

Watermarking alongside audio-matching to enhance the audio currency

Yvette van den Berg, Research manager Audio, Nationaal Media Onderzoek (NMO)
Jerome Schalkwijk, Global COO Audience Measurement, Ipsos



1st of January 2023 change of currency for listening ratings

- ASI presentation 2023: Introduction of the Dutch Audio currency
A bold leap or a well-managed innovation?
- Passive electronic measurement with Ipsos' MediaCell app on a smartphone
- +/- 80 stations measured
- Multimedia panel of n=3.100 panellists, representative of NL 13+
- Weekly delivery of data
- +7,9% uplift in revenue for radio industry in 2023
- Award winning



CESP Technical Audit in June 2023

97,1% Reporting Rate

The reporting rate of the radio listening sessions is aligned with the expectations in the laboratory test context. It demonstrates a high level of radio listening reporting



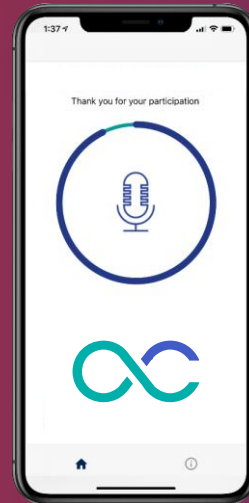
Why enhance currency measurement with an additional detection method?



