

# asi 2022 International Television & Video Conference

**Mirko Marr**

Mediapulse AG

Switching to a hybrid TV currency:  
lessons learned from Switzerland

2<sup>nd</sup> - 4<sup>th</sup> November  
Nice, France

[www.asiconferences.com](http://www.asiconferences.com)



#asitv22



# Switching to a hybrid TV currency

Lessons learned from Switzerland

Dr. Mirko Marr  
Mediapulse AG

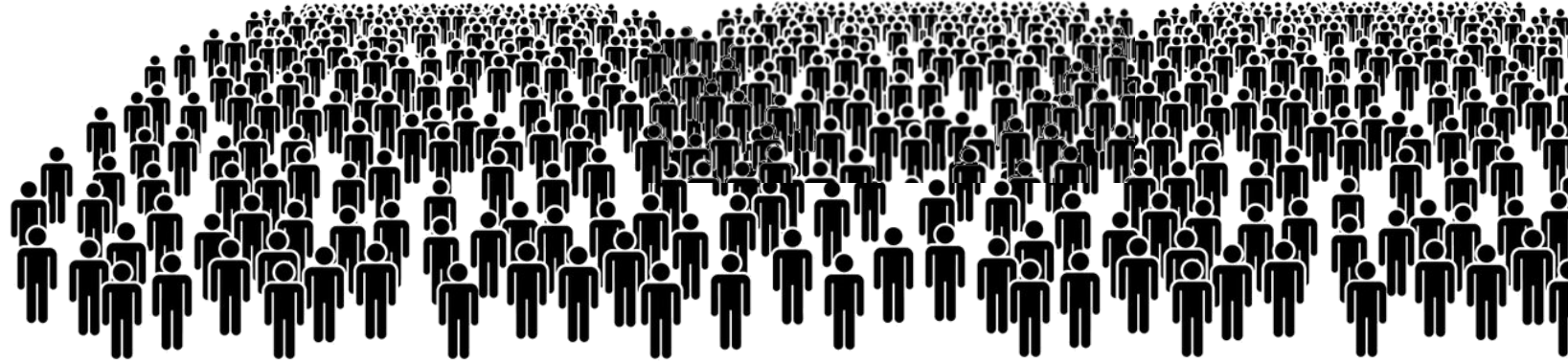


# Hybrid TAM-System in Switzerland

TV-Currency since July 2022

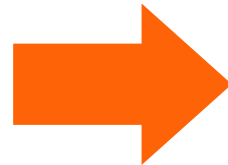
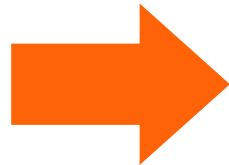
## Virtual Settop-Box Panel (Mediapulse)

Ca. 300'000 virtual panel members  
estimated based on daily usage and contract data  
from 150'00 digital settop-boxes



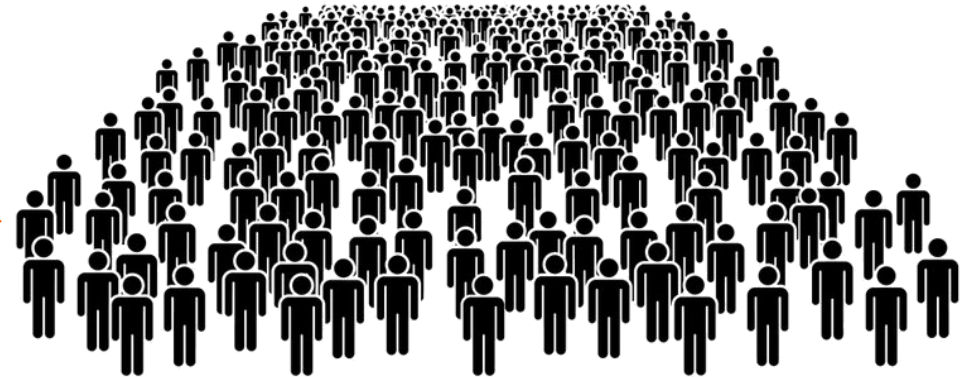
## TV Panel (Kantar)

