How Attention-Guaranteed Media Buys Will Impact the Industry

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The so-called attention economy is fractured, and its leaders largely disagree about how and when publishers should guarantee attention to advertisers.

While vendors are largely bullish on attention guarantees and their potential impact on the advertising market, other industry players tend to be more cautious.

Omnicom Media Group agency OMD continues to conduct attention measurement research, but according to its chief investment officer Kelly Metz, it's impossible to guarantee attention at scale unless the industry standardizes attention metrics.

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