MediaCell Technology

- Cross Platform by design

Audio Matching



Audio Watermarking



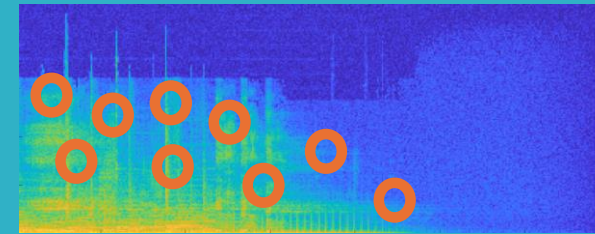
11010010110100 Online Metering

Audio Detection Technologies

AUDIO WATERMARKING



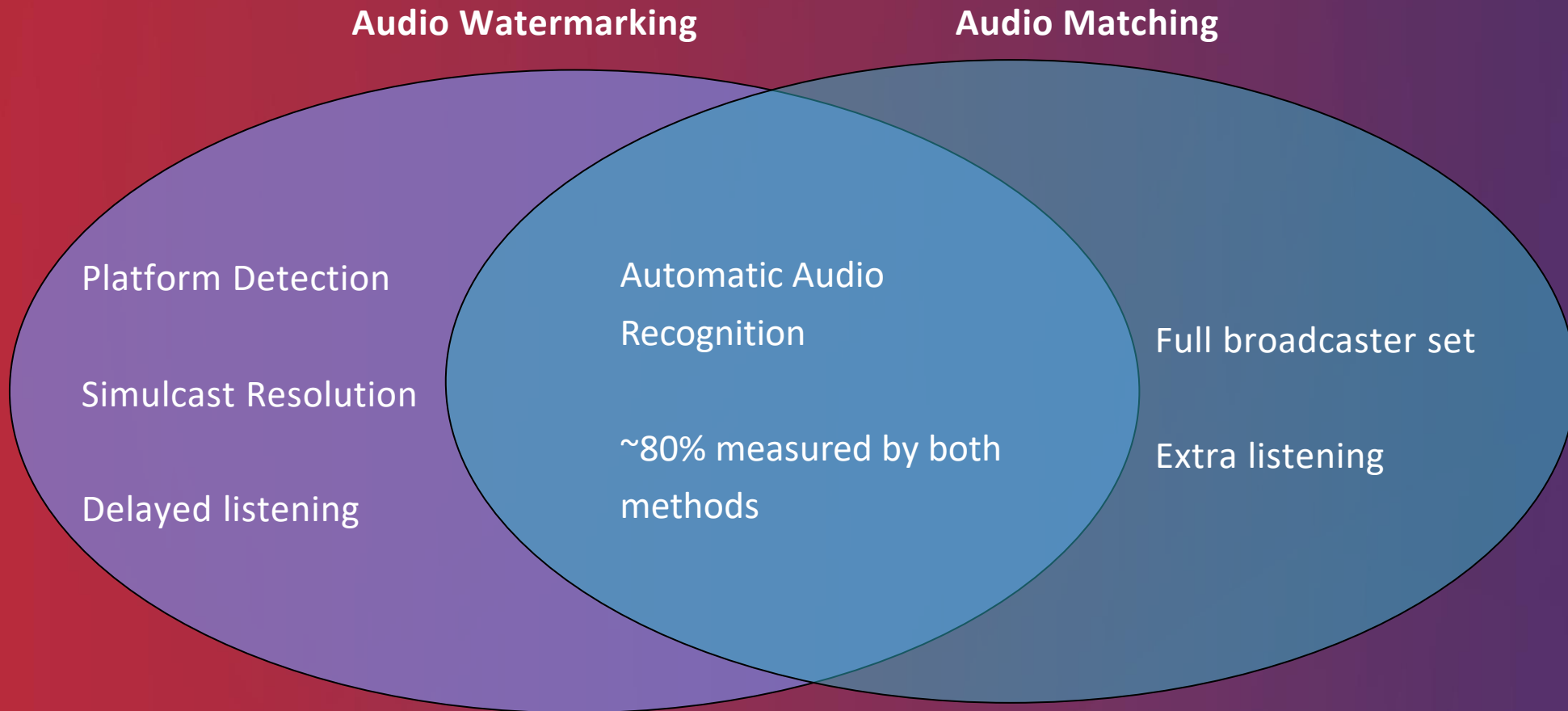
AUDIO MATCHING



• 101010110101101101101

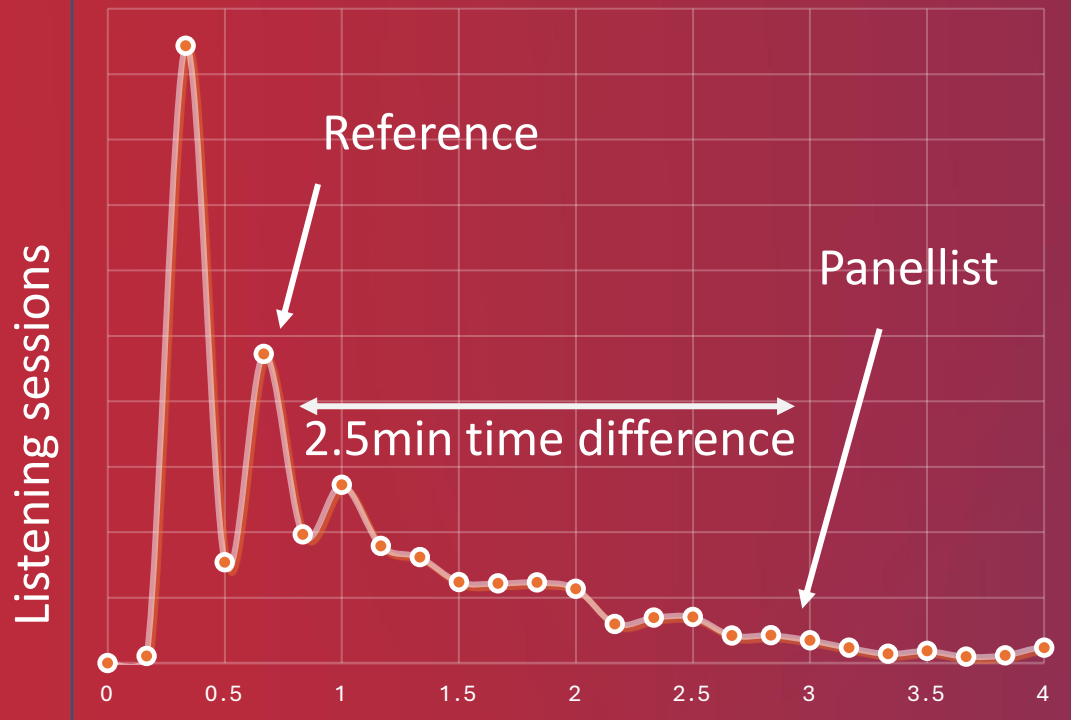


