Not all ACR is created equal

Asking the right questions of your ACR partner

As the number of Smart TVs in Canadian households continues to grow, the amount of viewership data also continues to grow. ACR data is a hot topic among the advertising community, but what is it, how can it be used and what questions should you be asking ACR providers to make sure you're working with the right partner?

Samsung Ads has got you covered. Here's everything you need to know about ACR

What it is:

ACR, or automatic content recognition, is a type of data technology that identifies content played on a digital media device.

The technology enables recognition of content being played on devices, such as Smart TVs, by matching the video visuals to a similar source. This all happens automatically via software in the TV set without any intermediary steps between what a viewer sees and what is captured. For this reason, the data is often referred to as "glass-level," indicating that content and ads are measured at the last step on their journey to a viewer.

Use Cases and Benefits:

ACR technology offers a multitude of benefits for both viewers and advertisers.

For viewers, ACR creates a truly personalized TV experience.

For advertisers, ACR offers valuable applications at each stage of the media buying process, from pre-campaign planning to activation to measurement and optimization. Utilizing insights available from ACR data, advertisers can create a smarter, more holistic cross-platform media strategy that ensures they're reaching the right audience with the right ad at the right time across platforms.

ACR technology gives us the unique ability to understand TV usage and viewing across linear, streaming, and gaming formats — as all of these behaviours happen on the same Samsung Smart TV device. Through a combination of proprietary device data and ACR insights, Samsung Ads provides a single source of TV data, empowering advertisers to gain a holistic view of the evolving TV viewership behaviours.

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As ACR becomes more adopted and widely available, advertisers should be prepared with the right questions to ask their ACR partners. Working with the right ACR provider allows advertisers to maximize benefits of this valuable data to drive business forward.
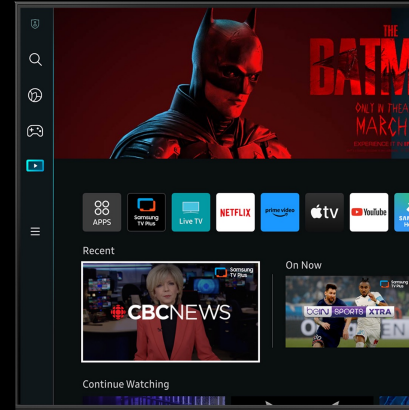
Questions to Ask:

1.	Scale: How large is the source of data?
2.	Does your ACR scale accurately represent Canadian HHs by province?
3.	What type of data is captured? Does it provide a holistic view of audience behavior?
4.	How many channels is the data matched against?
5.	Is your ACR data proprietary and/or licensed out?
6.	Is the data deterministic or modeled? If modeled, what percentage is modeled vs. deterministic?
7.	What TV model years does your ACR tech capture data from?
8.	Is your ACR tech based on audio signals or visual glass-level images?
9.	Does your ACR tech operate in real time?
10.	Is the data privacy compliant?

About Samsung Ads

As the world's number one TV manufacturer, Samsung Ads has the largest continuously growing ACR footprint globally, providing glass-level, deterministic, proprietary data collected with consumer privacy top of mind. In Canada alone, Samsung's footprint of over 5 million Smart TVs translates into the largest single source of ACR data in the country.

Get in touch at **adsales@samsung.com**