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A LITTLE BIT OF THE SPOTLIGHT PLEASE

How establishment surveys must help measurement systems adapt to the new viewing game

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8 NOVEMBER 2019

IPSOS FOR AUDITEL

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COMPLEX ARCHITECTURES NEED SOLID GROUND

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GETTING THE BASICS RIGHT PROTECTS FROM BIASES AND SELF REFERENTIALITY

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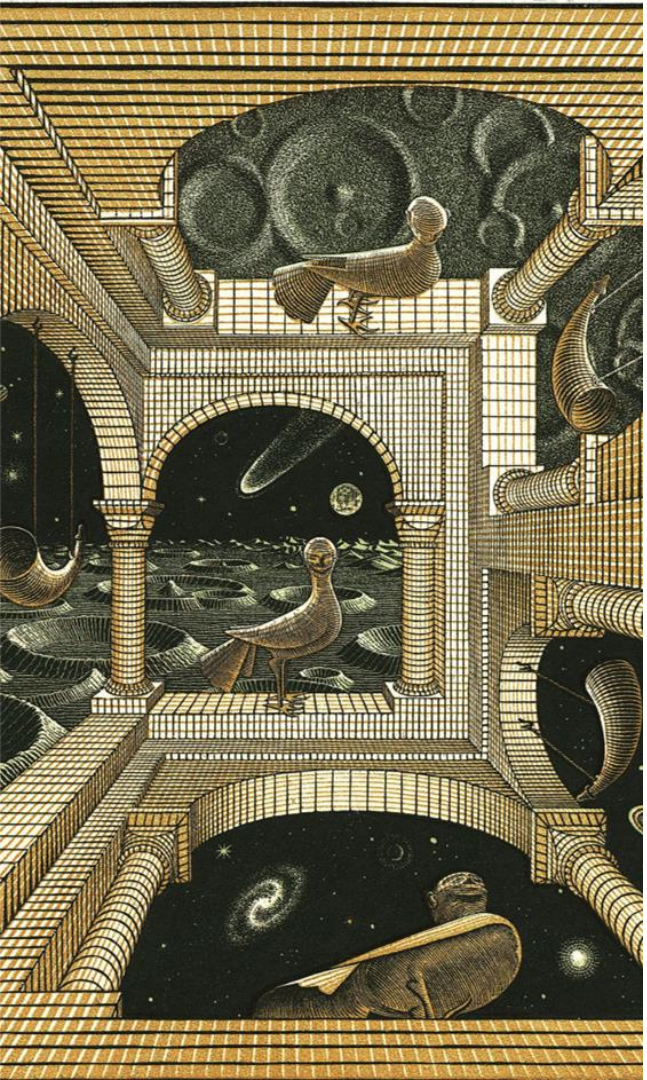

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ADAPTING TO TECHNOLOGY IS A METHODOLOGICAL TASK

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THE TWO ASPECTS WE WILL SHARE:

1. Keeping up with technologies
2. Individual level results

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01

THE UNITARY ESTABLISHMENT SURVEY

The (very) basic facts

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THE BARE ESSENTIALS OF THE STUDY

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UNITARY ESTABLISHMENT SURVEY

IN-HOME F2F CAPI

SAMPLE SIZE

20.000

ADDRESS-BASED SAMPLE

HOUSEHOLD INTERVIEW WITH SPOKESPERSON

15.000

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02

KEEPING UP WITH TECHNOLOGIES

Introducing an extensive ethnographic approach

DEVICES, PLATFORMS AND TECHNOLOGIES ARE PIVOTAL FOR PANEL RIM WEIGHTING

Very closely scrutinized

Sat Pay certified subscribers are used for external validation

A moment of truth

How do you correctly register data respondents don’t know?