Best of Both Worlds



Benefit 1: Delayed Listening & Dynamic Ad Insertion

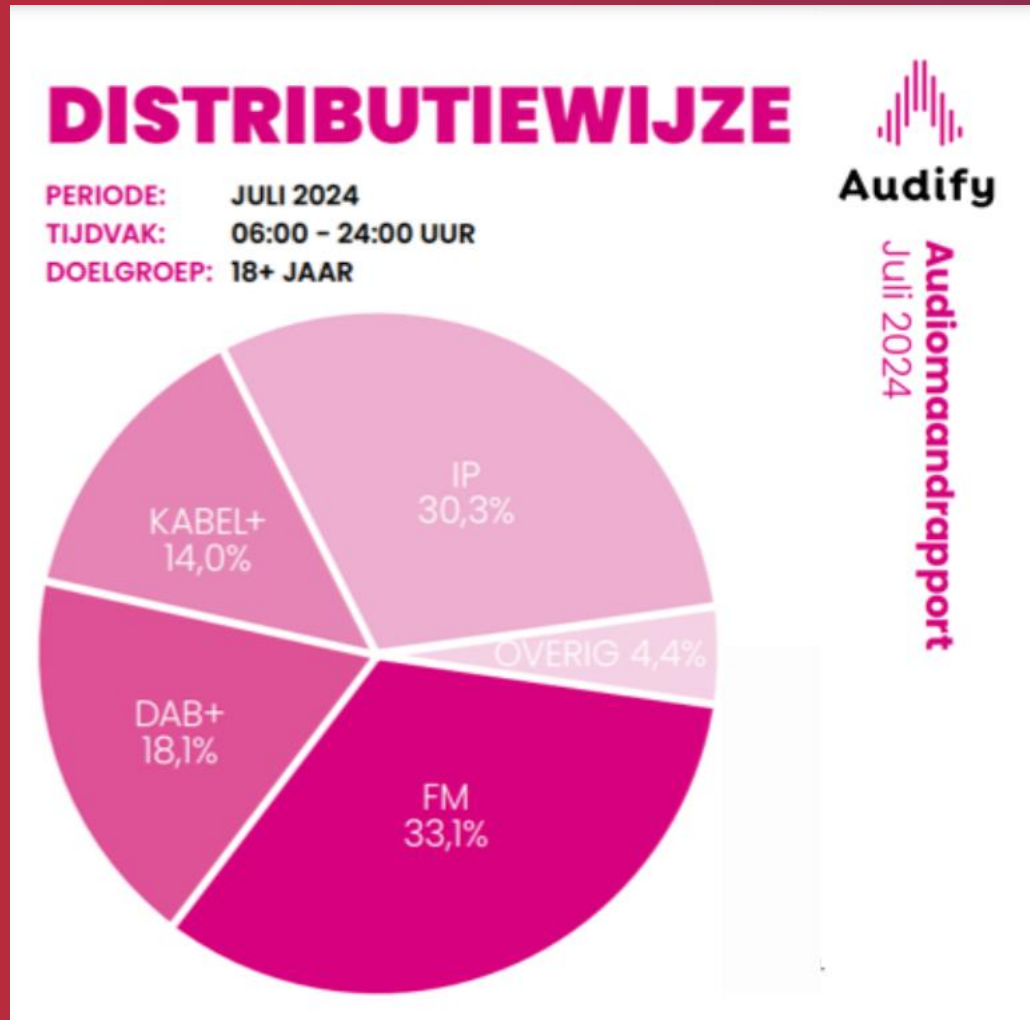
STREAMING-ONLY STATION



minutes delay since broadcast

- Streaming consumption adds extra challenges
 - Long buffer times
 - Dynamic ad insertion
- Watermarking as future-proofing
- Flag adjustments

