Making four-screen measurement fit for purpose

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Mediametrie

Audience measurement is the currency that fuels the advertising ecosystem.

As a few countries have released 4 screen TV measurement, most of these measurement did not yet manage to reach the currency status.

Can **four-screen** measurement measure online video advertising effectively and become actual trading and planning currencies?

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A unified advertising ecosystem

PLANNING

TRADING

Price / GRP   #GRP

REPORT

With traditional media, **audience measurement is directly feeding all the components of the ecosystem.**

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The way adserver operate using proprietary algorithm to optimize the campaign performance makes online mediaplanning much more complex.

The **Markov** Binomial Model

If c_m^t is the probability for an individual to see t adds within m pages ($0 \leq t \leq m$), then:

$$c_m^t = a_m^t + b_m^t$$

Where

$$a_m^{t+1} = \left(1 - \boldsymbol{\rho}(1 - pdv)\right)a_{m-1}^t + \boldsymbol{\rho}.pdv.b_{m-1}^t$$
$$b_m^t = \boldsymbol{\rho}(1 - pdv)a_{m-1}^t + (1 - \boldsymbol{\rho}.pdv).b_{m-1}^t$$

and

$$a_m^0 = b_m^m = 0, a_1^1 = pdv \; et \, b_1^0 = 1 - pdv$$

« **Markov model** » to reduce the gap between forecast and reality

Reach difference : forecast vs reality coverage gap in %

350
300
250
200
150
100
50
0

219

133

Target = 100

Number of supports by type

BRAND (47)   CHANNEL (94)   PACK (27)   AGENCY (8)   NETWORK (16)   OVERALL (192)
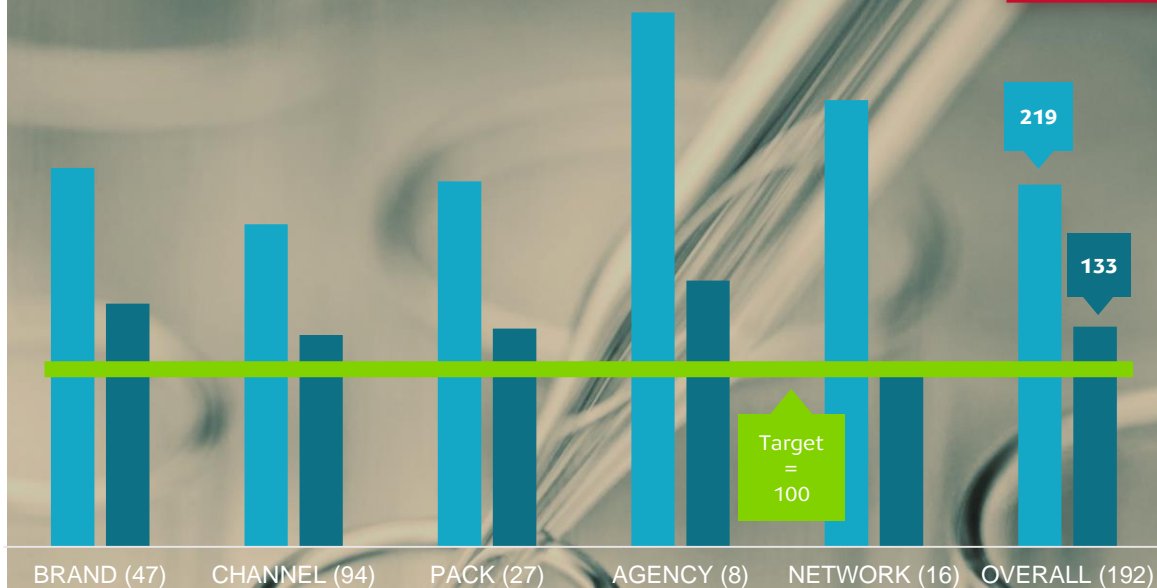
Old model   Markov model

Evaluation based on 47 digital campaigns in 2016 made up of 192 supports

From mediaplanning to audience data APIs

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MEDIAPLANNING SOFTWARE **1**

MEDIAPLANNING SOFTWARE **2**

MEDIAPLANNING SOFTWARE **3**

ADSERVERS **1**

ADSERVERS **2**

OTHER PLATFORMS

API
Reach & frequency forecast engine (Previously mediaplanning)

Other audience data API (Engagement, media usage targets)

Measurement

This approach requires accurate and granular Campaign Reporting Measurement. Panel Only Based models have proved innacurate.