PANTRY CHECK

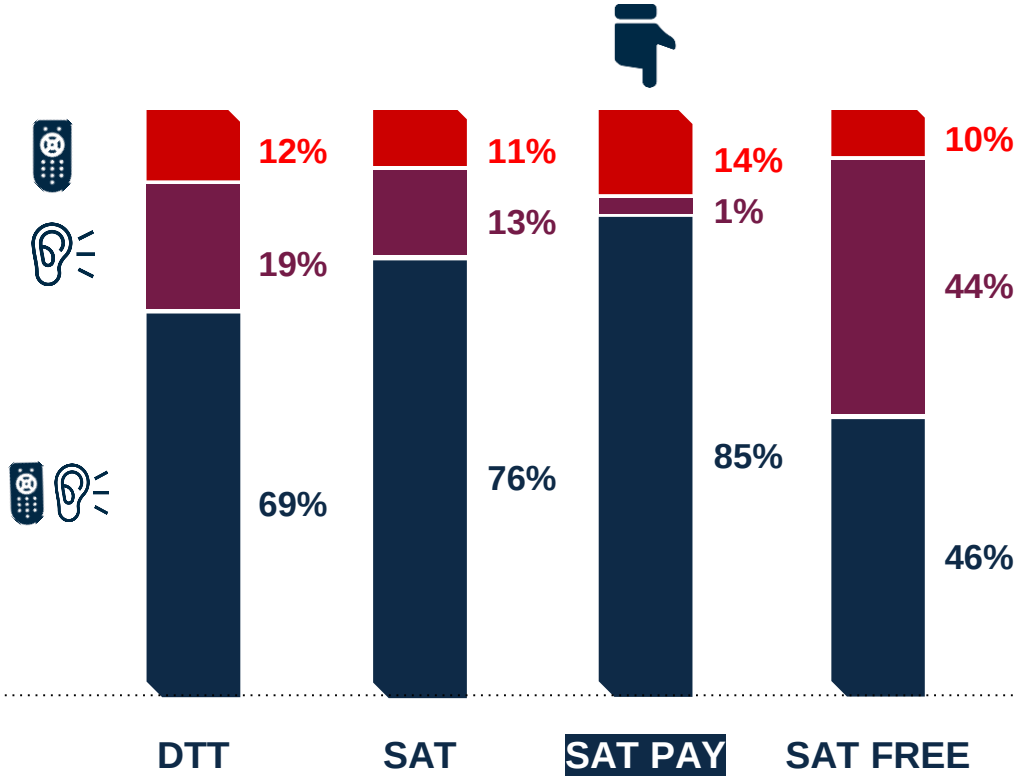
Channels

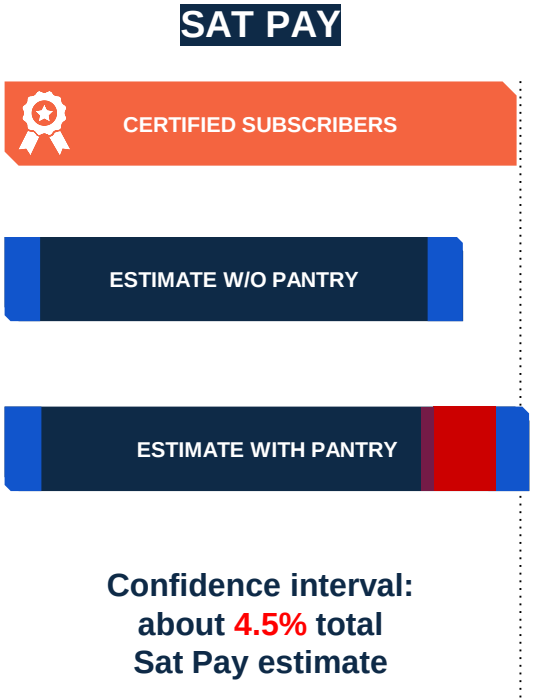
OBJECTIVE OBSERVATION

Devices, logos, smartcards, menu functions

PANTRY CHECK: AN IMPORTANT COMPONENT

Channels



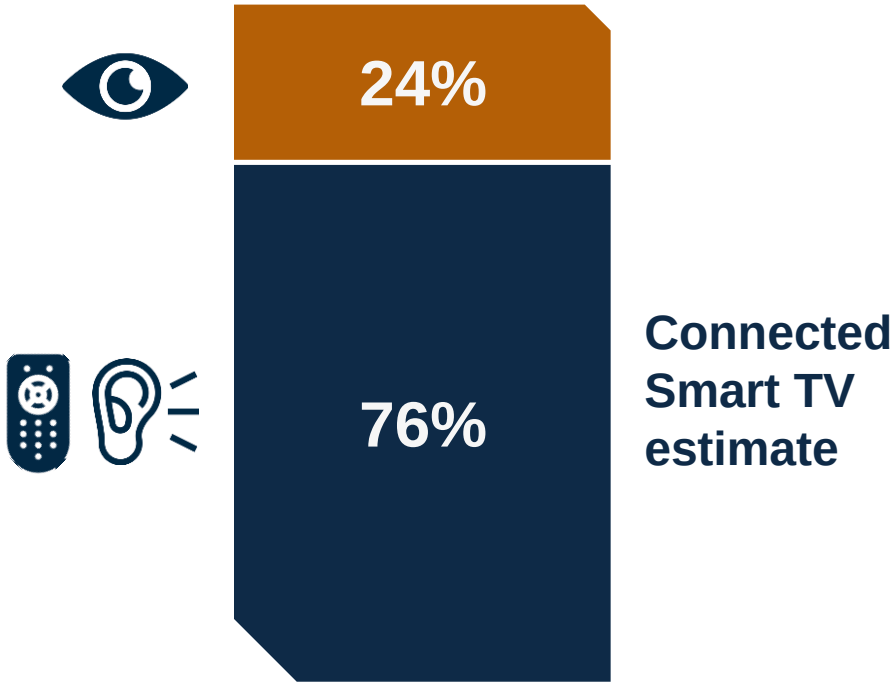


Confidence interval: about 4.5% total Sat Pay estimate

Source: data Auditel Establishment Survey 2007 average | "IP rights, Data, the Measurement Method and the Survey are exclusive property of Auditel".

OBJECTIVE OBSERVATION

Devices, logos, smart cards, menu functions



Source Auditel Establishment Survey - MM6-1 2019 (TivùSat) and MM5-7 2018 (Smart Tvs) | | “IP rights, Data, the Measurement Method and the Survey are exclusive property of Auditel”.

ALIGNING CRITERIA WITH NIELSEN TECHNICIANS

