delivery claims may be difficult to substantiate	Reporting and measurement/assurance framework
Responsibility for representation	Misdescription or downstream repackaging can become difficult to attribute	3Ps roles, auditability and remediation

Source: European Programmatic TV Initiative

A programmatic workflow need not copy every linear television process. For each material safeguard, however, the participating parties need to identify the outcome required, the legal or commercial source of the rule, the organisation authorised to set it, the systems and inventory it covers, and the evidence available to show whether it operated. An alternative mechanism is credible only against that specified requirement. Where the participating systems cannot deliver or demonstrate the agreed outcome, the limitation should be clear before activation.

The same principle applies to measurement. Greater granularity does not compensate for uncertainty about methodology, provenance, validation or limitations.

Premium television should describe more than the content environment, publisher or device. It should also describe the **quality of advertising execution, evidence and accountability**.

“The same principle applies to measurement. Greater granularity does not compensate for uncertainty about methodology, provenance, validation or limitations.”

What should “premium” mean in an increasingly automated television marketplace?

Nicolas Mignot,
VP, Publisher Sales
& Strategy International,
FreeWheel



In an increasingly automated television marketplace, “premium” can no longer be defined solely by where an ad appears. Historically, premium inventory has been associated with established broadcasters, professionally produced content, trusted viewing environments and engaged audiences. While those characteristics remain central, automation is reshaping how television is planned, bought, sold, and measured. Premium should become a standard of quality, accountability, and transparency across the entire value chain.

At its core, premium television should continue to represent trusted, brand-safe environments. However, in a programmatic and AI-driven marketplace, advertisers need confidence not only in what they are buying, but in how that inventory is packaged, priced, targeted, and measured.

The full meaning of ‘premium’ is full transparency at every stage of the transaction. Buyers should understand exactly where campaigns run, how audiences are defined, what data sources are used, and how outcomes are measured. They should see the path from advertiser to publisher, including all intermediaries and the value each delivers.

Transparency is also critical as audience-based buying becomes more prevalent. The promise of automation is to reach the right

viewers more efficiently; this requires trust in the data and technology. Too often advertisers are left with a ‘black box’. Instead, they should be able to validate outcomes and compare results with confidence.

As Connected TV and programmatic television grow, inventory can pass through multiple platforms. Premium should mean a direct and verifiable connection to the content environment, minimising complexity and reducing the risk of fraud, misrepresentation, or duplicated impressions.

As marketers focus on business outcomes, not just impressions, premium should signify robust and independently validated measurement. In a highly complex, fragmented marketplace, evolving at dizzying speed, relying on self-reported metrics is absurd. Third-party verification is essential to establish a common currency and enable objective comparisons of reach, attention, and outcomes.

Great content attracts audiences, data and technology improve efficiency, transparency creates trust. Without transparency, automation risks becoming a race to the bottom, where buyers struggle to distinguish quality from commoditised inventory. Premium should not simply describe the screen on which the content and the ad appear.

It is about the clarity, accountability, and trustworthiness of the entire advertising experience. With transparency, automation can unlock the full value of television, enabling advertisers, agencies, and publishers to transact with confidence while preserving the qualities that have always made TV a premium medium.

European scale requires a federated model

Europe’s television markets differ in broadcaster structure, regulation, measurement governance, creative-clearance arrangements, data availability, technology and trading practice.

These differences are not a temporary problem to be designed away. Many reflect legitimate national institutions, regulatory requirements and commercial choices.

Shared definitions and interfaces can connect different national systems while leaving their governance, products and commercial decisions with the organisations responsible for them.

Commonality should be strongest where variation creates unnecessary friction across organisational or national boundaries. This includes terminology, identifier continuity, signal status, reporting structures, evidence requirements and capability disclosure.

Variation should remain where differences reflect national regulation, governance, market structure or competition.

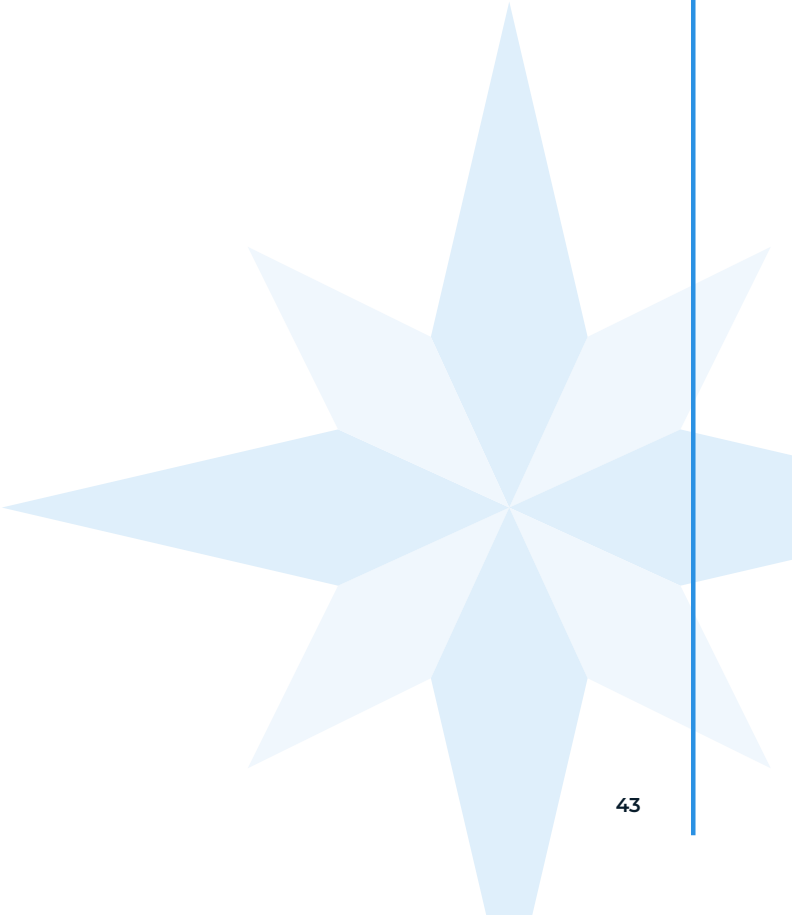
Figure 7: The appropriate boundary between alignment and variation

COMMON EUROPEAN FOUNDATIONS	NATIONAL OR COMPETITIVE IMPLEMENTATION
Shared terminology and capability definitions.	National measurement currencies and governance arrangements.
Reusable signal categories and diagnostic statuses.	Specific technical stacks and integrations.
Persistent creative-reference principles.	National creative registries and clearance processes.
Common evidence and claims concepts.	Market-specific datasets, methodologies and participation.
Consistent reporting and disclosure structures.	Commercial products, pricing and transaction strategies.
Shared accountability principles.	Organisation-specific contracts, services and responsibilities.

Source: European Programmatic TV Initiative

The European layer should make different markets easier to understand, compare and connect. It should not override effective national institutions or eliminate commercial differentiation.

Europe’s operating model is **interoperability without uniformity**.



Interoperability is continuity

These functions depend on one another. A delivery claim needs evidence that can be traced to the transaction; a control needs the information required to apply it; and a party expected to resolve a failure needs access to a record of what happened.

This can be expressed as an operating chain.

Figure 8: The operating chain for premium programmatic TV

STAGE	CENTRAL QUESTION	RELEVANT STAGE TWO MECHANISM
DEFINE	What is being bought, sold and promised?	North Star Principles and common terminology.
IDENTIFY	Can the advertisement remain recognisable across systems?	Creative ID Interoperability.
SIGNAL	Does each participant receive and correctly interpret the information required for the transaction and agreed use case?	Signals Framework.
CONTROL	Can premium-TV execution requirements operate at the scope claimed?	Frequency, ad-pod and competitive-separation framework.
MEASURE	What evidence supports the audience or delivery claim?	JIC and evidence framework.
REPORT	Can the advertising delivered be recorded and reconciled consistently?	Impressions Delivery Reporting Template.
ACCOUNT	Who is responsible for what was promised, executed and reported?	3Ps commercial framework.

Source: European Programmatic TV Initiative

The chain does not imply that every participant performs every function or that every market must implement them identically. It identifies what must remain connected.

Definitions must remain understandable.
Creative references must remain resolvable.
Required information must reach the systems that depend on it through permitted routes.
Execution controls must have a clearly stated scope. Delivery must generate evidence capable of supporting the claims made.
Reporting must be reconcilable. Commercial responsibility must remain attributable.