In France, Digital Ad Ratings (DAR) is becoming a standard for an increasing number of advertisers and agencies. Some sales houses have built offers based on Cross Campaign Ratings (XCR) performance.

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The new digital advertising ecosystem

PLANNING

TRADING
- Price / CPM
- Impressions
- Audience & Data

REPORT
- DAR & XCR

New mediaplanning models should be:
- More accurate
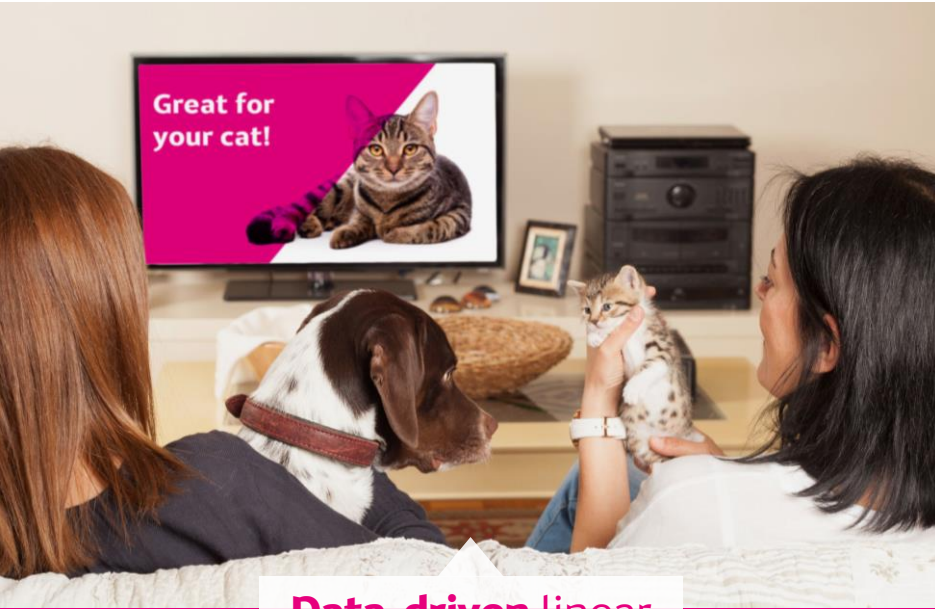- Connected to adservers
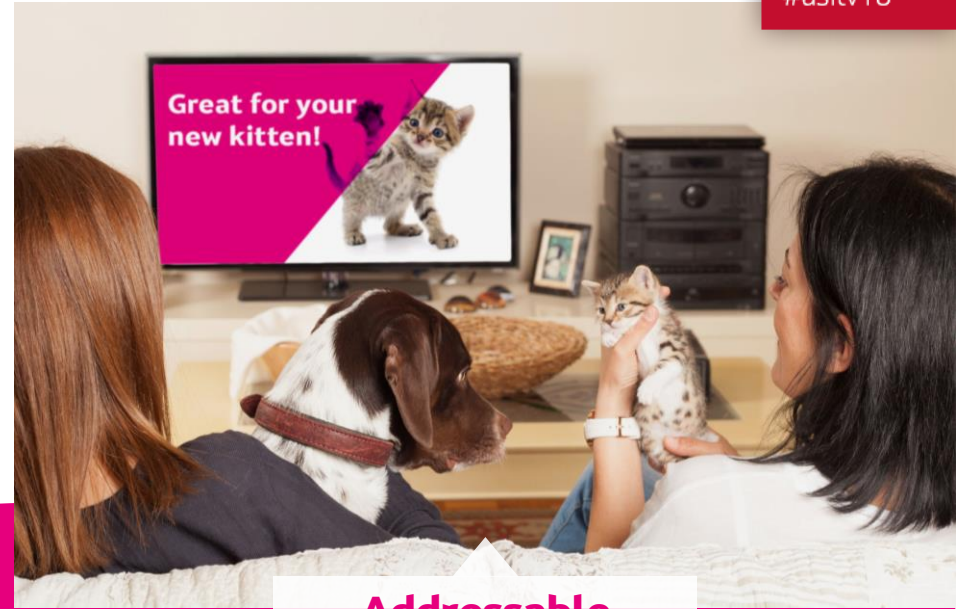- Consistent with Campaign Reports