The broadband example

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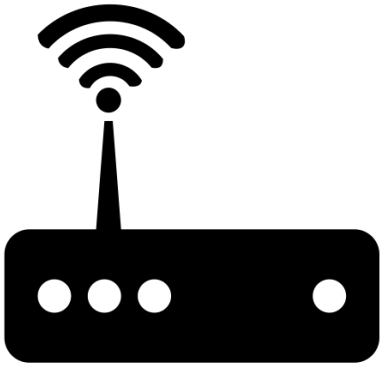

50%
BEFORE

55%
AFTER

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03

PROVIDING INDIVIDUAL LEVEL RESULTS ALONG WITH HOUSEHOLD LEVEL RESULTS

For panel control, rim weighting and to feed viewing attribution model

SPOKESPERSONS ARE NOT A GOOD SAMPLE FOR INDIVIDUAL LEVEL INFORMATION

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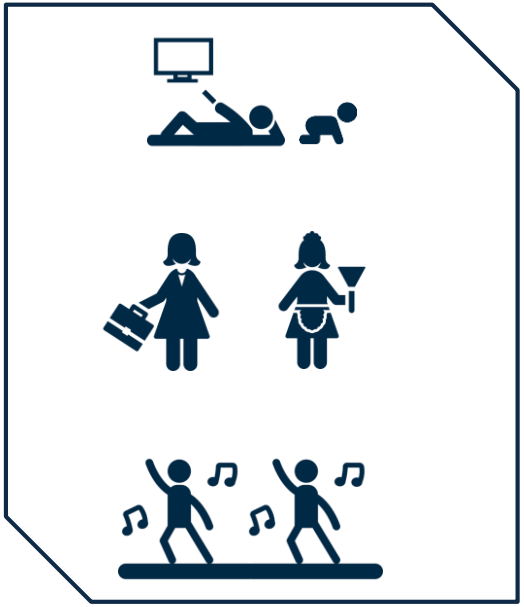
+16

Not probabilistically selected

+3%
FEMALE

57 vs 53
AVERAGE AGE

+10%
RETIRED



Source: Auditel Establishment survey MM7-2 2017 | “IP rights, Data, the Measurement Method and the Survey are exclusive property of Auditel”.