Ca. 4'500 panel members in 2'000 households



## Hybrid TV-Panel

Ca. 20'000 tv-panel and virtual settop-box panel members



# Evaluating the Swiss Solution

## Strengths and Challenges

### Strengths

- Effects (more granularity, less zero ratings)
- Costs (no additional recruiting/panel management)
- Scalability (to keep up with ongoing fragmentation)
- Scope (replay ads, adressable tv)

### Challenges

- Delay in Data Delivery
- Dependence on Data Supplier
- Complexity/Comprehensibility
- Acceptance

# Delay in Data Delivery

## The Swiss Deal with the TV Market

### Technical limitations

- STB data delivery with 2 respectively 5 days delay
- Data processing, data integration into panel data and hi-res data release takes two days

### Market agreements

- Panel data will be released the next day (as before)
- Broadcaster are allowed to publish next day data, but have to flag these data as preliminary data
- Hybrid data will be released 7 days after broadcasting as final data (overwriting preliminary data)
- Ad sales will use final data only, preliminary data can be used for campaign optimization and for internal next day analysis

# Delay in Data Delivery

## Preliminary and Final Data

July 22	MO	TU	WE	TH	FR	SA	SU
26	27	28	29	30	1	2	3
27	4	5	6	7	8	9	10
28	11	12	13	14	15	16	17
29	18	19	20	21	22	23	24

Preliminary Data Usage Day (live)

Usage Day

Preliminary Data Usage Day (ON+7)

Final Data Usage Day (Live)

Final Data Usage Day (ON+7)

# Delay in Data Delivery

Flagging Data Status via Tool (Instar Analytics)

Preliminary data are underlined in the calendar view

	<<	<	Januar	2022	>	>>	>
	Mon	Die	Mit	Don	Fre	Sam	Son
52						1	2
1	3	4	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>
2	<u>10</u>	<u>11</u>	12	13	14	15	16
3	17	18	19	20	21	22	23
4	24	25	26	27	28	29	30
5	31						

Mouse over signals  
"Unconfirmed Audience  
Data"

Unconfirmed Audience Data

# Dependence on Data Supplier

## Challenge and Solutions

### The Challenge

- STB data supplier are committed to daily data delivery as required, but do not guarantee it

### Solution 1 (rejected)

- Building up and running a dedicated data pipeline, that has to be paid by Mediapulse

### Solution 2 (accepted)

- Complete or partial fall back to panel data in case of STB data outage



# STB Data Outage

Flagging Data Status via Tool (Instar Analytics) and via Documentation

Days with data outage are flagged

	Mon	Die	Mit	Don	Fre	Sam	Son
48			1	2	3	4	5
49	6	7	8	9	10	11	12
50	13	14	15	16	17	18	19
51	20	21	22	23	24	25	26
52	27	28	29	30	31		

Partially boosted

	Mon	Die	Mit	Don	Fre	Sam	Son
48			1	2	3	4	5
49	6	7	8	9	10	11	12
50	13	14	15	16	17	Not boosted	
51	20	21	22	23	24	25	26
52	27	28	29	30	31		

