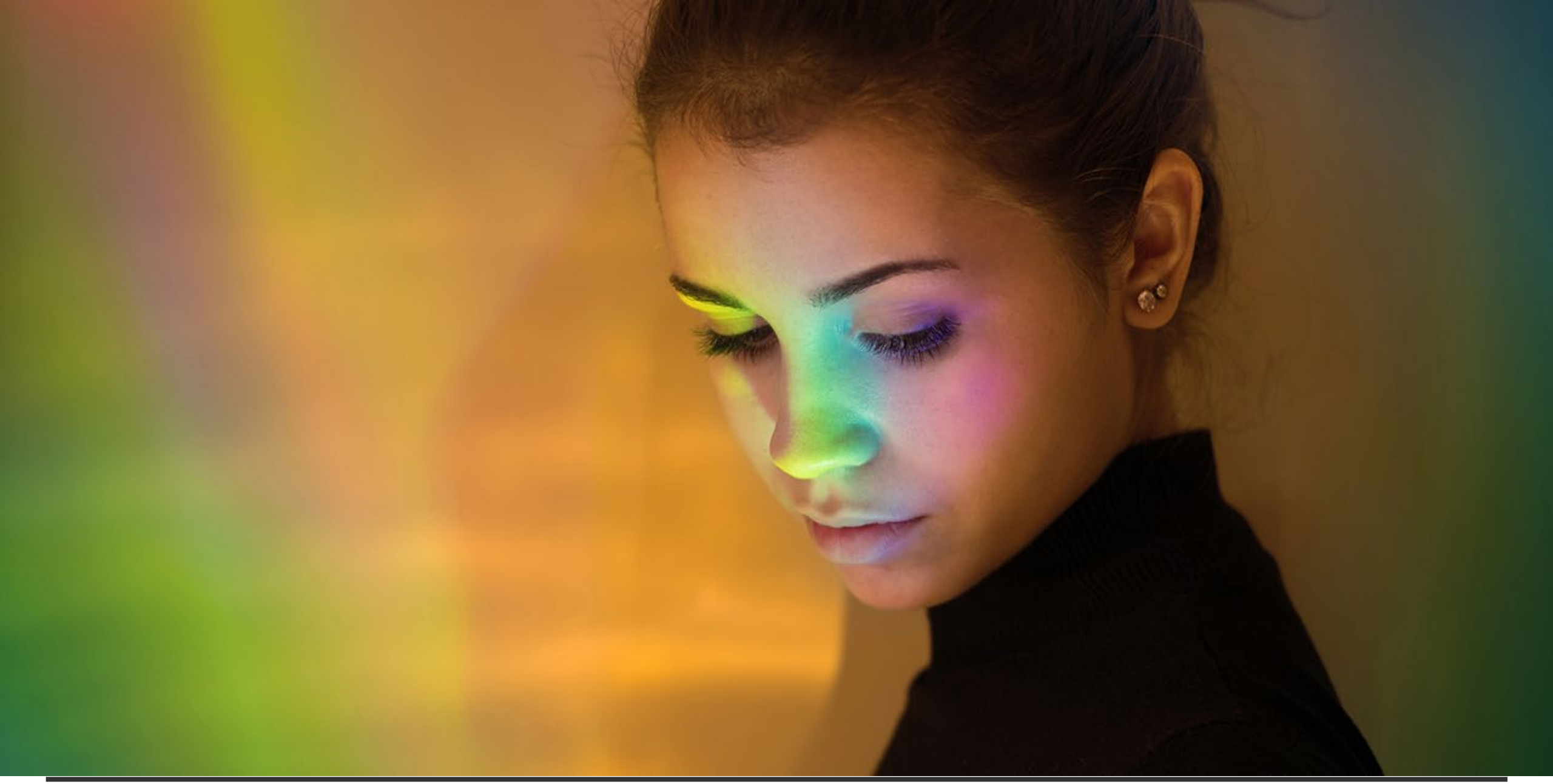
KANTAR

Back to the future Using AI in new ways

Margo Swadley

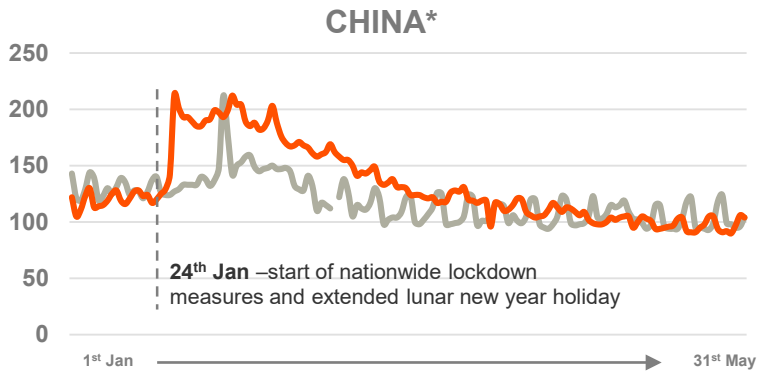
Kantar

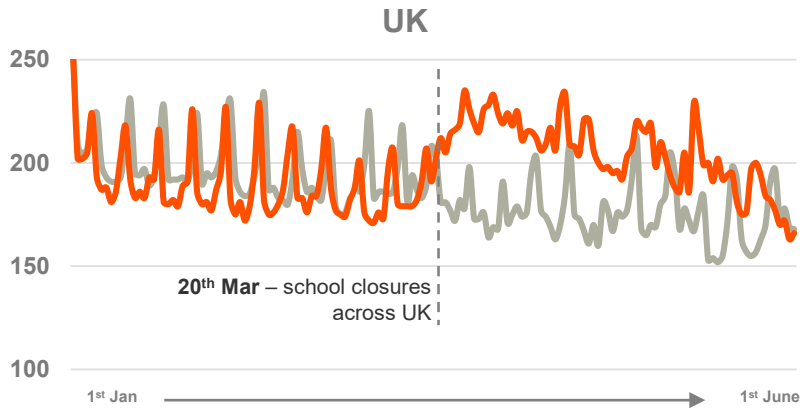