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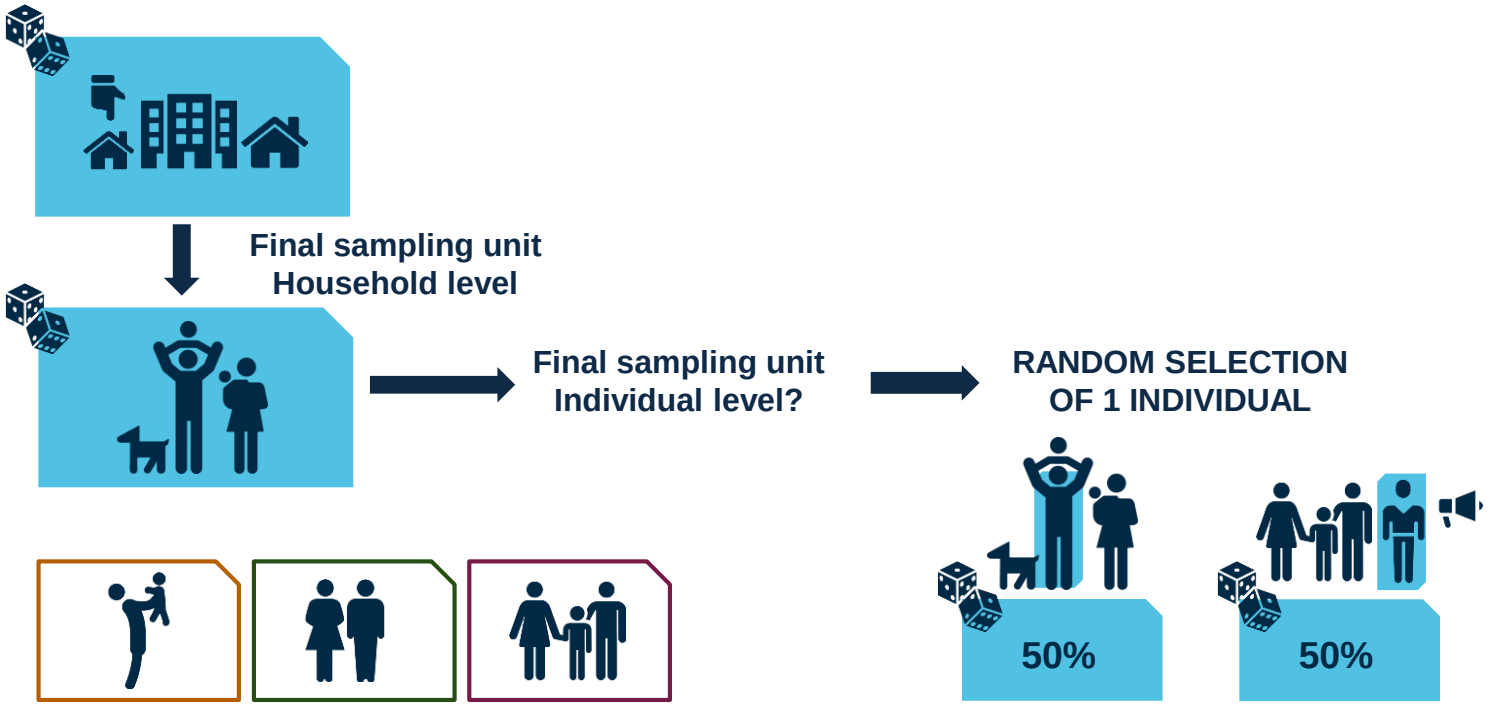
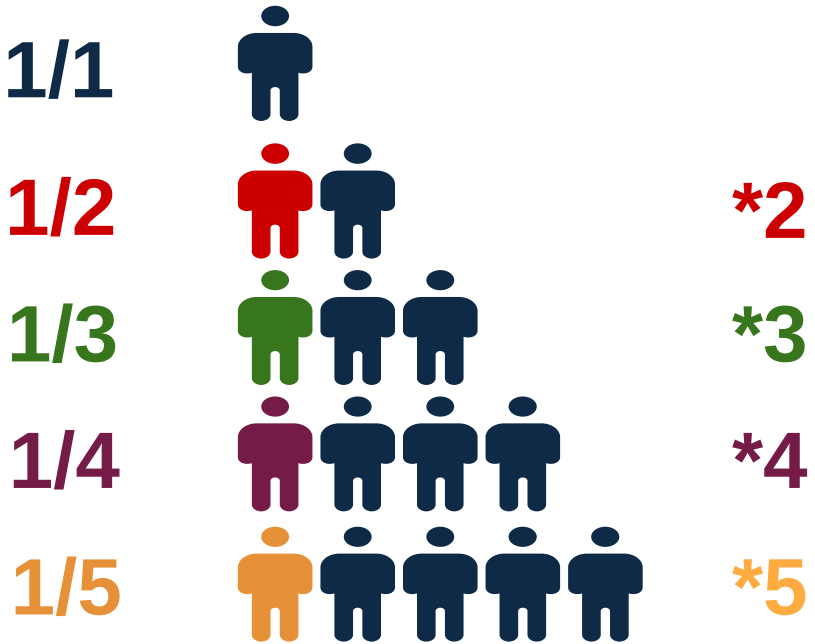
NEED INFORMATION RELEASED BY THE INDIVIDUALS DIRECTLY INVOLVED

