
AI and Audience Measurement: the Beauty or the Beast

Understanding the real impact of AI
in our industry

PAPER FOR ASI COPENHAGEN
NOVEMBER '25

This is not another tech trend...
this is a fundamental and monumental shift

The Choice Is Ours: will we be at the table?



AI is not neutral;
it will impact society,
people, every process
and business model.



Key question:
Beauty (trust &
innovation) or
Beast (risk & chaos)?

Where is the asi community on the Journey?

Please all stand-up

- Stay standing if you used AI last 6 months
- Stay standing if used last 4 weeks (rest, sit!)
- Stay standing if used last 7 days (rest, sit!)
- Stay standing if using daily.

Look around....

The (current) Three Faces of AI

Machine Learning: Used for years—weighting, modelling, detection.



Generative AI: Can create data—or create fakes.



Agentic AI: Autonomous, creates opportunity and automation risk.

Byron's Marketing Beast - Ghosts in the Machine

Borrowed from my friend Byron John's outline:

The internet promise was great....



- VASTFLUX: 12B fraudulent bid requests daily.
- \$160 billion in potential ad fraud by 2028.
- Premium content delivers 3x positive perception—undermined by fraud.

Will we act the same as we did with the rise of the internet...?

Byron's Marketing Beast - Ghosts in the Machine

We are not lost (yet)

- *To lead with AI, invest time in truly learning how it works.*
- *Use AI to sharpen, not replace, your thinking.*
- *Teach kids to use AI to understand, not just answer.*
- *Don't trust AI systems you can't inspect or explain.*
- *A small, high-quality sample is better than a huge, biased dataset as input.*



Supplier views

The current Reality:

Automation... friction, and costs!



Efficiency gains: mostly limited to 5–10% so far (automation in reporting, coding, onboarding).



Real transformation slowed by (currency) contracts, cloud/platform migration, and culture.



“Proof of concept takes months, not weeks” due to legacy workflows and procurement.



Using AI capacity comes at a cost which we tend to forget?

Supplier views

The Gold Standard Debate:

Audit vs. Outcome



Is 'trust' found in detailed audits of every step, or in sense-checked results?



Some see “outcome-based” validation as the future: “Let’s agree on the goal, not the exact path.”



Others argue that full transparency on methodology is still needed to protect quality and comparability.

Supplier views

AI lets anyone (large or small) build a measurement solution—access no longer the bottleneck.

Product impact:

The threat: A “bullshit data” industry, if standards are not enforced.

AI “Democratized” Measurement And Raised the Stakes

The opportunity: Competition will be about accuracy, trust, and innovation.

AI leads to potential further value creation from Audience data

Supplier views

(New) Dilemmas:

Privacy, Data distribution, and Machine Bubbles:

PRIVACY (AND RE-ID RISK) IS CITED BY ALL AS A BUSINESS-ENDING THREAT.

GUARDRAILS: SOME FAVOR WALLED GARDENS/PRIVATE LLMS; OTHERS SEE RISK IN ISOLATING ANALYSIS.

“MACHINE BUBBLES”: WHO’S RESPONDING—PEOPLE, OR AIS TALKING TO AIS?

Your Checklist for Building Beauty

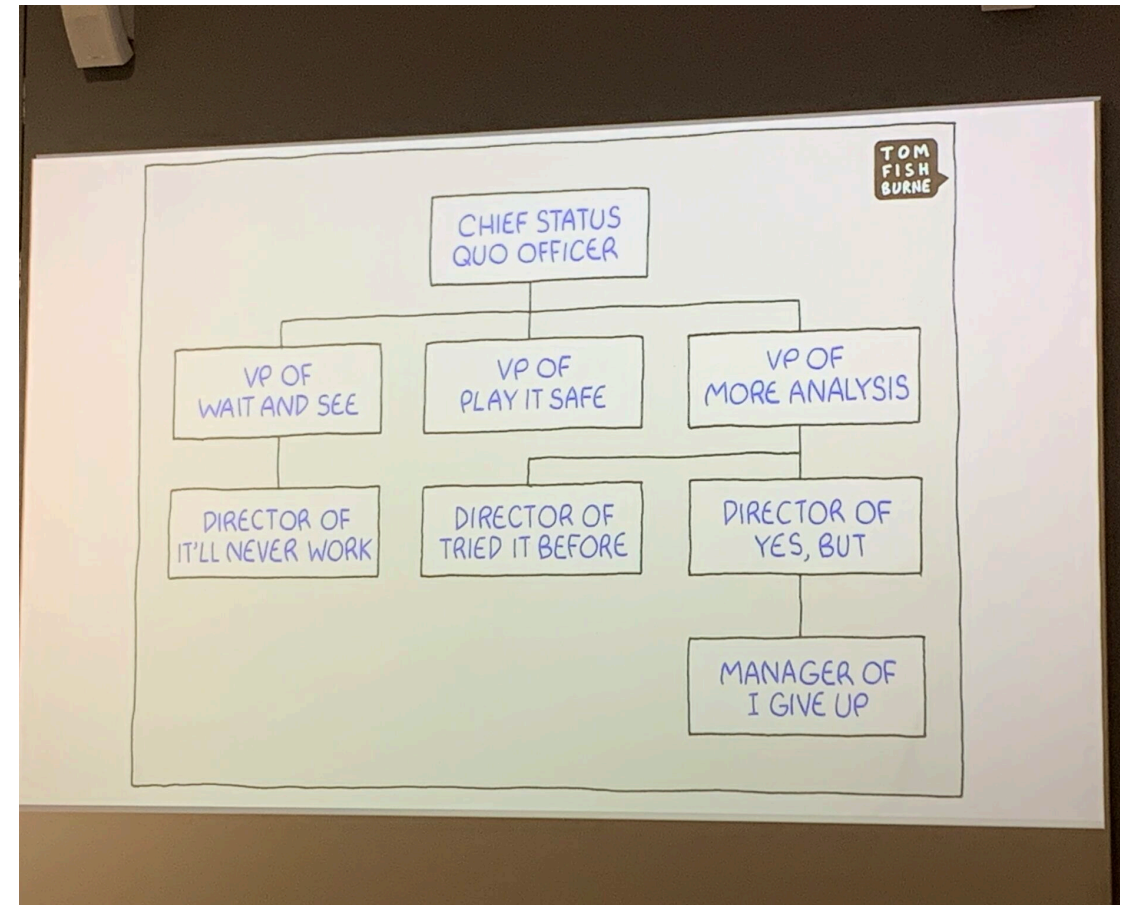
Demand	Demand explainable AI—never trust black boxes
Insist on	Insist on human-in-the-loop for every quality check
Require	Require transparency: data, methods, and sources
Prioritize	Prioritize accuracy and outcomes, not just speed
Stand up	Stand up for shared standards—challenge mediocrity

And note...again: it's not for free!

Beauty or Beast? It's Up to Us

Be ready to:

- A changing world around you
- Innovate at a very fast pace
- Change the organisation to integrate



Be at the table

or be on the menu



Ask every presenter during the conference
about it!

“Beauty or the Beast.... and how?”

Contact details:

Bas de vos

bas@kitsuneconsulting.org

+31 6 15 15 38 24