Mouse over shows outage type

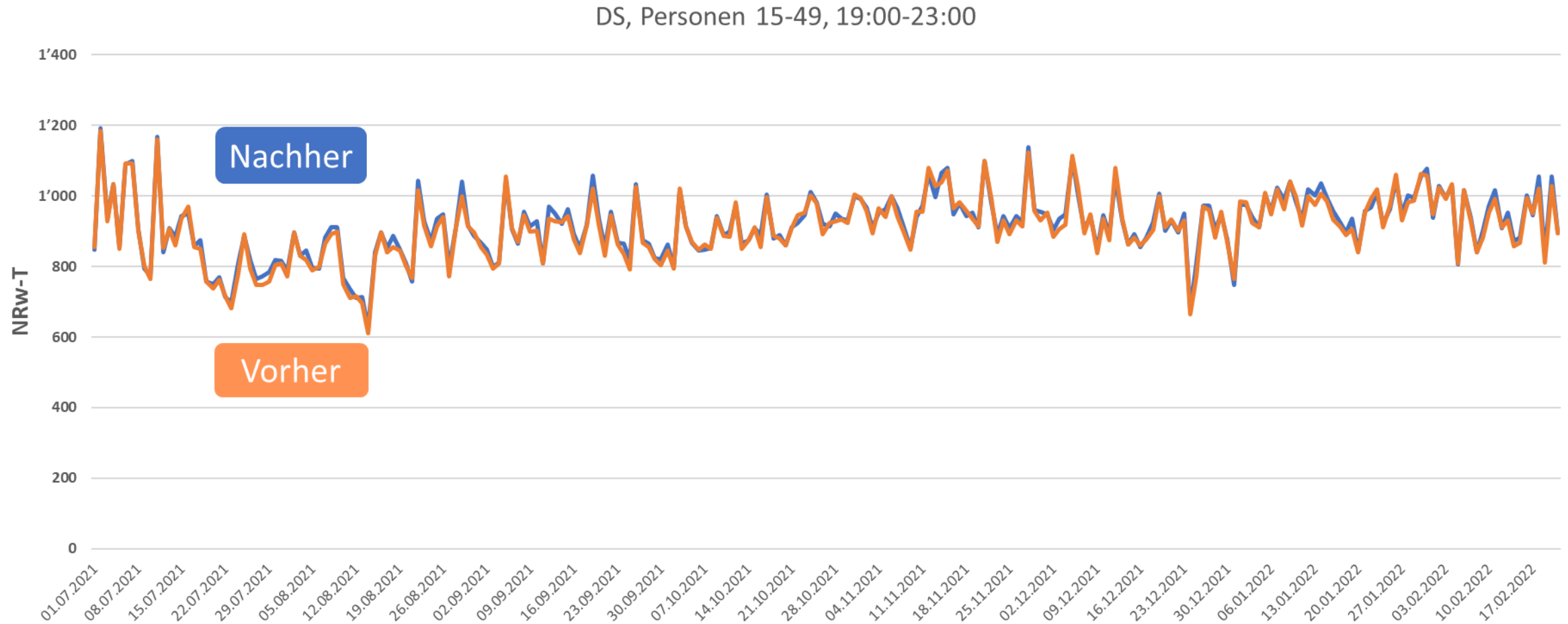
## Dokumentation Boosting-Ausfälle

Datum von	Datum bis	Boosting-Ausfall	Betroffene Distributoren	Kommentar
23.01.2022	24.01.2022	Not Boosted	Alle (Ausfall Swisscom & UPC)	
02.02.2022	03.02.2022	Partially Boosted	Ausfall UPC	
04.02.2022	08.02.2022	Not Boosted	Alle (Ausfall Swisscom & UPC)	
09.02.2022	11.02.2022	Partially Boosted	Ausfall UPC	

