Switching to a hybrid TV currency: lessons learned from Switzerland

2nd - 4th November
Nice, France

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Switching to a hybrid TV currency

Lessons learned from Switzerland

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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 150’000 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, addressable 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

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<th>July 22</th>
<th>MO</th>
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<th>TH</th>
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- **Preliminary Data Usage Day (live)**: 27th July
- **Preliminary Data Usage Day (ON+7)**: 30th June
- **Final Data Usage Day (live)**: 24th July
- **Final Data Usage Day (ON+7)**: 22nd July
Delay in Data Delivery
Flagging Data Status via Tool (Instar Analytics)

Preliminary data are underlined in the calendar view

Mouse over signals "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

Outages are documented at the Mediapulse website
Panel Data vs. Hybrid Data
NetReach, Total TV, Day by Day

DS, Personen 15-49, 19:00-23:00

Nachher
Vorher
Panel Data vs. Hybrid Data
Rating, Total TV, Day by Day

DS, Personen 15-49, 19:00-23:00

Vorher

Nachher
Panel Data vs. Hybrid Data
Share of "Zero-Ratings"

CH, Personen 3+, Whole Day

Simulierter Datenausfall
Datenausfälle im Testbetrieb

Vorher
Nachher
Panel vs. Hi-Res
Share of "Zero-Ratings"
# Complexity and Acceptance

Involving the Market is Key

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<th>Event</th>
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| **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                                                            |
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