HOW TO OBTAIN A RANDOM SAMPLE OF INDIVIDUALS FROM A SAMPLE OF HOUSEHOLDS?



CORRECTION OF INCLUSION PROBABILITY, THEN WEIGHTING



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Weighting the individual sample per **sociodemos** AND **Household structure**

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Is considering theoretical inclusion probabilities and smartly weighting profiles enough?

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WEIGHT OF SPOKESPERSONS AND SECOND EXTRACTED INDIVIDUALS SHOULD BE EQUALIZED

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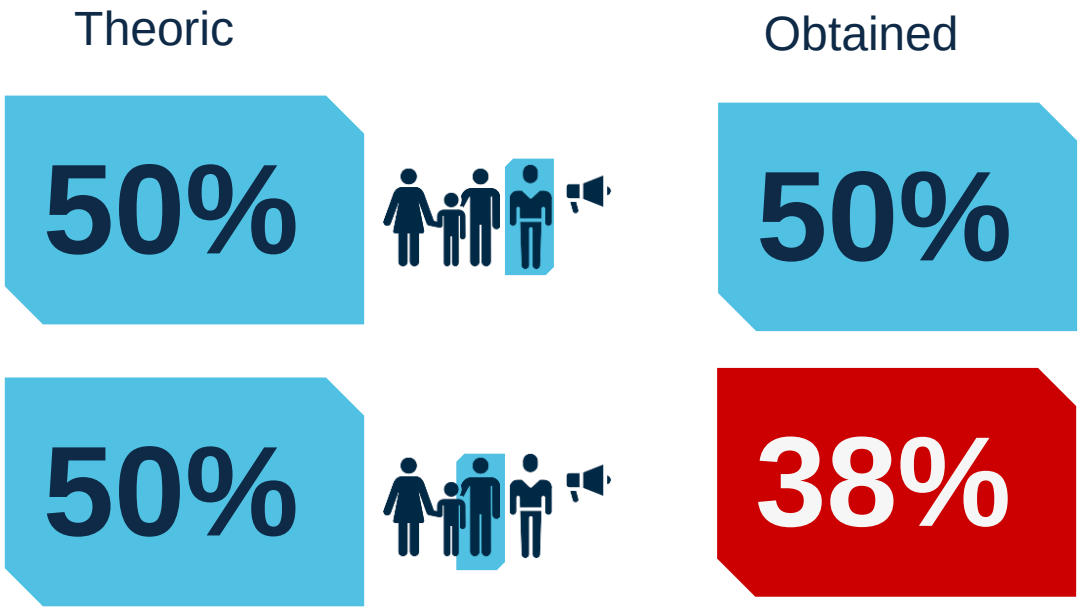

