



And market leading capabilities to measure outcomes

2018

Launch of 4 Screen Reporting

Cross-platform campaign Cov+Freq POC



Latest Panel Meter Testing

KANTAR nielsen

PILOT CAPABILITY

Verification Allocation



2019

Virgin AdSmart

PANEL EXPANSION

AGENCY ROADSHOW

Dovetail Ads Planning (interim)

3rd Party Data Processing



Launch



Sky Box Sets

Deployment of latest meter

2020

Cross-platform campaign Cov +Freq

2021

Panel Expansion

2022

