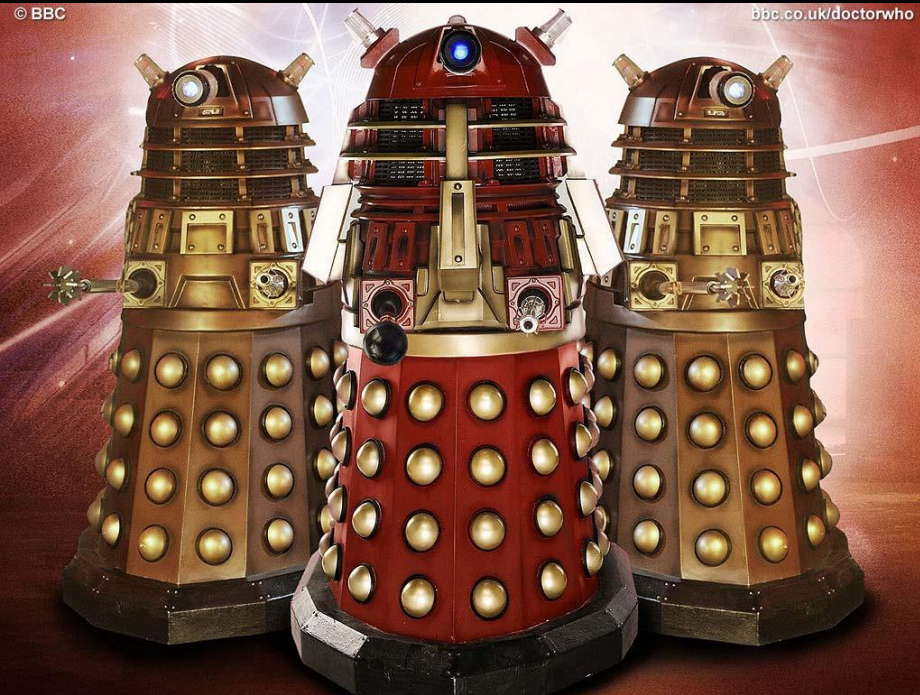


Media Measurement  
Eric Salama

KANTAR

# Let's Debunk Some Myths First





# Kantar IBOPE Media realtime TV audience measurement

provides clients with television audience levels every minute on the minute for each of the 1440 minutes of the day



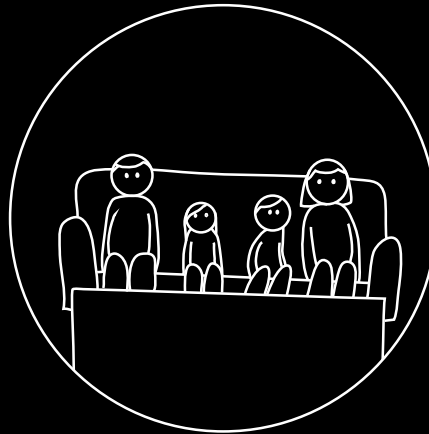
# Measuring Core TV

In China, with 1.28 billion TV viewers, 649 million internet users:

Non-TV set  
viewing per day



**16 mins**



Viewing on a  
TV per day



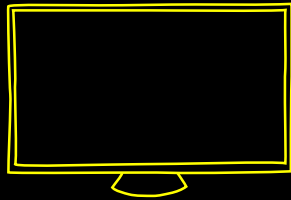
**247 mins**

Source: CSM Media Research/Kantar Media

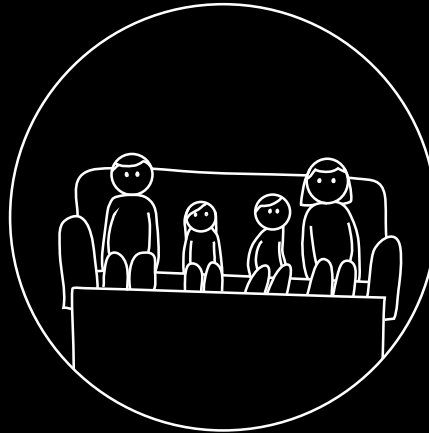
# Measuring Core TV

TV viewing in the UK, 2014:

On a TV set



**98.4%**



On other screens

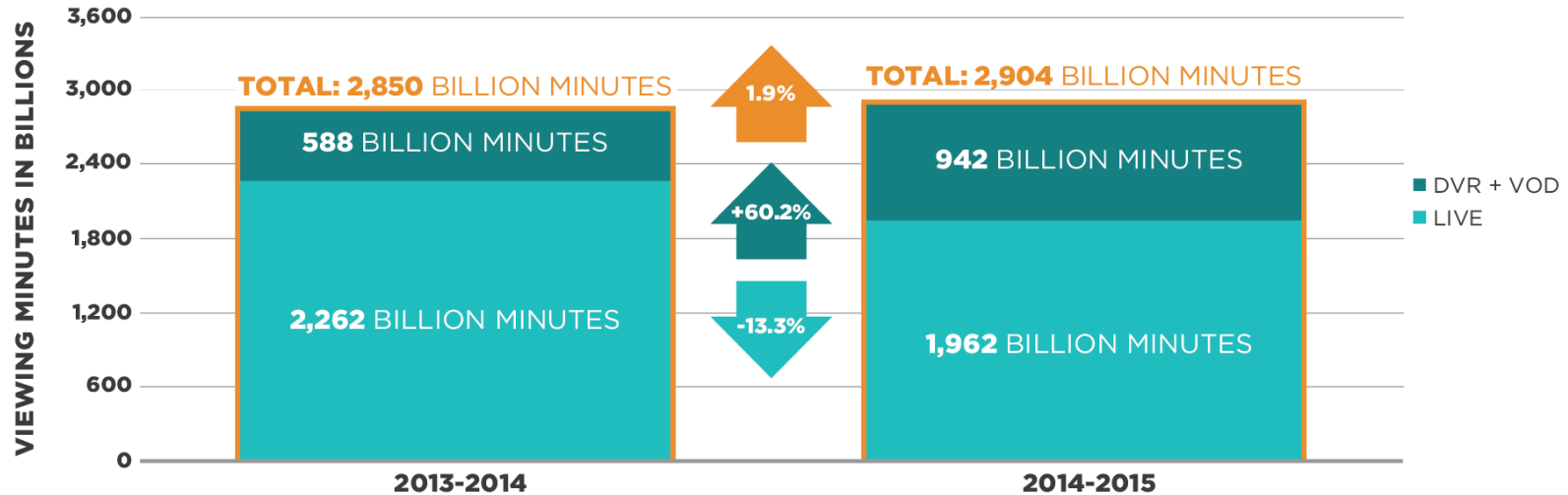


**1.6%**

Source: Thinkbox, 2015

# The More Things Change, the More They Stay the Same

**TOTAL MINUTES OF PRIME TIME VIEWING IN BILLIONS • LIVE, 15-DAY DVR PLAYBACK, 28-DAY VOD**  
SEASON-TO-DATE (SEPT. TO MAY) • 2013-2014 VS. 2014-2015