Navigating

the jungle
of Ad-models

Identifying the relevant Ad-Models

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Great for your cat!

Great for your new kitten!

Data-driven linear

Addressable

Data and new TV usage is pushing new NON-Linear Ad-Models. There are now two main types of TV Ads: Linear & Non-Linear (Adressable). But with multiple variation: Linear ad on Linear Feed, Linear on Non-Linear Feed, Non-Linear ad on Linear Feed (Adressable)...

The emergence of Ad-Ecosystems

To emerge, an **Ad-Ecosystems** requires a certain level of homogeneity **of a few parameters:**

Ad Type: Linear, Adressable

Ad Measurement: True ad-audience based, Program based, panel based, census ...

Inventory: Finite, Infinite (and unknown)

KPI: Time (GRP), CPM, CPA ...

The current situation: Two separate Ad-Ecosystems

4 SCREEN **LINEAR**
MEDIAPLANNING

4 SCREEN **NON-LINEAR**
MEDIAPLANNING

TIME BASED

TV **LINEAR** ADS

TV **NON LINEAR** ADS

ONLINE VIDEO PLAYERS

DISPLAY ADS

CPM BASED

How to account for the audience of a TV + Online Video campaign?
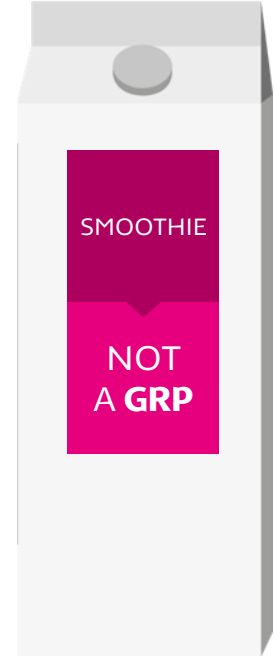

10
TV GRP

+

5
Online Impressions

=

SMOOTHIE
NOT A **GRP**

A universal definition of GRP

$$GRP = 100 \ \frac{\sum_{i=1}^{n} X(i)}{N}$$

X (i) = number of contacts (opportunity to see) by individual i (belonging to the target) with the ad
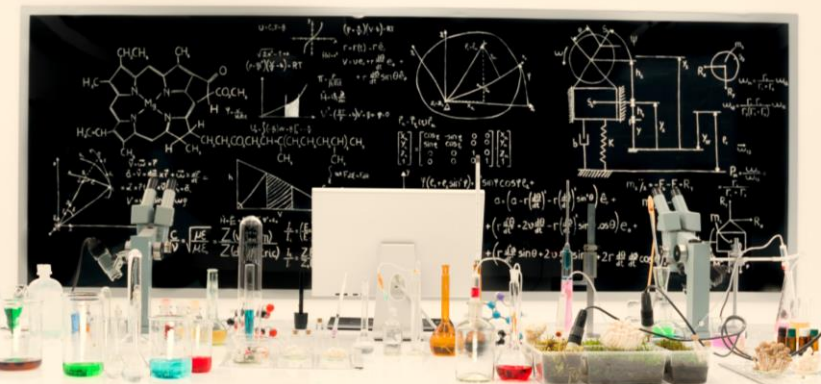**N** = size of the target's population
n = number of individual reached by the ad within the target