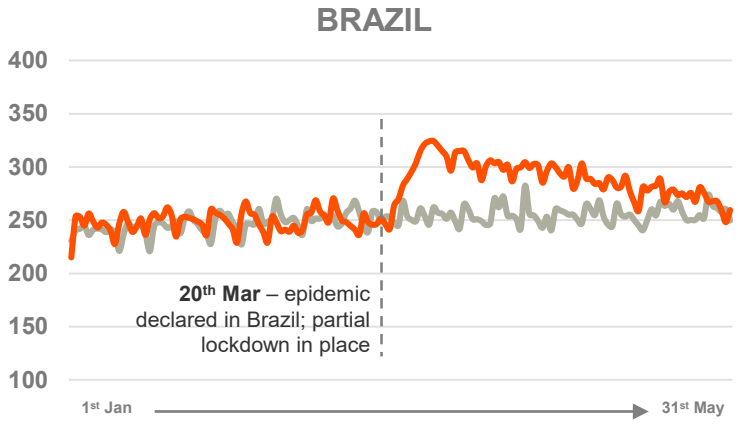
KANTAR

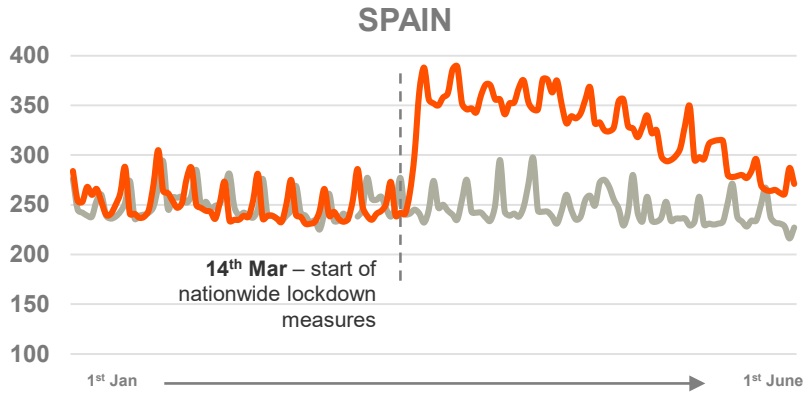
Increased Viewing During "Lock-Downs" - Country Comparison (Major Markets)