Our Focus

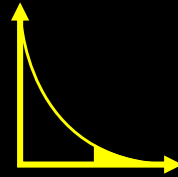




# The Future of Measurement



Core TV



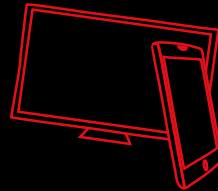
TV viewing in  
the long tail



TV viewed  
out of home



TV's relationship  
with social media



TV extended to  
connected devices



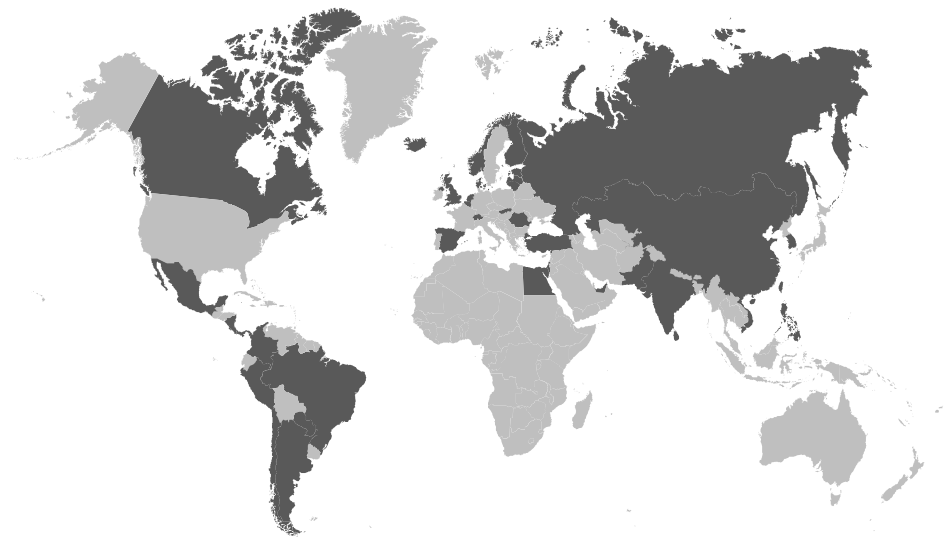
Total video

# Kantar TV currency measurement across the globe

Argentina  
Bangladesh  
Belgium  
Brazil  
Canada  
Chile  
China  
Colombia  
Costa Rica  
Denmark  
Ecuador  
Egypt  
Estonia  
Finland  
Georgia  
Guatemala

Iceland  
India  
Israel  
Kazakhstan  
Latvia  
Lithuania  
Mexico  
Mongolia  
Netherlands  
Norway  
Panama  
Pakistan  
Paraguay  
Peru  
Philippines  
Romania

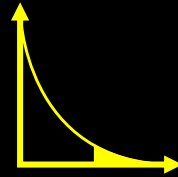
Russia  
Singapore  
Slovakia  
South Korea  
Spain  
Sri Lanka  
Switzerland  
Turkey  
UAE  
UK  
Uruguay  
Vietnam



# The Future of Measurement



Core TV



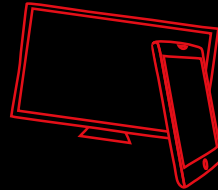
TV viewing in the long tail



TV viewed out of home



TV's relationship with social media

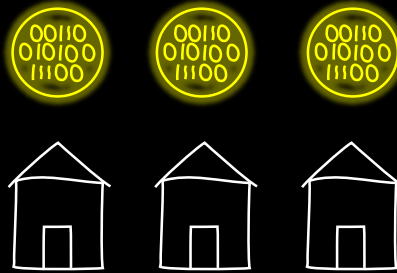


TV extended to connected devices

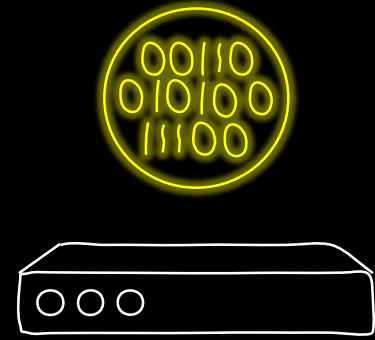


Total video

**astro**



**4,000**  
homes

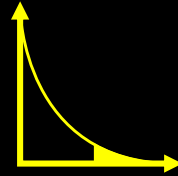


**80,000**  
set-top boxes

# The Future of Measurement



Core TV



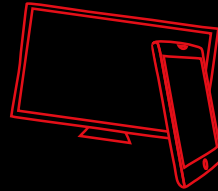
TV viewing in the long tail



TV viewed out of home



TV's relationship with social media



TV extended to connected devices



Total video

# Industry first – measuring multi-platform viewing

## The client challenge

- SKO, in the Netherlands, wanted to produce and syndicate a comprehensive view of video consumption – from both TV and internet

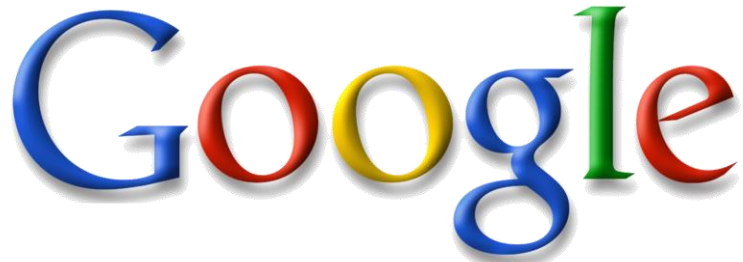


## What we did

- Kantar Media measurement technology deployed on panel of 3,000 individuals aged 6+ to measure all video viewing on PCs, laptops, tablets and mobiles, whether via browser or app, streamed or on demand
- This data is then integrated daily with census data for online TV, video and commercials to produce a comprehensive view of multi-channel video consumption

## Result

- SKO can now report accurate, transparent ratings on the viewing habits of the Dutch population for TV and internet-only content
- **Will be the first TV currency service to produce a hybrid and comprehensive video currency**

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a slight 3D effect and shadow.The YouTube logo is shown in its standard black and red color scheme, with the word 'You' in black and 'Tube' in white on a red rounded rectangle.