Outages are documented at the Mediapulse website

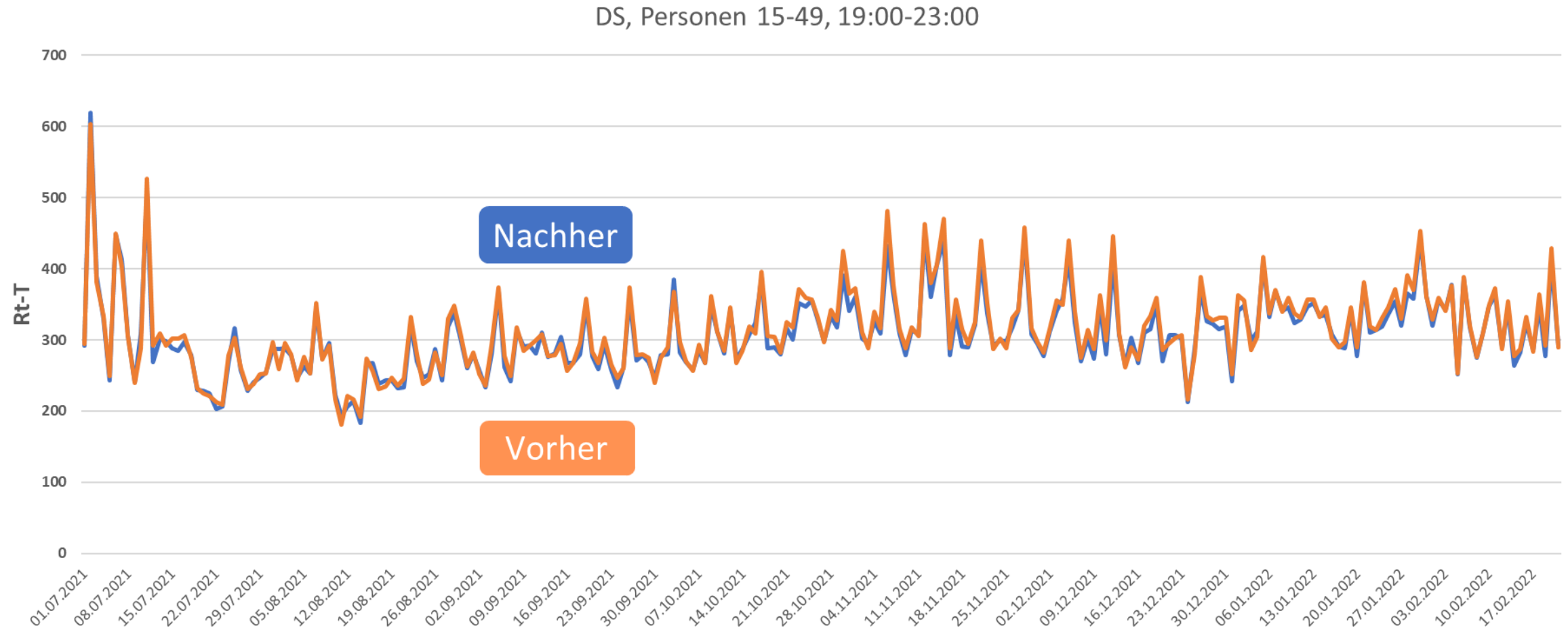
# Panel Data vs. Hybrid Data

NetReach, Total TV, Day by Day



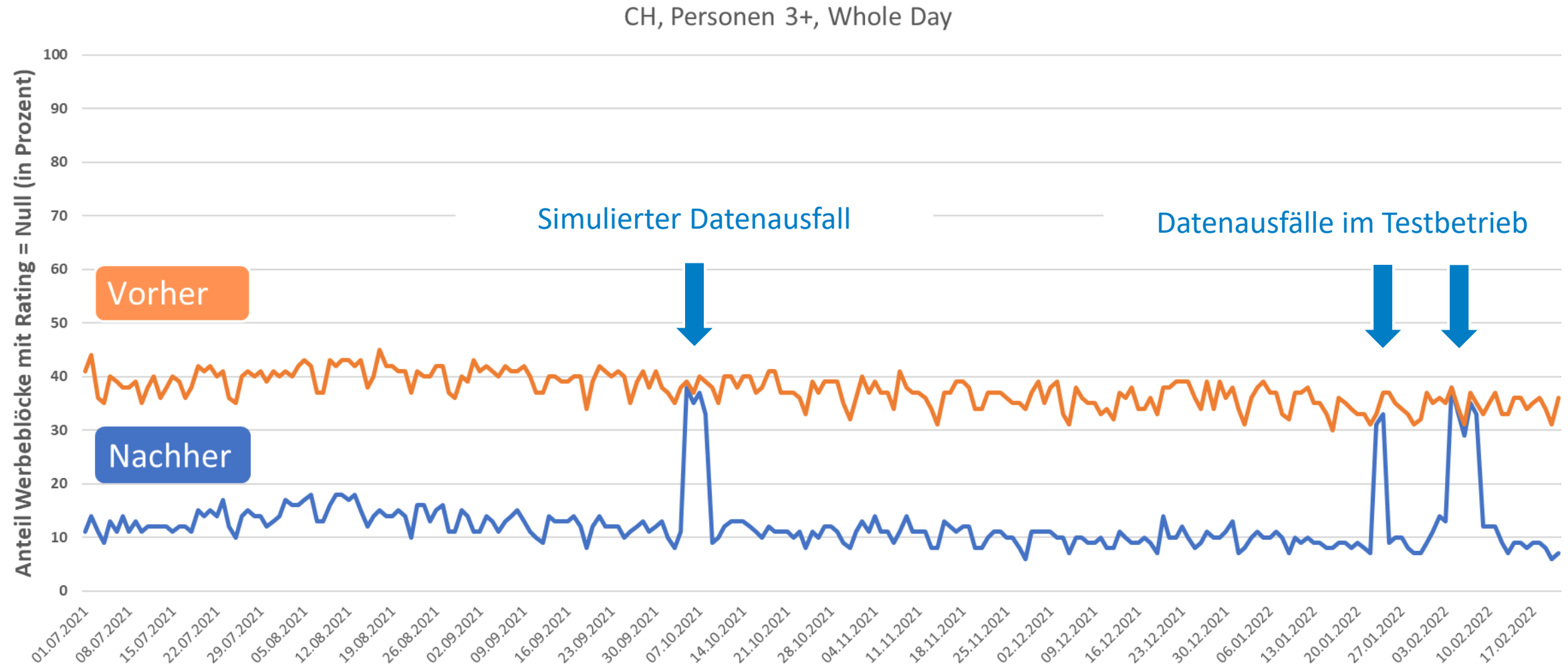