A break at any point can weaken the complete outcome. Lost creative identity can undermine frequency management, competitive separation and reporting. Missing pod information can limit execution controls. Weak delivery evidence can make measurement claims difficult to validate. Unclear responsibilities can prevent an identified problem from being corrected.

The emerging operating model

The Stage Two outputs can be organised into four interdependent layers: principles, evidence, execution and accountability.

Principles

Principles define the outcomes the market should seek and the tests that should guide implementation.

The North Star Principles call for Europe to build on existing foundations, improve clarity and comparability, strengthen trust and verifiability, design for cross-system operation and combine European alignment with local adaptation.

Evidence

Evidence determines what can credibly be claimed about audiences and delivery.

The JIC model distinguishes different forms of measurement, governance and assurance. The Impressions Delivery Reporting Template creates a consistent record of the advertising delivered. Together, they separate the methodology used to establish a claim from the delivery evidence required to support it.

Execution

Execution determines whether the intended outcome survives the transaction.

Signals must reach the relevant systems through permitted routes. Creative identity must remain connected. Pod and break context must be available where required. Frequency and separation controls must operate at a defined scope. Material limitations must be visible.

Accountability

Accountability translates technical and evidentiary expectations into commercial relationships.

Visibility alone does not determine who should act when a problem occurs. 3Ps makes roles, evidence requirements, escalation routes and responsibilities for remediation explicit.

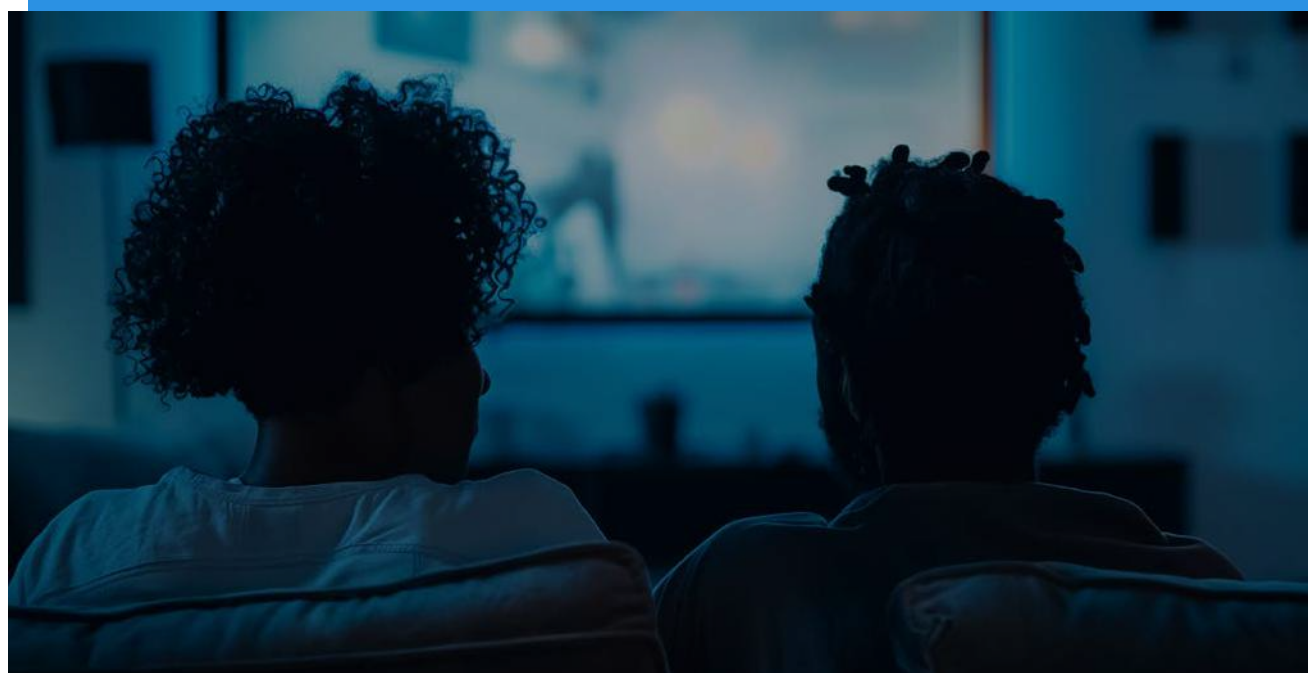


Figure 9: The emerging operating model

LAYER	FUNCTION	PRINCIPAL STAGE TWO CONTRIBUTIONS
PRINCIPLES	Define the outcomes and implementation criteria.	North Star Principles.
EVIDENCE	Establish what was delivered and what can credibly be claimed.	JIC measurement and assurance model.
EXECUTION	Preserve the information and controls required for successful delivery.	Signals Framework; Creative ID Interoperability; frequency, ad-pod and competitive-separation framework.
ACCOUNTABILITY	Connect technical and evidentiary expectations to commercial responsibility.	3Ps commercial principles.

Source: European Programmatic TV Initiative

The layers describe different functions, but they cannot operate independently.

Principles without implementation remain aspirations. Execution without evidence cannot be verified. Evidence without execution context can be difficult to interpret. Transparency without accountability may not produce corrective action. Accountability becomes difficult when the information required to understand what happened has already been lost.

The operating model does not prescribe one European system. National JICs can remain different. Publishers can retain distinctive products and commercial models. Technology providers can compete through different systems. Creative registries can continue to operate nationally. Organisations can retain control over proprietary technology and sensitive data.

Counterparties need definitions they understand and identifiers they can resolve. They need to know what happened to required signals, where a claimed capability operates and what evidence supports delivery and measurement claims. Commercial responsibility also needs to remain clear across the transaction.

Applying the North Star Principles

The North Star Principles set out EPTVI's proposed direction for programmatic TV. This chapter draws five decision tests from them, which EPTVI will use to evaluate its own Stage Three work.

Other organisations may find the tests useful, but how they apply to a particular system, commercial arrangement or national market is for the relevant parties to decide.

1. Build on what already works

Use existing standards, institutions and workflows wherever they can deliver the required outcome. The starting point for each Stage Three workstream should be a documented assessment of the relevant IAB Tech Lab standards, national television systems, broadcaster practices, existing reporting arrangements and regulatory requirements.

ACIF already provides a framework for preserving a registered creative identifier across the video advertising supply chain. During Stage Three, EPTVI plans to test how consistently it works in European workflows, how national Creative ID systems connect to it and whether keeping the ID attached makes existing clearance information easier to use.

The same discipline applies elsewhere. The proposed delivery-reporting work should be mapped against the relevant existing standards and reporting mechanisms. The Signals Framework and Signal Reconciliation Report should be mapped against OpenRTB fields, notices and reason codes, VAST events, platform logs and existing reporting interfaces.

Mapping and testing would help determine whether a problem calls for wider use of an existing capability, clearer guidance, a connection between systems, or consideration of an extension or new technical work.

The relevant standards bodies and implementers would decide whether to pursue any changes through their existing processes.

Decision test: Which relevant capabilities already exist? What requirements do they address? How consistently are they implemented? What material requirement, if any, remains unmet?

Preferred sequence: reuse → connect → extend → create only where necessary.

2. Make scope and limitations visible

Describe capabilities precisely enough for counterparties to understand what they can rely on and where the boundaries lie.

A claim that a campaign is “frequency capped” is not sufficient. The control may operate within one campaign, DSP, publisher, broadcaster environment, device graph or household universe. The claim should identify the scope, conditions, dependencies, evidence and material limitations.

Decision test: Can the buyer or seller determine what the capability does, where it operates, what it depends on, how it can be demonstrated and where it stops?

Disclosure sequence: scope → conditions → dependencies → evidence → limitations.

3. Preserve premium differentiation and execution standards

Programmatic trading should preserve the information needed to distinguish materially different inventory environments, while programmatic execution should retain or credibly replace the safeguards, evidence and accountability expected of premium television. Automation should not make premium inventory easier to transact by making its defining characteristics less visible.

In a multi-decisioning ad pod, each platform may select an advertisement correctly within its own system while the completed break contains repeated creative or competing brands. The participating systems must either prevent that outcome or disclose the limitation before activation.

Decision test: Does the proposed approach preserve both the ability to recognise relevant inventory-quality differences and the quality of the advertising execution, or does automation flatten those differences or weaken controls that advertisers, media owners and viewers value?

Desired outcome: greater efficiency without loss of differentiation or a lower execution standard.

4. Connect transparency to responsibility

Technical visibility should lead to a clear commercial response.