Average Daily Minutes Viewed (Mins)







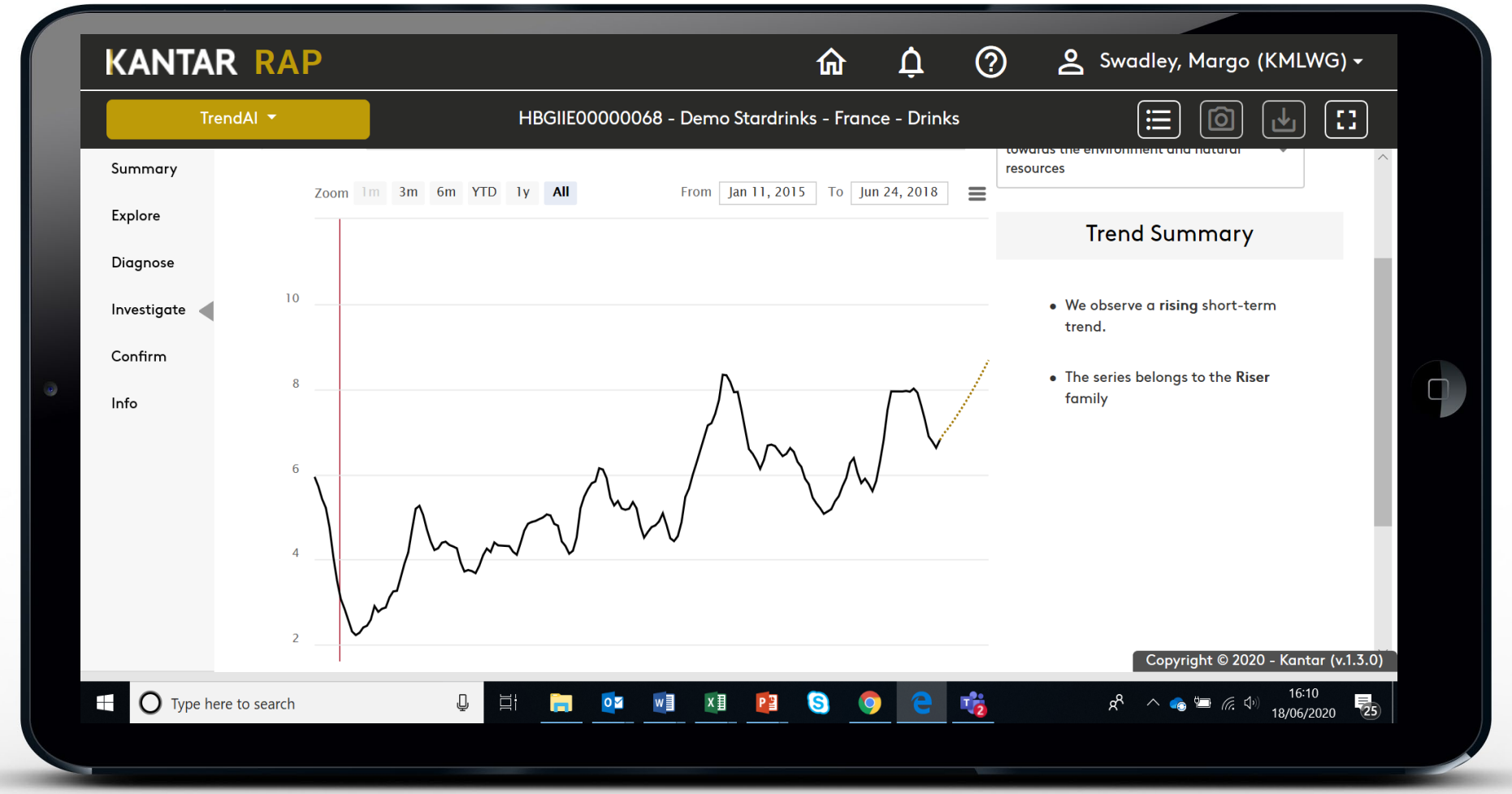


KANTAR