Google is targeting TV ad dollars  
(primarily via YouTube)

Investing in cross platform  
measurement/effectiveness

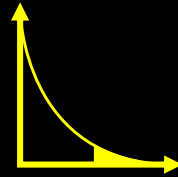
KM is building panels with ours and  
Google technology e.g. UK

Whilst Google has permission to  
measure itself in web, advertisers are  
seeking metric neutrality

# The Future of Measurement



Core TV



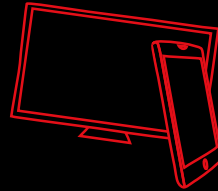
TV viewing in the long tail



TV viewed out of home



TV's relationship with social media



TV extended to connected devices



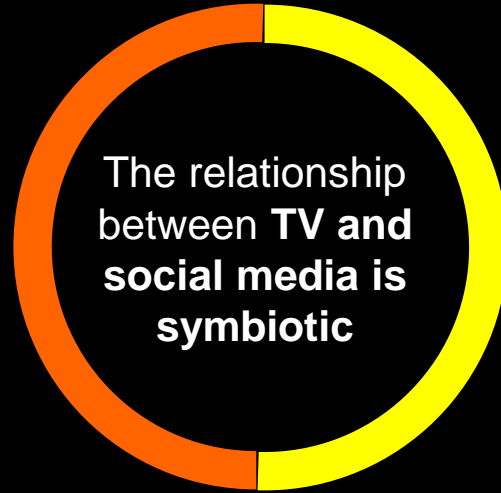
Total video





**40%**

of UK Twitter traffic at peak is TV-related



Kantar Media analysed a year of TV-related Tweets in the UK

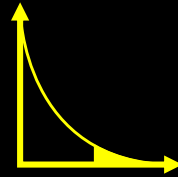
**11%**

of broadcasts had some form of positive causation – an increase in Tweets was followed by an increase in viewing