A Signal Reconciliation Report may establish that an expected signal was dropped during execution. That information becomes useful only if the relevant parties understand who should investigate, what evidence should be supplied and how the issue should be resolved.

Decision test: When a material problem becomes visible, is it clear who should investigate it, provide evidence, escalate it and address the consequences?

Proposed connection: visibility → ownership → evidence → remediation.

5. Harmonise only where commonality creates value

Use consistent European terminology, reusable specifications and shared market tools where they reduce genuine friction. Preserve national and commercial variation where it reflects legitimate regulation, governance, market structure or competition.

Measurement provides the clearest example. Common definitions for JIC-planned, JIC-reported, JIC-validated and JIC-activated uses can improve clarity across Europe without requiring national markets to adopt the same currency, dataset or institutional model.

Decision test: Will a common approach make the market easier to understand, compare, integrate or operate across borders without displacing effective national arrangements?

Operating principle: common foundations, distributed implementation.

Applying the tests

Use the five tests on the same workflow. An existing standard may supply the necessary field but still leave a capability's scope unclear.

A disclosure may describe a premium control without evidence that it worked. The review should record both gaps and identify who can act on them, while respecting national responsibilities.

A proposal that passes these tests in one workflow may still require adaptation elsewhere. EPTVI should publish the tested scope, evidence, limitations, participant burden and unresolved questions with any finding, so that others can judge whether the result is transferable.

Stage Three – Market Testing, Growth and AI

Stage Two has produced principles, candidate specifications and proposals that are sufficiently developed for further examination. Stage Three is EPTVI's proposed programme for refining them and, where willing partners and suitable evidence are available, testing them in representative workflows.

These activities are invitations to collaborate, not commitments by the organisations mentioned in this chapter. EPTVI can develop proposals and publish findings from its own work. Trials, access to systems and data, institutional review, standards changes and

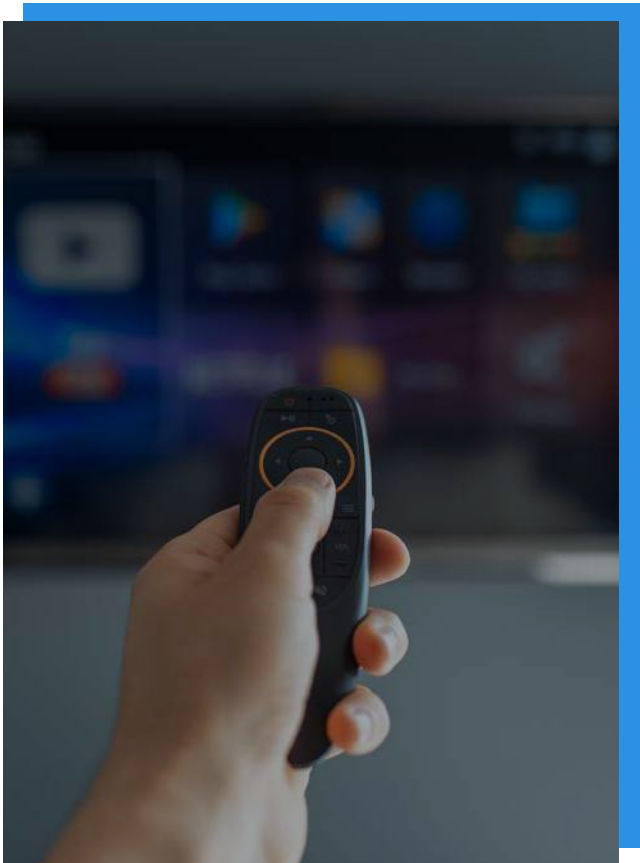
market adoption each require separate decisions by the parties with responsibility for them. A trial result could inform those decisions but would not settle them.

Each workstream will start with an intended outcome and a map of existing capabilities. Participating organisations can then test an agreed approach and examine the evidence. The organisations responsible for implementation will decide what, if anything, to do next.

The programme will combine three forms of activity:

1. **TEST:** Apply and refine the Stage Two specifications and operating proposals through real or representative workflows.
2. **DEVELOP:** Complete the design, assurance and commercial materials that are not yet ready for trials.
3. **LOOK FORWARD:** Examine the commercial and technological opportunities emerging for European broadcasters and streamers, particularly the growth potential of programmatic trading and the emergence of AI- and agent-mediated planning and buying.

The North Star Principles, applied through the five implementation tests set out in Chapter 4, will provide the common evaluation criteria.



Standards and requirements mapping

Before any technical field trial begins, EPTVI will complete a standards-and-requirements mapping for the relevant use case. The purpose will be to establish what already exists, what is implemented by prospective participants and what remains uncertain.

Each mapping will identify:

- The intended commercial and operational outcome.
- The requirements identified by buyers, sellers and other participants.
- The relevant IAB Tech Lab standards and capabilities, including applicable versions and implementation guidance.
- Relevant national television standards, creative-registration and clearance systems, measurement arrangements and regulatory requirements.
- Which participating systems currently support each capability.
- Where information is generated, transmitted, transformed, restricted or reported.
- Whether the apparent problem concerns awareness, adoption, implementation, interoperability or an unmet requirement.
- The evidence required to determine whether the intended outcome has been achieved.

The mapping will not assume that an existing standard is insufficient merely because the intended outcome is not currently being achieved. Nor will it assume that support for a standard establishes complete coverage of the requirements found across Europe's television markets. The purpose of the field trials is to resolve that question with evidence.

The route after testing depends on the finding. A gap in local adoption or configuration is for participating implementers to address. A recurring ambiguity in an existing standard could be documented and referred to the responsible standards body for consideration under

its own procedures. A measurement or assurance question concerning a national JIC belongs to that JIC and its stakeholders.

A commercial disclosure or remedy belongs to the counterparties choosing whether to incorporate it into their arrangements. EPTVI can document the evidence, propose options and identify the appropriate decision route; a trial does not transfer any of those decisions to the Initiative.

Before a trial, participating organisations would agree the workflow, transaction type, systems, responsible contacts, permitted data access, question being tested and evidence that each party can provide.

They would record the existing process as a baseline, including the time and manual work required for integration, diagnosis or reconciliation where those measures are relevant. The trial would specify in advance what observable change would count as useful and what costs the change imposes.

The resulting account should separate technical feasibility from practical value. It should identify which information was available, which handovers were observed, which claims could be supported, what remained unresolved, and whether any improvement justified the implementation and operating effort. Findings from a limited set of participating supply paths should be reported as findings from those paths, not as representative estimates for Europe.

Participants would agree confidentiality and publication arrangements before testing. EPTVI could publish a common findings structure, including adverse or inconclusive results, while protecting personal data and commercially sensitive information. An unobserved handover, unavailable record or withdrawn permission would be reported as a limitation rather than treated as evidence of success or failure.

The Stage Three portfolio

Stage Three brings together four practical trials, two areas for further development, and two new workstreams on growth and AI. The aim is to test the Stage Two proposals in real workflows and show where they can make programmatic TV easier to buy and sell across Europe.

Figure 10: From Stage Two outputs to Stage Three workstreams

STAGE TWO FOUNDATION	STAGE THREE ACTION	PRINCIPAL INTENDED OUTPUT
North Star Principles	Apply as common design and evaluation criteria across the programme.	Common Stage Three evaluation framework.
Impressions Delivery Reporting Template	Seek willing partners to test the candidate structure in representative reporting workflows.	Trial findings, a revised candidate template and, if the evidence warrants it, implementation guidance.
Future role of television JICs	Develop a candidate evidence and assurance proposition; invite interested national JICs and other relevant parties to assess its usefulness and feasibility within their own remits.	A candidate claims taxonomy and evidence framework for industry discussion, with feasibility observations for participating markets.
Signals Framework	Seek partners to examine signal profiles, controls and the proposed diagnostic in suitable PG or PMP workflows.	A tested Signals Framework, findings on the causes of signal failure and, if useful, a Signal Reconciliation Report.
Creative ID Interoperability	Map existing standards and participating workflows; seek willing partners to test registered-ID continuity from registration and trafficking through delivery and buyer-facing reporting, with non-registered references assessed separately.	A proposed European Creative ID implementation profile building on ACIF, mappings to participating national systems and findings on adoption and interoperability gaps.
Frequency, ad pods and competitive separation	Invite willing participants to use the Information Profile and Test Record in a small number of live or representative Programmatic Guaranteed and Private Marketplace campaigns, comparing the expected rules and inputs with what participating systems can observe.	Completed Information Profiles and Test Records, with findings on the scope and performance of the tested controls.
3Ps commercial framework	Seek feedback on the illustrative principles and explore their voluntary use in existing commercial processes.	A refined set of illustrative 3Ps principles and, if participants find them useful, optional example resources.
Commercial growth opportunity	Assess how programmatic execution could expand demand, improve yield and reduce the cost of serving new advertisers.	Strategic Working Paper and sell-side growth framework.
AI and agentic trading	Assess the implications of AI- and agent-mediated planning and buying for premium television sellers.	Strategic Working Paper, including a European maturity model and a machine-readiness framework for premium TV.

