Making four-screen measurement fit for purpose

Julien Rosanvallon
Senior Vice President TV & Online
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?
A unified advertising ecosystem

With traditional media, audience measurement is directly feeding all the components of the ecosystem.
The current digital advertising ecosystem

With digital media, audience measurement is disconnected from the trading managed by AdServers, and in most cases from Campaign Report Measurements.
Mediaplanning is the science of forecasting audience using past observations.
In a linear environment (TV/Radio) mediaplanning is complex but accurate
The way adserver operate using proprietary algorithm to optimize the campaign performance makes online mediaplanning much more complex.
FORECAST (Mediaplanning)

REALITY (Post campaign report)
The challenge of building more accurate mediaplanning models

- Capping
- Share of voice
- Targeting & Data
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

$$a_{m+1}^t = (1 - \rho(1 - pdv))a_{m-1}^t + \rho pdv b_{m-1}^t$$

$$b_m^t = \rho(1 - pdv) a_{m-1}^t + (1 - \rho pdv) b_{m-1}^t$$

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

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

Reach difference : forecast vs reality coverage gap in %

Number of supports by type

Old model  Markov model

TARGET = 100
From mediaplanning to audience data APIs

- 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 inaccurate.

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.
The new digital advertising ecosystem

New mediaplanning models should be:
- More accurate
- Connected to adservers
- Consistent with Campaign Reports
Navigating the jungle of Ad-models
Data and new TV usage is pushing new NON-Linear Ad-Models. There are now two main types of TV Ads: Linear & Non-Linear (Addressable). But with multiple variation: Linear ad on Linear Feed, Linear on Non-Linear Feed, Non-Linear ad on Linear Feed (Addressable)…
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
- TIME BASED
  - TV LINEAR ADS

4 SCREEN NON-LINEAR MEDIAPLANNING
- CPM BASED
  - TV NON LINEAR ADS
  - ONLINE VIDEO PLAYERS
  - DISPLAY ADS

09/11/2018
How to account for the audience of a TV + Online Video campaign?

10
TV GRP

+ 5
Online Impressions

= NOT A GRP
A universal definition of GRP

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

- $X(i)$ = 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

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...

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
Quick Summary...
Three steps to make 4 screen TV a true currency

New APIs must reconnect 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

Julien Rosanvallon
Senior Vice President TV & Online
jrosanvallon@mediametrie.fr

www.mediametrie.fr

#asivtv18