# The Future of Measurement



Core TV



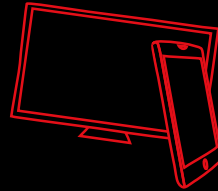
TV viewing in the long tail



TV viewed out of home



TV's relationship with social media



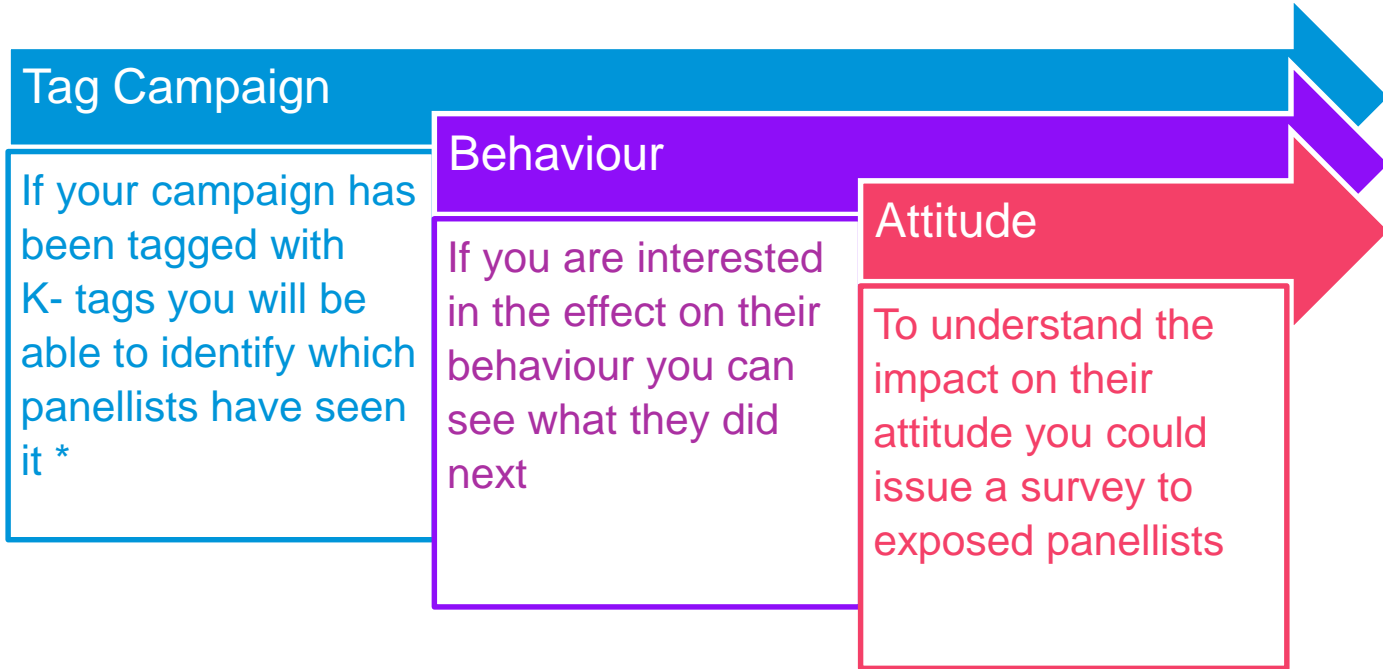
TV extended to connected devices



Total video

# Advertising Exposure

“Has someone seen my ad and has it changed their behaviour?”



\* Note that the size of the campaign and size of the meter panel will determine if a sufficient number of exposed panellists can be found

# Effectively valuing audiences – **ROI**

## **Latest Innovation**

In a first for the Brazilian market IBOPE Media & Kantar Worldpanel, the world leader in panel based consumer knowledge and insights, are conducting a single source data pilot to measure exposure to ads and actual purchase behaviour

- People Meters in Kantar Worldpanel homes
- Provides Real Single Source
- Ability to locate consumers and measure their viewing habits
- Connect same households that were exposed to TV advertising and then purchased