Source: Auditel Establishment survey MM7-2 2017 | “IP rights, Data, the Measurement Method and the Survey are exclusive property of Auditel”.

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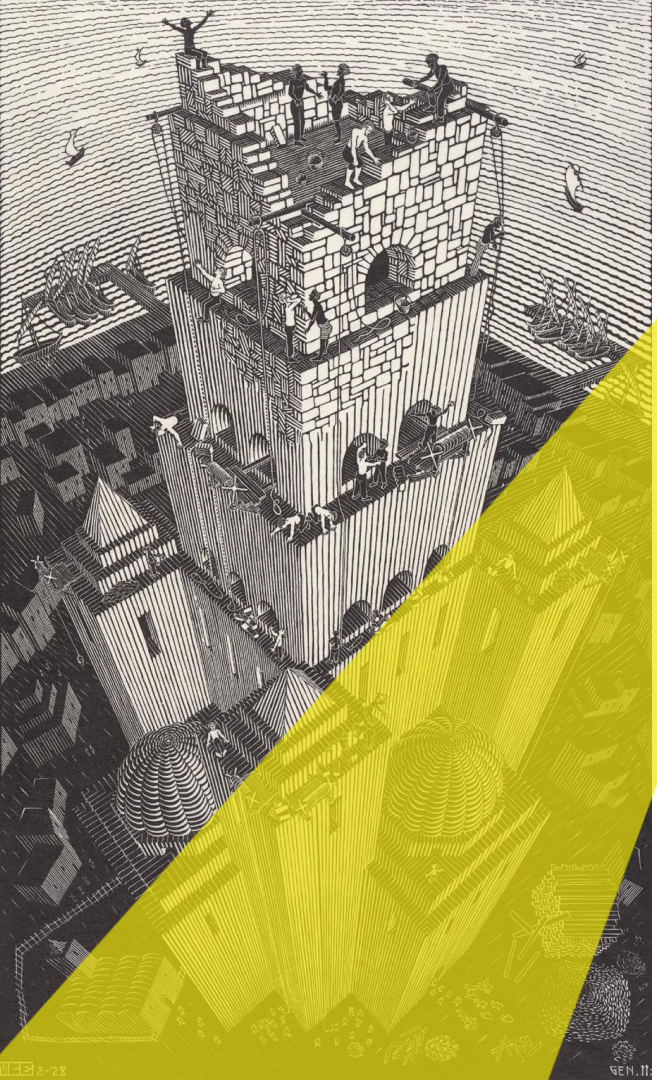
IT'S MORE SUBTLE THAN JUST GETTING SOCIODEMOS RIGHT

Usage last 30 days

P. inclusion correct + Weighted but w/o 50-50 equalization	P. inclusion correct + Weighted but with 50-50 equalization
19%	**22%**
9 mln	**10,3 mln**

Source: Auditel Establishment survey MM7-2 2017 | "IP rights, Data, the Measurement Method and the Survey are exclusive property of Auditel".



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MODELLING REQUIRES SOLID FUNDATIONS

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AUDITEL SUPERPANEL HAS BEEN A REAL TESTING GROUND FOR OUR INNOVATIONS AND THE DEVELOPMENT OF NEW AREAS

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CHALLENGING TARGETS ARE NOW BECOMING RELEVANT FOR CROSS MEDIA MEASUREMENT

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THANK YOU

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