



STICHTING KIJKONDERZOEK

KANTAR MEDIA

DAILY ONLINE RATING: DID WE DO IT? BACK TO THE FUTURE?

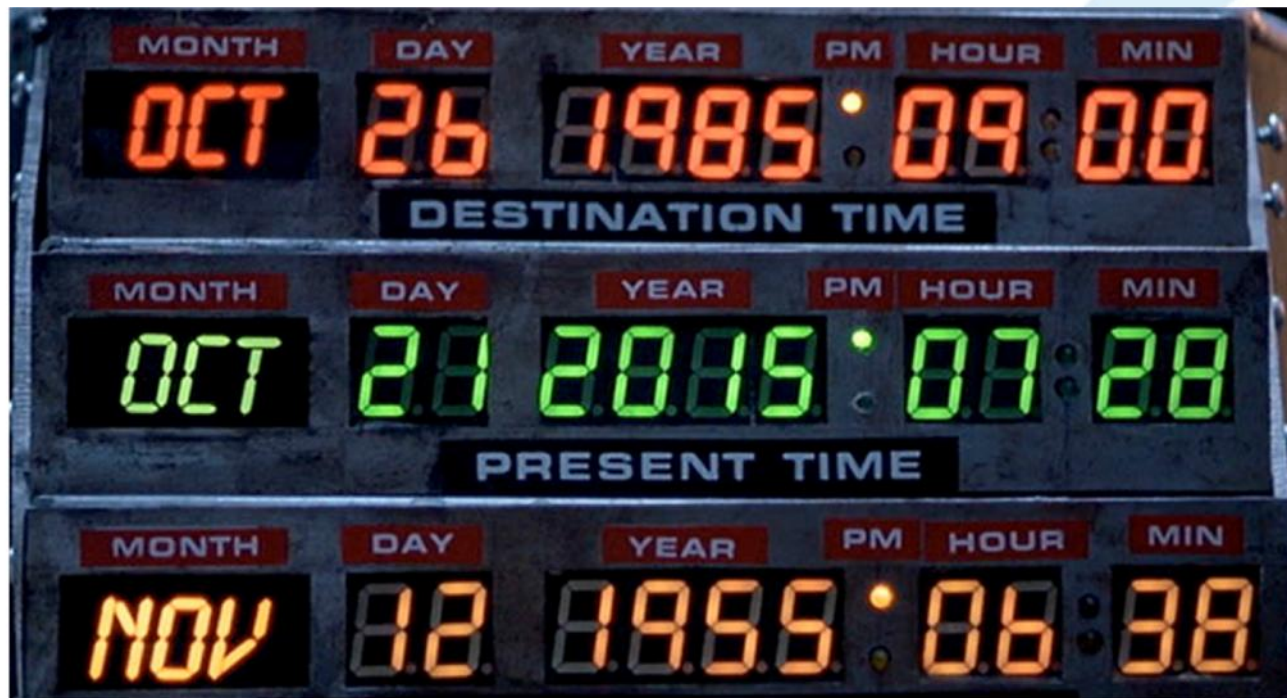
BAS DE VOS

JONATHAN BROWN

PRESENT TIME; 2012 - > FIRST VIEW OF THE FUTURE



PRESENT TIME; OCTOBER 21ST, 2015 - > WORKING ON ASI
PRESENTATION





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BACKGROUND NEW STRATEGY -> IN APRIL 2013 SKO BOARD

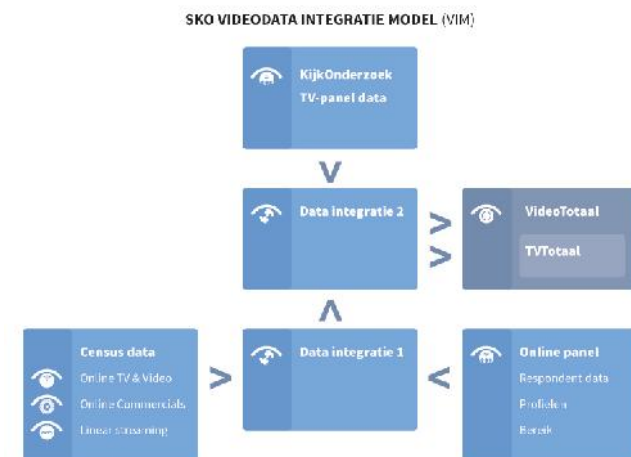
DECIDED:

SKO should be measuring and reporting:

- Viewing behavior (reach, frequency and time spend) for
- All video content and
- All commercial video messages (pre rolls, et cetera)
- Across any platform

With TAM quality level

Resulting in the SKO-VIM model





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KANTAR MEDIA

VIDEO





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CENSUS 1: ONLINE TV AND VIDEO STREAMS



SKO

ONLINE TV & VIDEO

MEASUREMENT SOLUTION CENSUS MEASUREMENT

- A tag+library based measurement solution for all devices
- Uses existing **comScore** implementations (or one of the other certified suppliers)
- Uses IDFA/AndroidID implementation for Mobile identification

- Measurement requires cooperation of the participating publishers
- TV **Nielsen** Metadata link to streams, done by **GfK Netherlands**

- We are lucky we have been working/reporting on this since 2008!