KANTAR WORLD PANEL

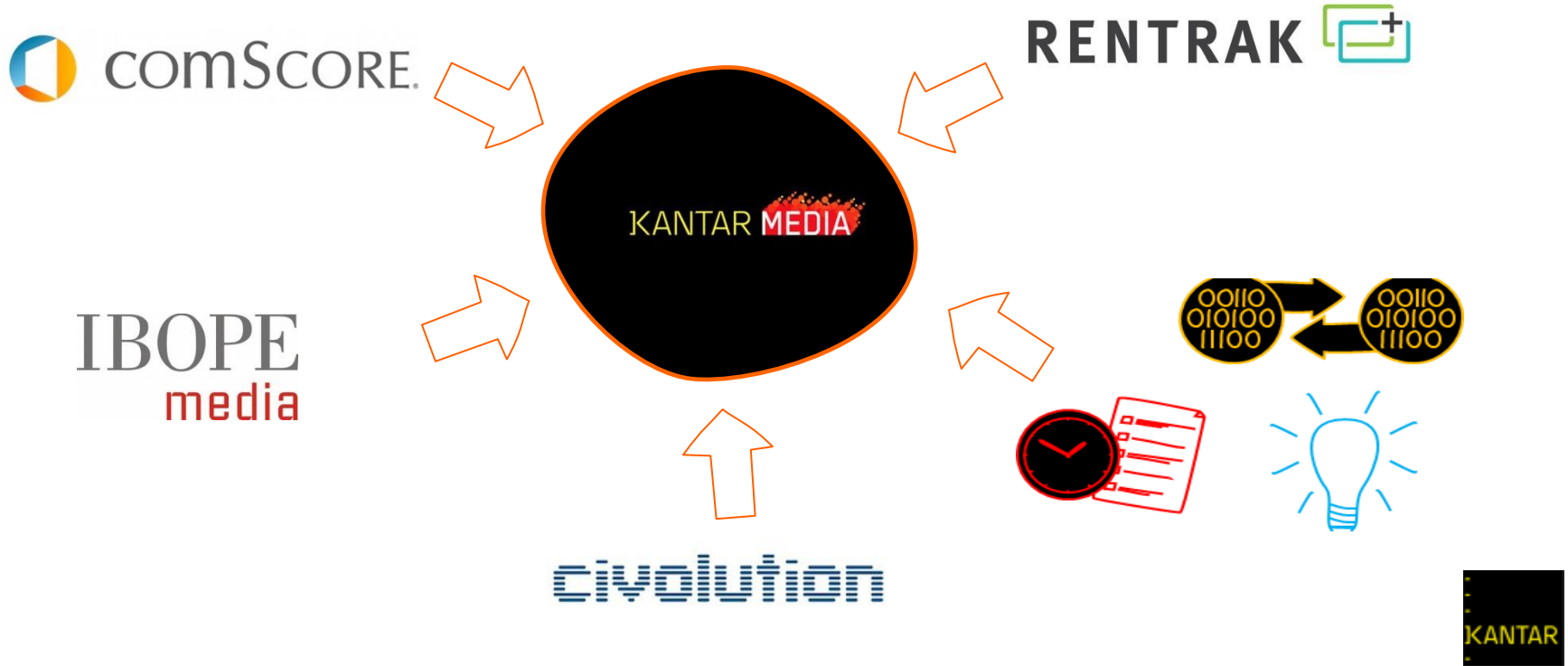
IBOPE  
media



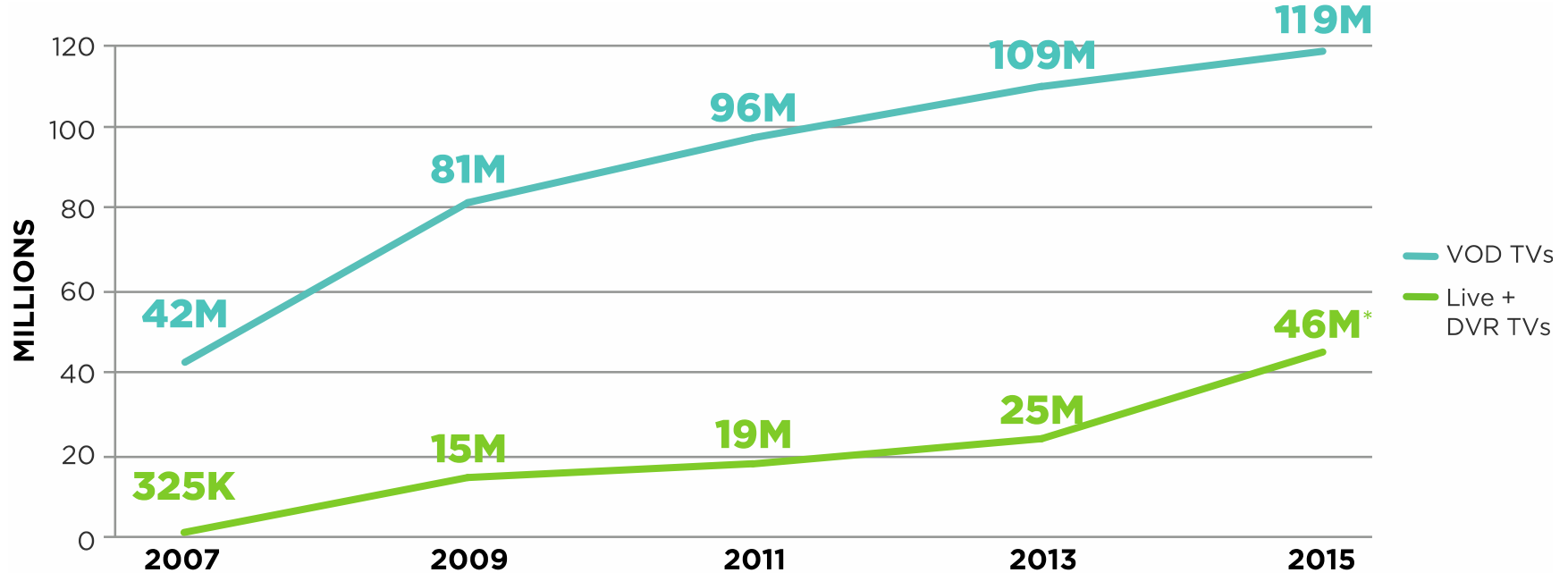
## Three things to look out for

- Larger panels and use of RPD needed to satisfy Government demand for national coverage and industry demand for measuring long tail
- Interest in real time ratings stimulated by potential for programmatic trading and need for transparency
- We have an ability to help clients understand ROI as never before

# Our Recent Investments Enhance Our Ability To Deliver and Lead



# Rentrak's National TV Footprint



*\*After anonymized and aggregated viewing information from Cox and DIRECTV is fully integrated in 2015*