Source: European Programmatic TV Initiative

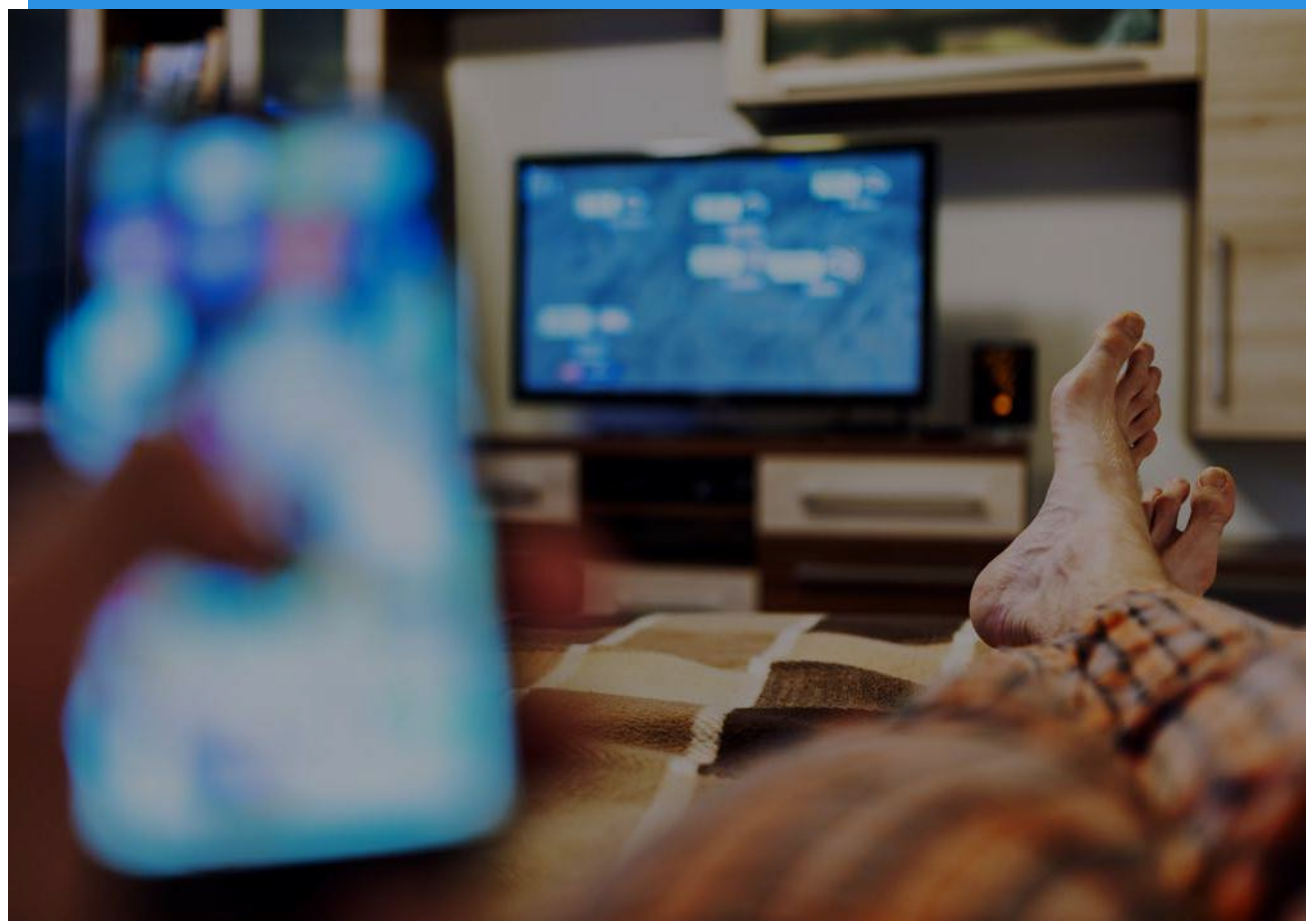
Readiness differs across the portfolio. Some outputs can move directly into field trials; others require further development. The two strategic workstreams are exploratory and address opportunities beyond the immediate implementation agenda.

Participation costs and benefits will differ. Buyers and agencies may benefit from clearer comparison and faster reconciliation but may have to adapt procurement and reporting processes.

Media owners may gain better provenance and control disclosures while bearing integration, documentation and data-access costs.

DSPs, SSPs, ad servers and device platforms may need to map fields, retain identifiers or produce diagnostic extracts, sometimes for a benefit realised chiefly by a counterparty. Measurement providers and national institutions may be asked to assess claims without controlling the underlying records.

Each workstream should therefore identify the minimum participating parties, the records each can lawfully and practically supply, the party bearing implementation and continuing operating costs, and the party receiving the expected benefit. If the required evidence cannot be obtained on proportionate terms, the proposed scope should narrow rather than imply a capability that cannot be substantiated.



Common evaluation criteria

The North Star Principles, translated through the five implementation tests, will apply across the Stage Three programme.

Every pilot, development project and strategic recommendation will be tested against the same questions:

- Does it build on what already works?
- Does it make material capabilities and limitations visible?

- Does it preserve or credibly replace premium-TV safeguards and differentiation?
- Does it connect technical transparency to commercial responsibility?
- Does it harmonise only where commonality creates value, preserving legitimate national differences?

Field trials will also use the same practical measures.

Figure 11: Practical measures for Stage Three trials

MEASURE	WHAT SUCCESS WOULD LOOK LIKE
Does it reduce ambiguity?	Participants understand capabilities, evidence and limitations more clearly.
Does it reduce manual work?	Fewer spreadsheets, bespoke mappings, reconciliations and repeated interventions are required.
Does it accelerate integration or troubleshooting?	Problems can be identified and resolved faster.
Does it make capabilities easier to compare?	Buyers and sellers can distinguish materially different implementations.
Does it improve substantiation?	Claims and reports are easier to understand, reconcile and verify.
Does it preserve the premium promise?	Efficiency improves without weakening the viewer experience, inventory quality, measurement integrity or accountability.
Can it scale?	The benefit is proportionate to the cost of adoption and can be reused across partners or markets.
Does European alignment add value?	Common approaches reduce unnecessary duplication while preserving legitimate national variation.

Source: European Programmatic TV Initiative

The strategic workstreams require equally practical tests: What is the likely commercial value? Who captures it? What capabilities are required? What risks arise? Where would common European approaches improve scalability? What should individual businesses do next?

Evidence before scale

Trials can establish whether a proposal works in the participating workflows and whether its benefit appears proportionate to the cost. They cannot by themselves establish market-wide demand or authorise adoption.

A proposal would merit broader consideration where its intended outcome is demonstrated, the result can be reproduced or plausibly transferred, existing mechanisms do not meet the need adequately, and affected parties can see a workable route to implementation and governance.

The trials must show whether any operational gain is worth its cost. Better signals, creative identification, reporting and controls matter if they make premium television easier to buy and sell, reduce reconciliation work, or help participants prevent and resolve delivery problems.

The strategic workstreams will extend that agenda. Programmatic execution could create new opportunities around yield, self-service access, biddable media and new-to-TV advertisers.

AI and agentic systems may change how television is planned, bought, sold and optimised. The infrastructure developed today must support that future while addressing the problems already present in the market.

The evidence must show which common approaches materially improve current execution and which capabilities Europe will need as programmatic, self-service and agent-mediated trading develop.

Test: Trialling the Stage Two Proposals in Market

Impressions Delivery Reporting Template: From Template to Field Trial

The Impressions Delivery Reporting Template Working Paper sets out a candidate file structure and field definitions for reporting delivery by date. The structure is sufficiently developed for mapping and possible field testing, but its field classifications, codes and exchange rules are not an agreed industry specification. It does not define a new impression event, viewability standard or audience currency.