But the definition of a contact varies by media

Building the GRP Synthetizer
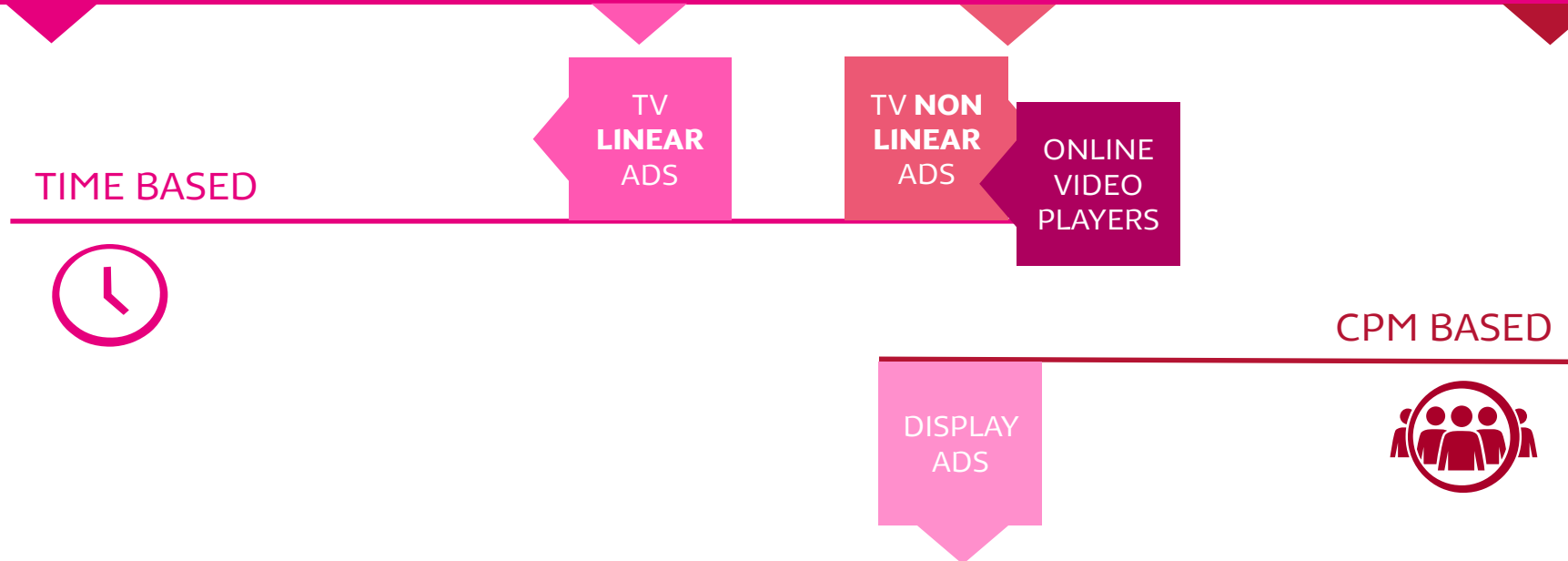
Online video GRP

Contact used in the Online video GRP =
DURATION (%) x VISIBILITY (%)

Building the future new Video Ad-Ecosystem

4 SCREEN **LINEAR + NON-LINEAR** MEDIAPLANNING

TIME BASED

TV **LINEAR** ADS

TV **NON LINEAR** ADS

ONLINE VIDEO PLAYERS

CPM BASED

DISPLAY ADS

Linking

audience measurement targets with DMP/AdServers

Digital advertising is heavily relying on usage based targets:

purchase intentionnists

search based targets

etc...

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To make audience measurement platforms relevant, it is becoming increasingly important to build bridges between the targets of audience measurement platforms as well as DMP/AdServers.

In partnership with Nielsen Marketing Cloud, Médiamétrie is currently developing a few projects in this direction.

Two examples

TV data enriching online data

Heavy/Medium/Light TV Users target
in Nielsen Marketing Cloud

Online data enriching TV Data

Travel/Automotive Intentionnist
in TV Measurement

4

Quick Summary...

Three steps to make 4 screen TV a true currency

New APIs must re-connect audience measurement with the Online AdTrade and AdServers using new, more accurate mediaplanning models.

Visibility is a requirement to connect TV & Video measurement and planning.

Building bridges between audience measurement and DMP/AdServers targets.

THANK YOU

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