# comScore Total Home Panel™

Measure household activity on all platforms



Identify type of media consumed

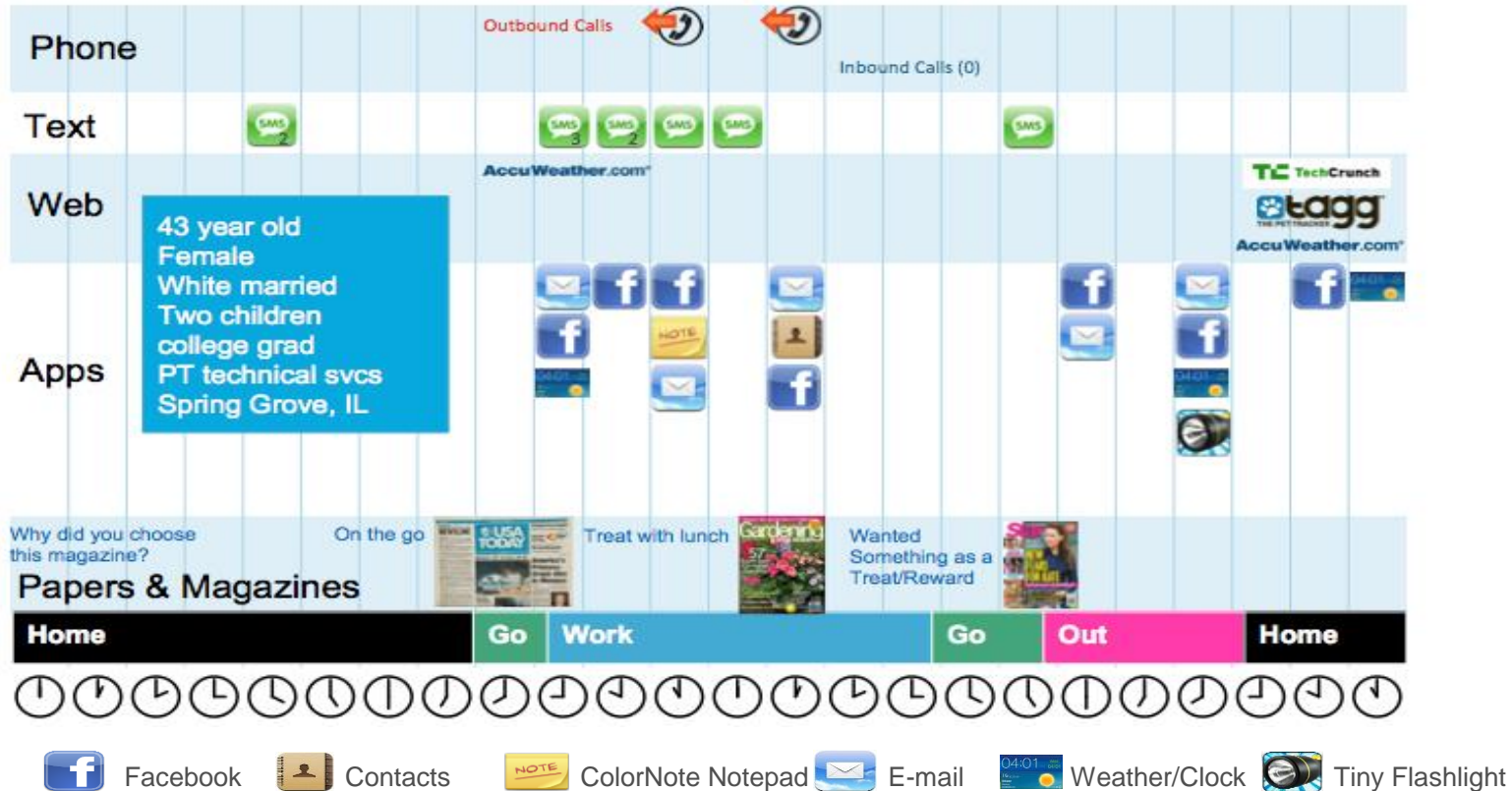


Identify person & instances of co-viewing





# Moving Towards A Person-Centric View Of The World



Measure everything, everywhere

Connect disparate sources, especially purchase

Work with partners vs. doing all ourselves

Bring whys to the what

Media Measurement  
Eric Salama

KANTAR