# Panel Data vs. Hybrid Data

Rating, Total TV, Day by Day



# Panel Data vs. Hybrid Data

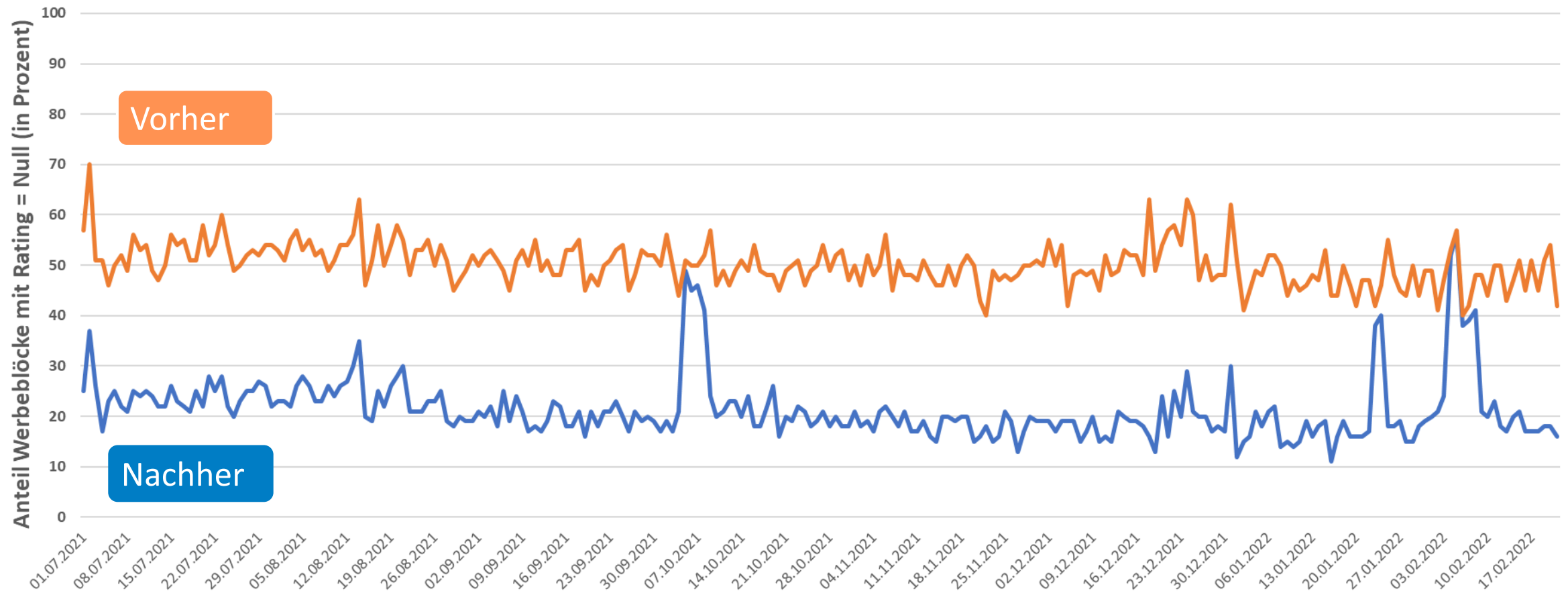
Share of "Zero-Ratings"