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CENSUS 2: ONLINE COMMERCIALS




SKO

ONLINE COMMERCIALS

ONLINE VIDEO COMMERCIALS MEASUREMENT

- Kantar Media provides templates and automated tool for generating measurement pixels for VAST players
- System measures the playout of online video commercials using the the VAST standard for all campaigns on all participating publishers.
- The automated pixel placement is live for DFP users (RTL+Branddeli)! (other systems to follow)
- Nielsen codes and harmonizes the commercials like for TV - metadata



The screenshot shows the 'KANTAR MEDIA Tag Generator' web interface. It features a 'Generate Tag' section with two main categories of input fields: 'Campaign Data' and 'Pixel Data'. The 'Campaign Data' section includes fields for Campaign ID, Channel ID, Publisher, Stock Item, Media Agency, Advertiser, and Product Name, each with a 'Go' button. The 'Pixel Data' section includes a 'Lead' dropdown menu, an 'Ad Type' dropdown menu, a 'Format of Ad Unit' dropdown menu, an 'Ad Expires' field with a 'seconds' label, and a 'Physical Ad URL' field. A 'Save' button is located at the bottom of the form.

ONLINE VIDEO COMMERCIALS MEASUREMENT - COMPLEXITY

- Now available by and for participating publishers – Agencies? Youtube?
- Transparency is not the key word in online advertising yet
- Automated pixel placement needed for all adserver/booking systems
- Technical complexity – no end-to-end ownership of playout chain causes differences in data
SKO versus Adserver. QC, QC, QC.....

■ DSP – SSP – Automated trading – Programmatic –

Trading desks -



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STEP 2: ONLINE PANEL



KEY PANEL ASSUMPTIONS

- A nationally representative panel of Dutch households with all those aged 6+ participating
- Local TNS NIPO panel as the main recruitment source. Some boosts using alternate methods for harder to reach homes
- Our solution has been designed in line with TAM panel requirements - in terms of both recruitment method and panel management
- All panel member viewing is identified and attributed to a specific individual



KEY PANEL ASSUMPTIONS

- The panel consists of households of which **every family member** is measured on **every device**, this gives us
 - Access to children (6+)
 - Shared devices - cooperation of all members in a household is necessary to effectively measure multi-user devices
 - Increase commitment (family pressure)
 - More efficient recruitment
- Of these households we measure the following
 - Who watches online videos
 - How often they watch online videos
 - Through which device they watch online videos

PANELIST DEVICE IDENTIFICATION

- Panelists' devices and browsers are identified, within the data coming from the full census measurement, using common identifiers
- These “technical identifiers” are associated to a specific panelist using
 - An automatically set home page that allows the panelist to pick their name(s) from a list of household members.
 - A dedicated mobile application again allowing them to pick their name(s) from a list
- Panelists are asked to identify themselves at the beginning of a session

INDIVIDUAL PANELISTS' IDENTIFICATION ON TABLETS AND SMARTPHONES VIA AN APP

- A dedicated panel app is deployed on the panelists' tablets and smartphones
- Distribution is done directly to the devices, bypassing the “appstores” using an enterprise deployment system
- The users are asked to sign in all panelists that are using the device, they are also prompted on the device based on an agreed schedule of reminders.
- The App is available for devices running both iOS and Android.



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STEP 3: DATA INTEGRATION CENSUS AND PANEL





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DATA INTEGRATION



SKO

DATA INTEGRATIE



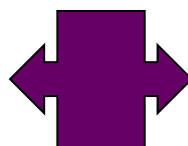
Model Design; hybrid is it

What the source datasets have to offer



CENSUS DATA

- EXACT ACCOUNT
- TOTAL MINUTAGE
- ALL PROGRAMMES
- ALL COMMERCIALS
- ALL BREAKS

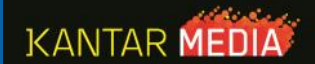


PANEL DATA

- REACH ESTIMATES
- DEMO PROFILES
- CROSS-PLATFORM BEHAVIOUR AT HOUSEHOLD / INDIVIDUAL LEVEL
- CO-VIEWING



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READY? NOT REALLY..... CHALLENGES, PROCESS, ISSUES



KEY CHALLENGES AND SOLUTIONS

- What are we reporting?
 - Online GRP's? How?
 - 'TV-Like' currencies AND digital reporting (viewing moment reports)
- It is nasty complex
 - It is online. Data QC is complex and never finished
 - It is statistical stuff -> transparency, documentation, examples
- Managing expectancies
 - "Everything would be perfect" *census = panel*
 - Online is small / small panel behavior

THE NEW DATASET CAN BE USED TO CALCULATE 4 TYPES OF PROGRAM VIEWING REPORTS:

- Online Broadcast Day (**OBD**); the online viewing on the day of broadcast (live+VOSDAL)
- Online Broadcast Total (**OBT**); the online viewing on the day of broadcast and the 6 consecutive days (live+UGK6)
- Online Broadcast Total 28 days (**OB27**); the online viewing on the day of broadcast and the 27 consecutive days (live+UGK27)
- Online Viewing Moment (**OVM**) reports; viewing within a specific time frame or period in time (e.g. day/week) of available online video content, unrelated to broadcast moment, date of publication nor origin.
- All per program/genre/publisher/device and target group



CALCULATING AN ONLINE GRP BASED ON VAST EVENTS?