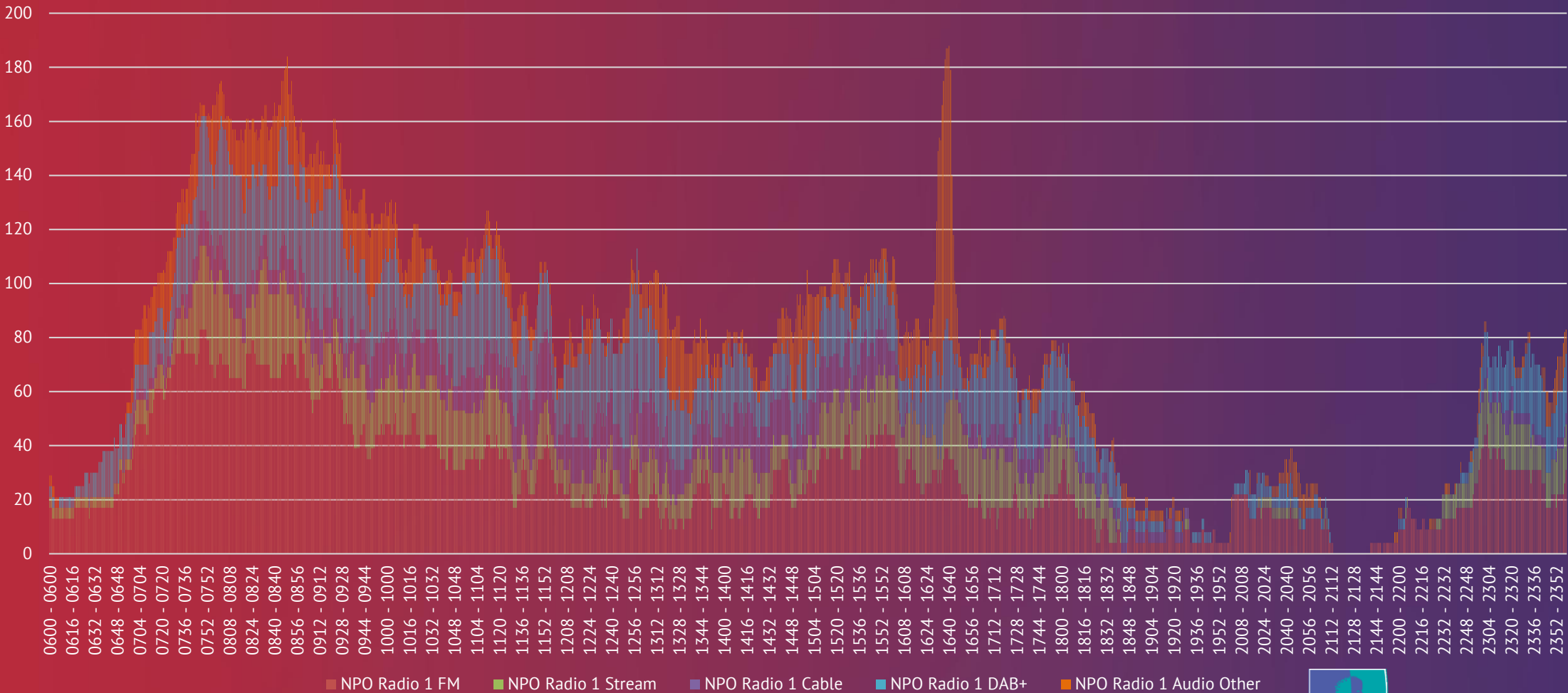
Benefit 2: Platform Insights



- Watermarking allows unambiguous identification of source content
- Allows direct measurement of platform of consumption
- Provides insights into distribution and content

Benefit 3: Simulcast solution

NPO Radio 1 zondag 30 juni 2024 - Simulcast unannounced farewellspeech Rutte NPO1



Benefit 4: extra listening time

No detection method on it's own is perfect

~80% of the listening time is measured by
both methods

~12% of the listening time is measured by
Audiomatching only

~8% of the listening time is measured by
Watermarking only



Key take-aways

- Adapt innovations to the local market
- When implementing new technique, offer commercial options
- Innovative research is never finished



THANK YOU!

Follow NMO at:



Nationaalmediaonderzoek.nl/over-nmo/english



Nationaal Media Onderzoek (NMO)



NationaalMediaOnderzoek