The EPTVI project team plans first to map the proposed fields against OM SDK, OpenRTB, VAST, existing broadcaster and publisher reports, ad-server outputs and relevant national measurement arrangements. The map would distinguish data available through established capabilities from information requiring a local mapping, an implementation change or a further decision by a responsible standards body or market institution.

If suitable buyers, sellers and technology partners agree to participate, EPTVI could test the candidate structure in a Programmatic Guaranteed or Private Marketplace workflow. The participants would agree the trial scope, file conventions, permitted data uses and validation rules. A useful test would involve the media owner, buyer or agency and the technology and reporting systems needed to produce, exchange, ingest and reconcile the record; other organisations would participate according to the agreed workflow.

An agreed trial would examine technical feasibility and whether the template adds material value. Questions include:

- Whether OM SDK and other established standards supply the relevant underlying events consistently across the participating environments.
- Whether the proposed record duplicates information already available through existing reporting.
- Whether any additional fields provide material value for television campaign reconciliation or assurance.
- Whether differences arise from absent standards, incomplete adoption, inconsistent implementation or legitimate market variation.
- Which proposed mandatory and conditional fields participating systems can populate reliably, and where a field is unavailable or inapplicable.
- How participants map existing reports into the candidate Type 01, Type 02, Type 03 and Type 99 structure, or whether an existing exchange format meets the need more effectively.
- Whether local creative references can be connected reliably to a registered identifier and issuer, where applicable.
- Whether publisher, platform, programme, device, timing and completion information can be reconciled.
- Whether the date-based Type 03 record meets reconciliation needs or a separately defined multi-day aggregate is needed.

The trial would not assume that every participant can populate each field in the same way. It would document differences in source, definition, availability and permitted use, then assess which differences impede reconciliation and which are legitimate features of the participating environments.

Potential Stage Three output: A standards and requirements map, trial findings and a revised candidate Impressions Delivery Reporting Template. The findings could document field sources, definitions, mappings, exceptions and unresolved questions. EPTVI could recommend implementation guidance or refer a possible technical gap to the relevant standards body if the evidence warrants it. The work could equally find that existing reporting is sufficient or that no further technical development is justified.

Signals Framework: Test Interoperability Through Real Transactions

The Signals Framework separates the function of information from the controls governing its use and from what happens to it during execution. Before testing the framework, EPTVI will map the required signals and diagnostic outcomes against OpenRTB fields, win, billing and loss notifications, no-bid reason codes, VAST events, platform logs and other existing interfaces. The purpose is to determine which requirements are already supported, which are not consistently implemented and whether any proposed diagnostic function remains unmet.

Core, Context and Use-Case Signals describe different functional requirements. Signal Controls recognise privacy requirements, publisher policies, commercial agreements and other legitimate restrictions. The proposed Signal Reconciliation Report distinguishes between signals that were received, unavailable, invalid, changed, dropped, restricted or handled through another route.

EPTVI aims to seek partners for a small number of tests through Programmatic Guaranteed and Private Marketplace

campaigns, ideally involving different combinations of broadcaster or streaming supply, DSP, SSP and agency infrastructure.

Each campaign will define in advance:

- The information required.
- The inventory and contextual characteristics that buyers and sellers expect to remain visible across the supply path.
- The function each signal performs.
- The expected technical route.
- The relevant permissions and restrictions.
- The participating systems and responsible parties.
- The evidence to be examined after execution.

With willing trial partners, EPTVI would examine whether available transaction and platform evidence can be assembled into a sufficiently complete aggregated view of what happened in practice. The trial would test whether existing OpenRTB and operational records provide that view, whether it materially improves diagnosis, and whether a separate reporting convention is justified.

The central test is whether participants can reliably distinguish a genuine interoperability failure from information that is legitimately unavailable, restricted or handled elsewhere, using measures such as:

- The proportion of signal issues receiving a definitive explanation.
- The time required to diagnose failures.
- The rate of unresolved issues.
- The manual effort required for troubleshooting.
- The extent to which the framework improves communication and allocation of responsibility between parties.

Potential Stage Three output: A tested Signals Framework, a map of existing standards and capabilities, and findings on the causes of signal failure. EPTVI would develop a separate Signal Reconciliation Report and implementation guidance only if the trial shows that they add value.

Creative ID: Test ID Continuity and ACIF Implementation

The EPTVI project team will first map ACIF, its Validation API, relevant VAST versions and the VAST CTV Addendum, OpenRTB, national registration and clearance systems, platform mappings, buyer-reporting interfaces and non-VAST television workflows. This will show what participating systems already support, and whether each problem is limited adoption, incomplete implementation, a break between systems or a requirement no existing mechanism meets. Stated support for ACIF or VAST will not count as evidence that an ID survives the complete path.

Subject to agreement on participation, scope, resources, governance, confidentiality and publication, the team will seek to run a multi-market implementation trial building on ACIF. Initial tests would follow a small number of Programmatic Guaranteed and Private Marketplace campaigns from registration and trafficking to buyer-facing reporting, as the parties, systems and records in these campaigns are easiest to identify. The Creative ID Working Paper applies to all programmatic transaction types.

Before each test, participants would complete the working paper's Creative ID Profile: the creative, market, transaction and systems; the registered ID and issuing registry, where one exists; any local IDs; the expected route and mappings; and the evidence needed. The Creative ID Reconciliation Record would log what happened at each system or handover. Participants would report only what their own systems can observe.

After a baseline, the trial would record whether the ID and registry were retained, passed on, mapped, validated and returned or made resolvable in buyer-facing reporting. It would distinguish an ID unavailable at source from one that was invalid, overwritten, present but not exposed, or unresolved. A path would count as complete only where evidence shows the registered ID and issuing registry remained available or machine-resolvable at each relevant handover and in the buyer-facing report. Unobserved handovers would be reported as unobserved.

The trial would measure the share of creatives entering with a usable registered ID; continuity at each handover and across the path; the share of delivery records buyers can link to the creative without manual file comparison; reporting discrepancies; activation and reconciliation effort; repeated checks; and the burden on participants, especially smaller ones. It would also test whether the ID makes existing clearance information easier to use, with clearance decisions kept separate from ID validation.

Where an ad has no registered ID, participants may test what a non-registered reference can do, reported separately from registered-ID findings. This covers markets without a participating national registry and workflows that rely on local references. A registered ID from another market may also be tested in those workflows.

Any implementation profile would state the minimum continuity outcome, the mechanisms that achieved it and the evidence needed to test it. Guidance or a targeted standards extension would be recommended only where the evidence shows a material unmet requirement, and any standards change would be for the relevant standards body to consider. The trial would not certify participants, replace national systems or create a new identifier.

Potential Stage Three output: Findings on ACIF implementation and registered-ID continuity across participating supply paths, mappings to national registration and clearance systems, a record of adoption and interoperability gaps, and separate findings for ads without a registered ID. Where the evidence warrants it, a proposed European Creative ID implementation profile building on ACIF, or questions for the relevant standards body.

Frequency, Ad Pods and Competitive Separation: Share the Controls

The Frequency Management, Ad Pod Signalling and Competitive Separation Working Paper sets out the information needed to describe and test these controls. It

does not set a universal frequency cap, define a common identity system or determine how reach and frequency should be measured. It builds on existing standards, broadcaster systems, platform functions and reporting where they provide the required information.

With willing participants, the first tests would use a small number of live or representative Programmatic Guaranteed and Private Marketplace campaigns. Before each test, participants would complete the paper's Information Profile: the market and inventory, transaction type, rule being tested, systems involved, information needed by each system and evidence expected after delivery.

The tests would establish whether the required information was available at source, reached the systems that needed it and remained usable. For frequency management, they would record how previous exposure was recognised, which identity was available and where the rule operated. For pod and separation decisions, they would record what the decisioning system could see—including other ads already selected where relevant—and whether the expected rule was applied. They would also document missing or changed information, configuration changes and manual overrides.

Participants would then use the Stage Three Test Record to compare what was expected with what they observed. Each organisation would report only what its own systems could see. Across the tests, EPTVI could identify where existing standards and mappings are sufficient, where implementation or information sharing needs to improve and where a requirement remains unmet. A further technical proposal would be justified only if testing showed that existing approaches could not provide the information needed.

Potential Stage Three output: Completed Information Profiles and Test Records for participating campaigns, with findings on the scope and performance of the tested controls and any evidenced need for changes to mapping, implementation or reporting.