- Online available: none/start/25/50/75/100% seen.
- Translate to seconds seen by:
 - Start = 5% with a minimum of 1 second
 - 25% = 37,5 % of length
 - 50% = 62,5 % of length
 - 75% = 87,5 % of length
 - 100% = 100% of length



CALCULATING ONLINE CAMPAIGN REACH BASED ON VAST EVENTS?

- Online available: none/start/25/50/75/100% seen.
- Reach is a user defined treshold: none/start/25/50/75/100% seen.
- Based on that simple/straightforward reach/freq calculations
- Period sample applies.

KEY CHALLENGES AND SOLUTIONS

- How top open up this box of data
 - New datasets? New software needed!
 - Software or data issues?
- Communication
 - Inner circle and the market
 - SKO-VIM Roadshow for stakeholders
 - Documentation/factsheets/QandA/Press meetings



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WHAT DO WE HAVE AND WHAT'S NEXT

RATINGS LEGO



WHAT'S IN? AND WHAT'S NEXT?

IN:

- In a minute.

WHAT'S NEXT THAT SHOULD BE ADDED

- Ratings for **online only content** and **online live** streams by cable operators.
- Ratings for **Youtube premium** campaigns; if tagged



WHAT'S NEXT? -> PHASE 2

Completing the 'future' factory by fusing:

Daily TAM data with / Daily Online data -> **duplication data**

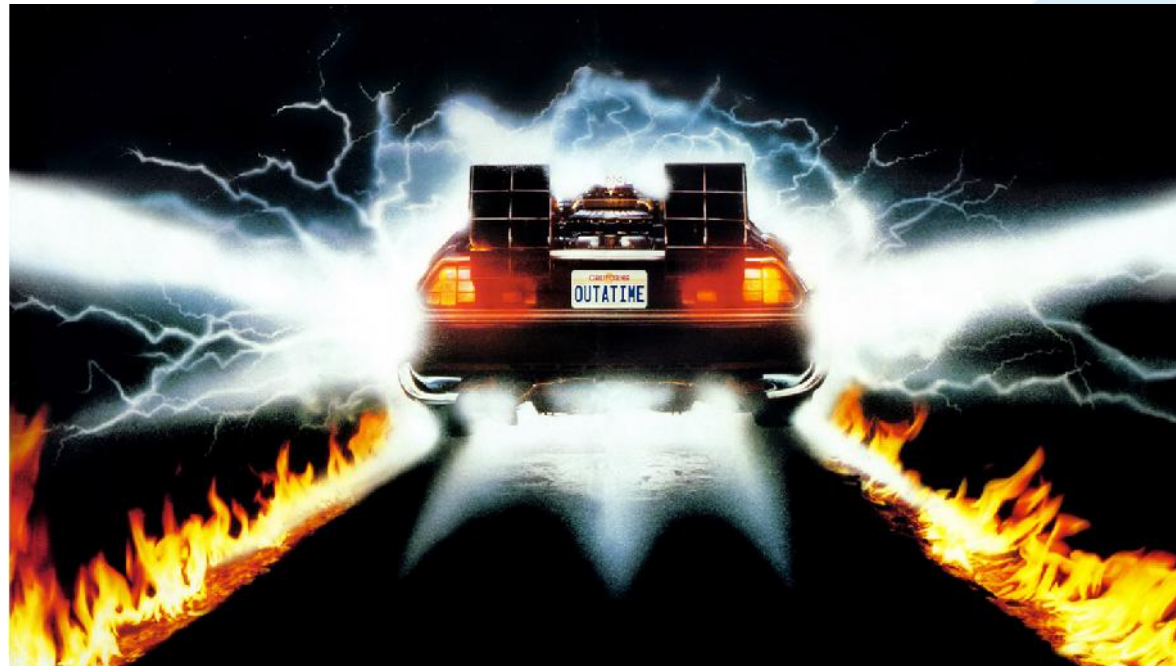
- Working with Techedge on a 'total Netherlands' database
- Project will deliver a software driven solution for cross platform analysis

techedge

PRESERVING THE TWO CURRENCIES AND DELIVERING CROSSMEDIA

ANALYSIS

LETS GO TO THE NEXT FUTURE PHASE!





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FUTURE PROOFING VIDEO AUDIENCE MEASUREMENT

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