# Panel vs. Hi-Res

Share of "Zero-Ratings"

CH, Personen 15-49, Primetime 19:00-23:00





# Complexity and Acceptance

Involving the Market is Key

## Beta Testing (Fall 2020)

- Group of market experts gets product introduction and access to hi-res beta test data via market tool
- Feedback leads to "wish list" for design review

## Design Review (Spring 2021)

- Product optimization according to experts wish list
- Mediapulse defines and communicates criteria for product evaluation
- Start daily production of hi-res test data

## Road Show (Summer 2021)

- Clients get first insight into hi-res test data based on the evaluation of Mediapulse

## Market Sounding (Fall 2021)

- Broadcaster and sales houses get access to hi-res test data via market tool
- Market feedback and iterative q&a process steered by Mediapulse
- Board decision to launch hi-res data as tv currency in July 2022

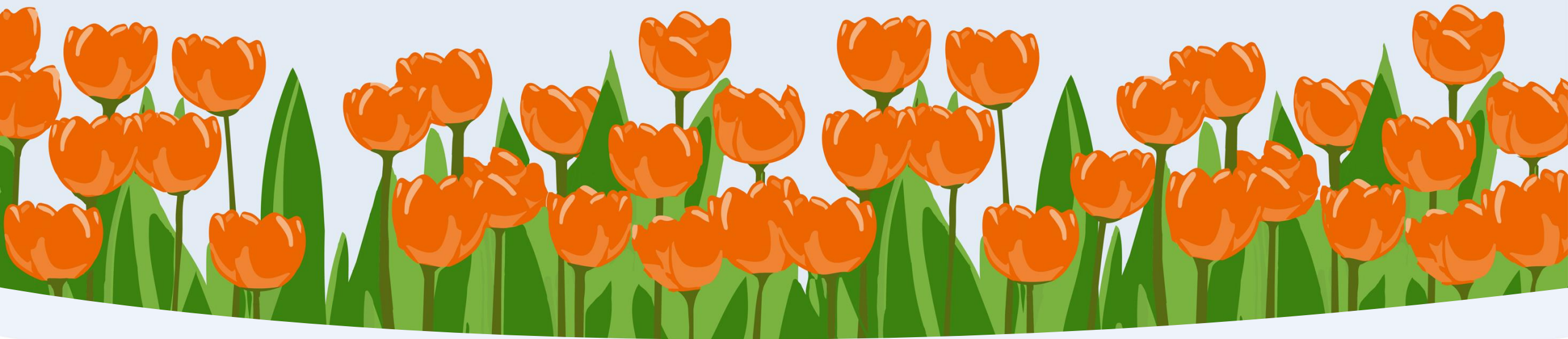
## Running "as live" (January - June 2022)

- Clients get access to daily hi-res data via market tool
- Defining rules and conventions for handling the new currency
- Adjusting contracts

## Communicating the Launch (April – June 2022)

- Interviews
- Public Presentations
- Launch Event

# *Merci*



[mirko.marr@mediapulse.ch](mailto:mirko.marr@mediapulse.ch)

**mediapulse**