Integrated trials

The four trial tracks should be coordinated wherever possible. A single Programmatic Guaranteed or Private Marketplace campaign involving a broadcaster or streamer, agency, DSP and SSP could test several components at once:

**SIGNAL PROFILE → CREATIVE
REFERENCE → POD AND FREQUENCY
CONTROLS → IMPRESSION REPORTING**

Coordinated trials could reduce the burden on participants and expose dependencies between the frameworks.

The Creative ID paper addresses whether the originating registered creative reference remains available or resolvable; the Frequency paper tests whether the decisioning system also has the advertiser, brand, product, category, pod and previous exposure information required by the agreed rule. The Signals Framework can help locate information that was changed, restricted or lost between systems. The Impressions Delivery Reporting Template may provide part of the post-delivery evidence, but does not by itself establish reach, a frequency distribution or whether a frequency or separation rule worked across systems. The 3Ps work can help counterparties clarify who supplied information, operated a control and can investigate a discrepancy.

An integrated trial should show whether those components still work when the same campaign passes through the participating systems.

Develop: Strengthening Assurance and Accountability

Developing a Programmatic TV Evidence and Assurance Proposition

The first step is analytical: to set out the claims made in programmatic television, the evidence available to support them, and the questions any organisation would need to resolve before it could assess or assure a defined claim. EPTVI has no mandate to develop an assurance function with or for national JICs, and this work does not assume one.

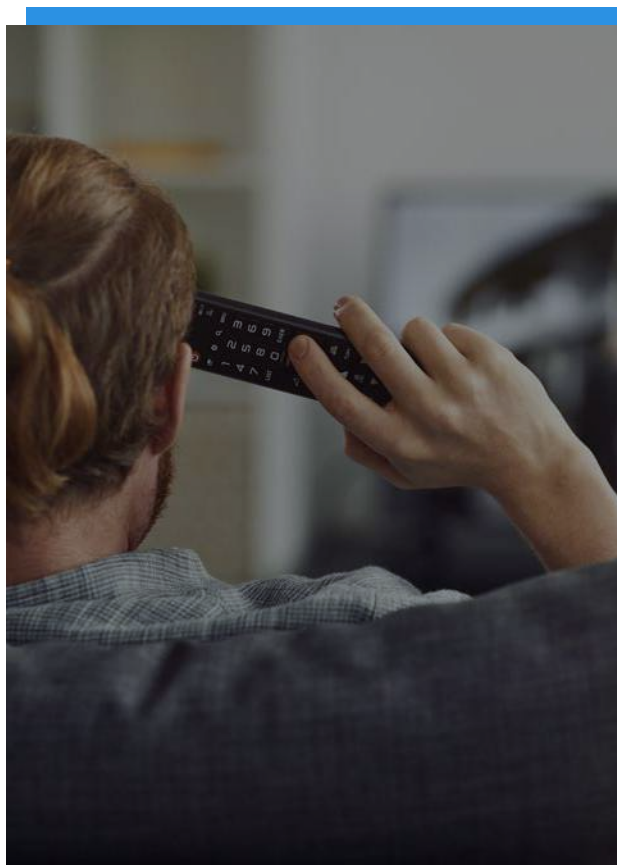
EPTVI could develop this with input from interested media owners, advertisers, agencies, measurement organisations, ad servers, verification providers and technology companies. Their input would inform an EPTVI proposal. It would not set requirements for organisations outside the work.

The proposal should separate planning inputs, ordinary campaign reporting, independent validation of a specified claim and assessment of a defined implementation. It could start with audience and advertising-exposure claims, such as impression delivery, audience composition, reach, frequency and creative exposure, where the evidence may be obtained and reviewed. Completion and other exposure-quality claims may need different methods. Outcome and causal-effectiveness claims should stay out of scope unless relevant parties develop separate methods and standards of evidence.

For each candidate claim, the work could describe the data and methodology, the records and identifiers available, disclosures and limitations, possible review methods, and which organisation controls or could provide each input. It should also note where a national arrangement or independent provider already meets the need.

Once EPTVI has a specific enough discussion paper, it could invite interested national JICs to comment on its usefulness and on any link to their existing work. Each JIC would decide whether to take part, what to examine and whether any further activity fits its mandate and priorities. Where a JIC does not take part, EPTVI should record the question of any JIC role in that market as unresolved.

Potential Stage Three output: A candidate claims taxonomy and evidence framework for industry discussion, with feasibility observations only for markets where relevant organisations choose to contribute. The framework would confer no JIC status, create no European currency and commit no national institution to an assurance role. Any later pilot would need sufficient market demand, available evidence and institutional support, and a separately agreed scope, participants, governance and resources.



3Ps: From Commercial Principles to Market Tools

EPTVI proposes to invite feedback from interested buyers, sellers, intermediaries, measurement organisations and trade bodies on the scope and usefulness of the nine illustrative categories. This would be feedback on an EPTVI proposal, not a formal industry consultation capable of establishing consensus or authority. EPTVI could publish a revised proposal explaining what it heard, which changes it made and which issues remain contested.

A pan-European accreditation system would require governance, administration, funding and enforcement that this work does not establish. The more immediate question is whether interested counterparties find particular 3Ps principles useful in the procurement, contracting, onboarding and partner-management processes they already control.

If practical feedback demonstrates a need, EPTVI could develop optional examples showing how the proposed commercial dimensions might be used in existing processes:

1. Definitions and scope.
2. Roles and responsibilities.
3. Inventory provenance and representation.
4. Supply-path transparency.
5. Inventory quality, fraud and invalid traffic.
6. Creative asset identification.
7. Data, signals and measurement transparency.
8. Reporting and auditability.
9. Commercial accountability and remediation.

Practical reviews should include inventory sold directly and inventory sold through an intermediary or curated supply path. Participating buyers could test whether the proposed questions materially improve their understanding of provenance, representation, available controls and responsibility. Sellers and intermediaries could assess whether the requested disclosures are feasible, relevant to the transaction and proportionate to legitimate confidentiality concerns. The

review should record both information that improves a decision and requests that add work without a clear benefit.

Willing organisations could assess draft materials through their own RFPs, supplier reviews, onboarding exercises, contract discussions or partner-management processes, subject to their agreement and applicable confidentiality requirements.

The materials should also be tested against a discrepancy or execution problem: which counterparty receives the notice, who can obtain the underlying record, who investigates across a contractual boundary, and what remedy is available under the parties' actual agreement. A principle that cannot be applied through those relationships would need to be narrowed or expressed as a question for bilateral negotiation.

Potential Stage Three output: A refined set of 3Ps principles and, if participating organisations find them useful, optional examples such as RFP questions, due-diligence checklists, disclosure schedules, illustrative contract wording and role-specific guidance. Publication would show that EPTVI had revised its proposal after feedback; it would not make the principles an agreed industry framework. Each counterparty would decide whether and how to use or adapt the materials under applicable national law and its own commercial arrangements.

Grow: A Strategic Review of the Commercial Opportunity for European Programmatic TV Sellers

The strategic review will assess whether programmatic television can improve the economics of existing inventory or bring new advertisers and spending to European broadcasters and streaming businesses.

The review will examine two questions:

1. The first question is whether selective automation improves the economics of existing inventory. Biddability, forecasting and dynamic allocation may increase yield in some conditions; they may also shift demand from established products, add technology costs or weaken pricing discipline. The review should compare incremental revenue and margin with displacement, operating costs and effects on existing commercial relationships.
2. The second question is whether simpler buying and creative production bring genuinely new advertisers into premium television. Self-service tools and AI-assisted creative may reduce entry costs for some smaller, regional or digitally native advertisers. The analysis should distinguish new-to-TV spending from existing spending moved to a different transaction route, and consider creative approval, advertiser support, measurement and cost to serve.

The review will examine these growth opportunities through a sell-side lens:

- Incremental demand.
- Yield and inventory allocation.
- Cost to serve.
- Margin.
- Advertiser acquisition.
- Product and proposition design.
- The implications for existing sales organisations.

Europe is not one market. The attractiveness of self-service, biddable inventory, local advertising, audience products and automated sales models will vary according to broadcaster concentration, agency structure, market size, measurement arrangements and the maturity of streaming and addressable advertising.

The analysis will distinguish between opportunities capable of scaling across Europe and propositions requiring national adaptation.

Core question: How much genuinely new demand or economic value could programmatic execution create, after accounting for displaced spending and added costs?

Potential Stage Three output: A strategic Working Paper provisionally titled The Commercial Opportunity for Programmatic TV in Europe, including market archetypes, analysis of yield and biddability, assessment of SMEs and new-to-TV advertisers, opportunities created by AI-enabled creative and self-service buying, and a practical sell-side growth framework.

The market can't value what it can't see

Sven Hagemeier

GM Inventory Development
EMEA, The Trade Desk



If you're selling a vintage Porsche, you don't hide the mileage, the model or the service history and then wonder why nobody wants to pay the fair price. You tell potential buyers exactly why it's a valuable vintage Porsche.

I think we still do too much of that in TV.

Broadcasters have great inventory - live sport, premium programmes, trusted environments, big audiences. But by the time some of it reaches the programmatic market, the buyer cannot always see enough of what makes it valuable.

And increasingly, buying decisions are driven by data and automation. Demand follows transparency. The more buyers understand about the content, audience and context they are investing in, the more accurately they can value it.

There is a persistent misconception that making inventory available programmatically means giving up pricing power. In reality, transparent auctions can help premium inventory find its true market value.

Bidding is valuable information for a publisher. Put good inventory into the market with the right signals and you start to see where the demand is and what people are prepared to pay.

Publishers remain in control. You can still decide what you want to sell direct, what you want to put through guaranteed deals and what makes sense to make biddable.

This matters because premium TV inventory is inherently scarce. Broadcasters cannot create another Champions League final, or another prime-time hit series simply because demand increases.

When supply is finite, maximising value becomes less about creating more inventory and more about helping buyers understand the value of the inventory that already exists.

The industry has spent years debating the mechanics of programmatic. The bigger question is whether we are giving buyers enough information to recognise premium inventory when they see it.

"The bigger question is whether we are giving buyers enough information to recognise premium inventory when they see it."

Demand for quality TV content already exists. The opportunity is not to create more demand. It is to make premium inventory more visible, more transparent and easier to value.

When buyers can clearly see what they are buying, premium inventory does not become commoditised. It becomes differentiated.

Prepare: AI, Agents and the Future of TV and Video Trading

A second strategic workstream will examine the growing role of AI and autonomous or semi-autonomous agents in planning, buying, selling, measurement and optimisation.

The market remains at an early stage. Much current AI activity reduces friction in existing workflows rather than fundamentally redesigning them. AI can already assist with translating briefs into plans, forecasting, campaign configuration, creative development, troubleshooting, measurement interpretation and optimisation, while consequential decisions generally remain subject to human approval.

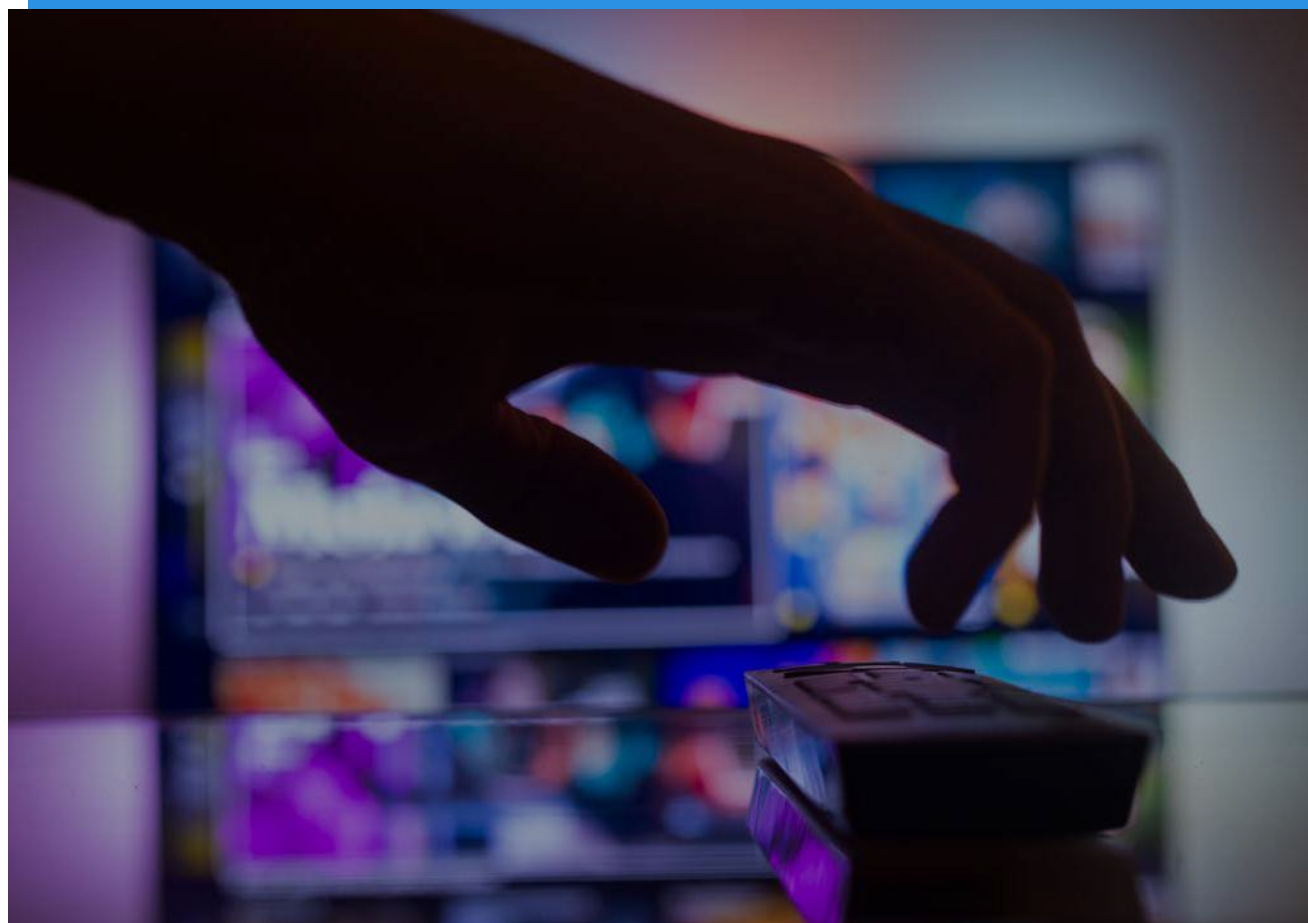
As agent-mediated execution develops, buyer and seller systems will need to exchange structured information about inventory, audiences, creative, pricing, commercial

constraints, measurement options and permitted actions. As these exchanges develop, AI could also affect how transactions are discovered, evaluated, executed and reconciled.

Agent-mediated buying could change which inventory attributes are visible and usable in a purchasing decision. Some characteristics, including price and stated audience parameters, are comparatively straightforward to encode. Others, such as contextual quality or a claim about incremental reach, require definitions and evidence before a system can use them reliably.

The review should examine whether current data structures omit attributes material to a buyer's decision, how such attributes could be substantiated, and whether making them available changes purchasing outcomes.

Sellers need to make relevant inventory characteristics usable by automated systems while retaining control over how their inventory is packaged and priced.



The review will assess:

- How quickly television planning, buying and stewardship are likely to move from AI assistance to bounded agentic execution.
- How buyer agents and seller agents may interact.
- Which seller functions could be automated, including inventory discovery, proposal generation, forecasting, packaging, campaign configuration, yield management, troubleshooting and reporting.
- How AI may alter pricing, negotiation and the balance between fixed, guaranteed and biddable transactions.
- Which attributes of premium television need to become machine-readable for automated systems to value them appropriately.
- What APIs, permissions, metadata, audit records and governance controls will be required.
- How emerging standards and protocols can support interoperability without imposing a common commercial strategy.
- Where Europe requires common approaches and where national regulation, currencies, trading structures and commercial practices justify continued variation.

Potential areas for common development include authenticated agent identity, machine-readable inventory and creative requirements, delegated permissions, transaction and campaign configuration, status reporting, action receipts, audit records, revocation and privacy controls.

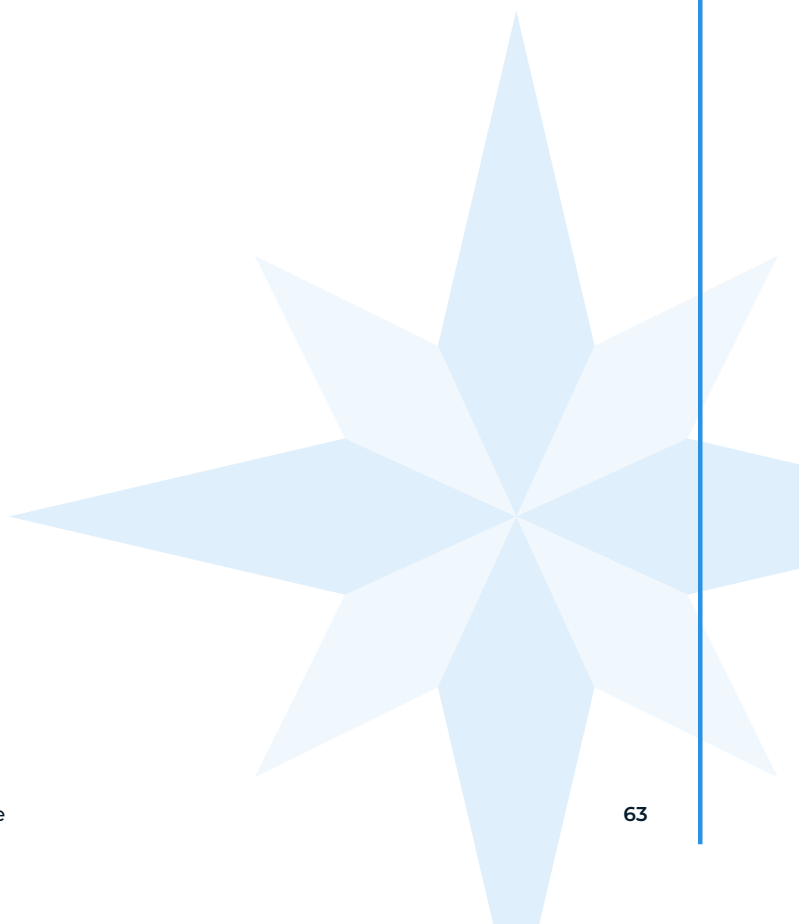
Pricing strategy, optimisation logic, commercial negotiation and differentiated inventory propositions will remain competitive.

Automated systems will depend on the infrastructure defined in Stage Two: signals, creative identity, execution controls, impression reporting, measurement assurance and commercial accountability.

By making inventory, controls, evidence and commercial responsibilities more machine-readable, the Stage Two architecture could help make European premium television more legible and governable in a market where machines increasingly participate in planning and transaction decisions.

Core question: As planning and buying become increasingly machine-mediated, how can Europe's premium television sellers make their inventory easier to discover, understand and transact while preserving differentiation, commercial control, pricing power and accountability?

Potential Stage Three output: A strategic Working Paper provisionally titled *The Agentic TV Marketplace: AI and the Future of Planning, Buying and Selling in Europe*, including a European maturity model, assessment of sell-side opportunities and risks, a premium-TV machine-readiness framework, review of emerging standards activity and practical guidance for broadcasters and streamers.



From Proposals to Evidence

Europe's programmatic television market will continue to contain different national institutions, trading models and technical systems. Campaigns must be able to move between them without losing the information needed for execution, measurement and commercial accountability.

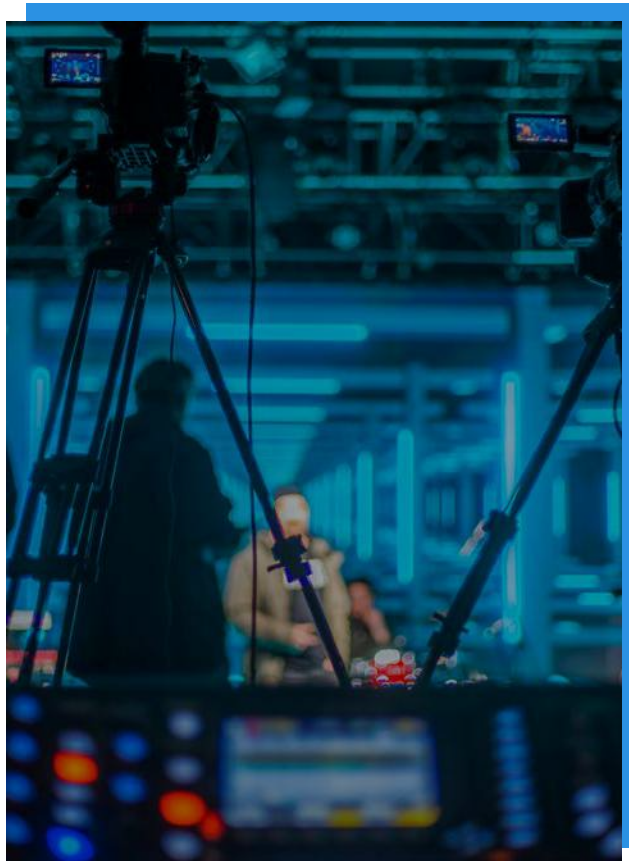
Stage Two has set out seven connected proposals. Together they address the definition of a claim, the identity of the advertisement, the signals and controls needed for delivery, the record of what occurred, and the responsibilities of the parties involved. They offer a basis for testing; they do not establish a European currency, confer an assurance status or prescribe how a company or national institution must operate.

The proposed Stage Three work would begin by mapping each requirement against existing standards and practices. Where willing partners provide suitable workflows and evidence, trials could then examine whether a candidate approach reduces ambiguity, reconciliation work or execution failure, and at what cost. The findings should state the scope tested, the limitations encountered and whether existing mechanisms already meet the need.

Different findings lead to different decisions. Implementers can address a local gap; a standards body can consider an evidenced technical question; counterparties can decide whether a commercial principle belongs in their arrangements; and a national measurement institution can determine whether a proposed role fits its mandate. EPTVI's contribution is to make those questions and the evidence bearing on them clearer.

The test of this work is practical. Can buyers establish what they are purchasing and what supports a claim? Can sellers preserve and substantiate the relevant differences in their inventory? Can the parties identify and resolve a delivery problem without rebuilding the record by hand? Wider adoption should follow only where trials answer those questions and show that the benefit justifies the work required.

The growth and AI workstreams would examine a related question: how these foundations can help make premium television easier to discover, value and buy as trading becomes more automated.



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Participation in the JISC, working groups or related discussions does not imply endorsement of this report, its findings or its proposals. The report is EPTVI's synthesis of the work undertaken during Stage Two and is intended to support further examination, testing and discussion. It does not represent a decision, commitment, obligation or formal position adopted by any individual participant, company, trade body, national institution or standards organisation.

About The Project X Initiative

Overview

The Project X Initiative (PXI) is a strategic advisory and thought leadership collective focused on media, advertising, entertainment, technology, and sports. With a network of Advisors-in-Residence – industry veterans with decades of board-level and operational experience – PXI provides in-depth analysis, market intelligence, and strategic guidance to businesses navigating disruption and transformation.

The Project X Initiative team



Jon Watts – Executive Director

Jon is a leading consultant and advisor to the media industry, with 25 years' experience. As well as leading PXI with Ian Maude, he is the Managing Director of the Coalition for Innovative Media Measurement (CIMM) and is an Editorial Advisor at Beet.tv. Jon is also the Project Director of two major television industry initiatives: the European CTV Initiative and the US TV Data Initiative. Previously, he founded and led consulting firm MTM.



Ian Maude – Executive Director

Ian has 30 years' experience in digital media and advertising. Before co-founding PXI with Jon Watts, he was a co-founder at Be Heard Group, the digital marketing services group. Previously, he was Director of Digital Media & Technology at Enders Analysis and VP, Advertising & Ecommerce at AOL Europe. While at AOL, he co-founded IAB UK. More recently he worked as an Expert Witness for the IRS in its case with Facebook.



Emily Palmer – Advisor-in-Residence

Emily works with ad tech vendors, publishers, and marketers in a number of countries as a senior industry consultant. Emily's work in programmatic advertising and the data ecosystem has defined her career; she has been in the space since 2011, working at MediaMind (Sizmek) and OpenX, then publishers Reuters and Stylist.

Emily is very involved in the programmatic and data community and has spoken at events such as Mobile World Congress, Programmatic Pioneers and the Brand Safety Summit. She is a board member of The Women in Programmatic Network, a global network of 1,000 (and rising) women in ad tech.



Jamie West – Advisor-in-Residence

Jamie is a Board Advisor, Investor and Consultant to companies in the TV & Video ad industry encompassing the Tech, Data, Analytics, and Addressable ecosystem. He has 30+ years in Media and the Advanced Advertising sector including over 10 years at Sky where he built and led its Advanced Advertising Products business – including addressable media with AdSmart, video, online and analytics – recognised as one of the most advanced sets of TV monetisation and data capabilities in Europe and globally.

European Programmatic TV Initiative
Stage Two

Building the Foundations for Programmatic TV in Europe

October 2026