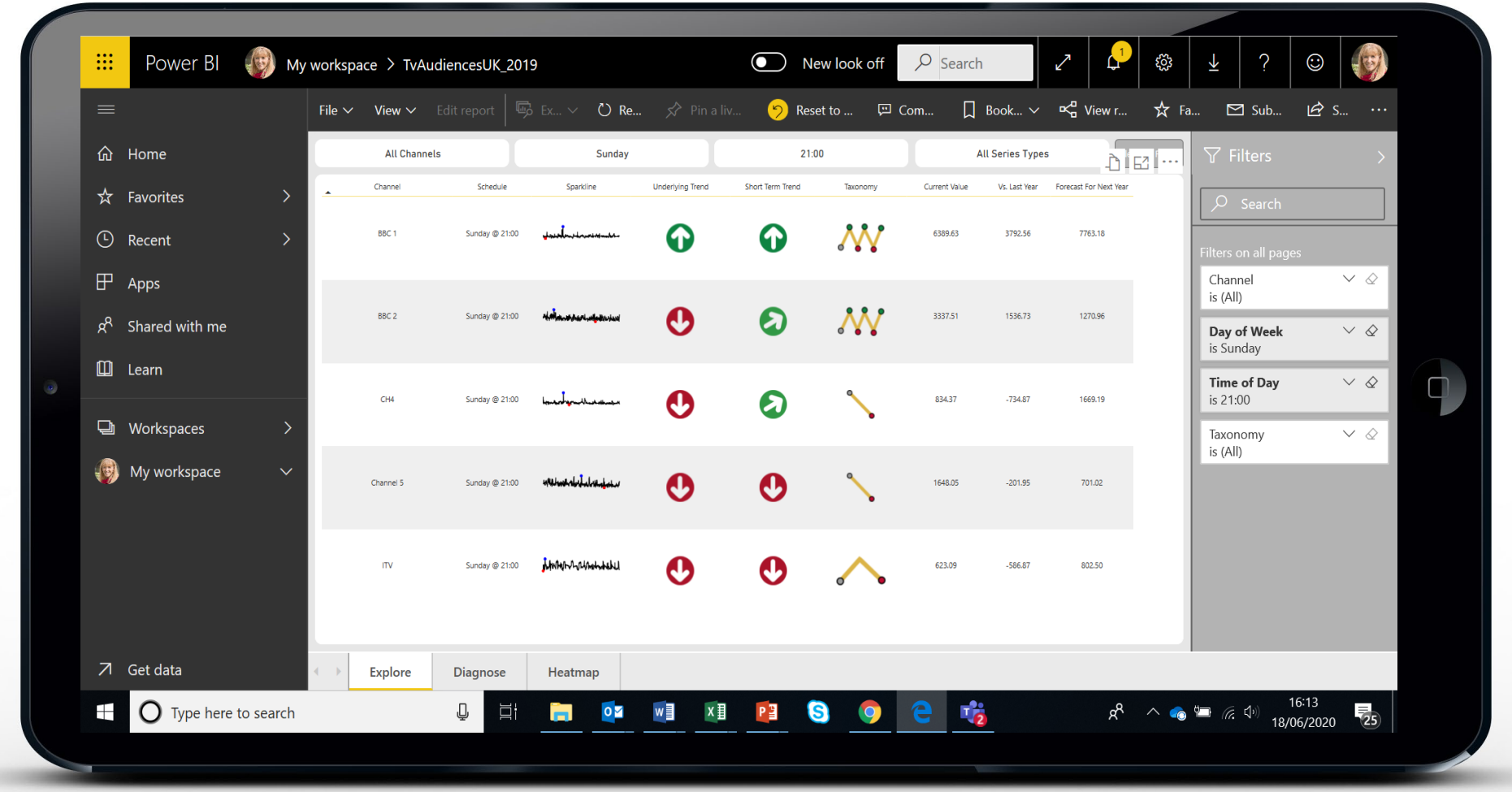
*Data Provided by Kantar's Partners CSM

Enter Artificial Intelligence

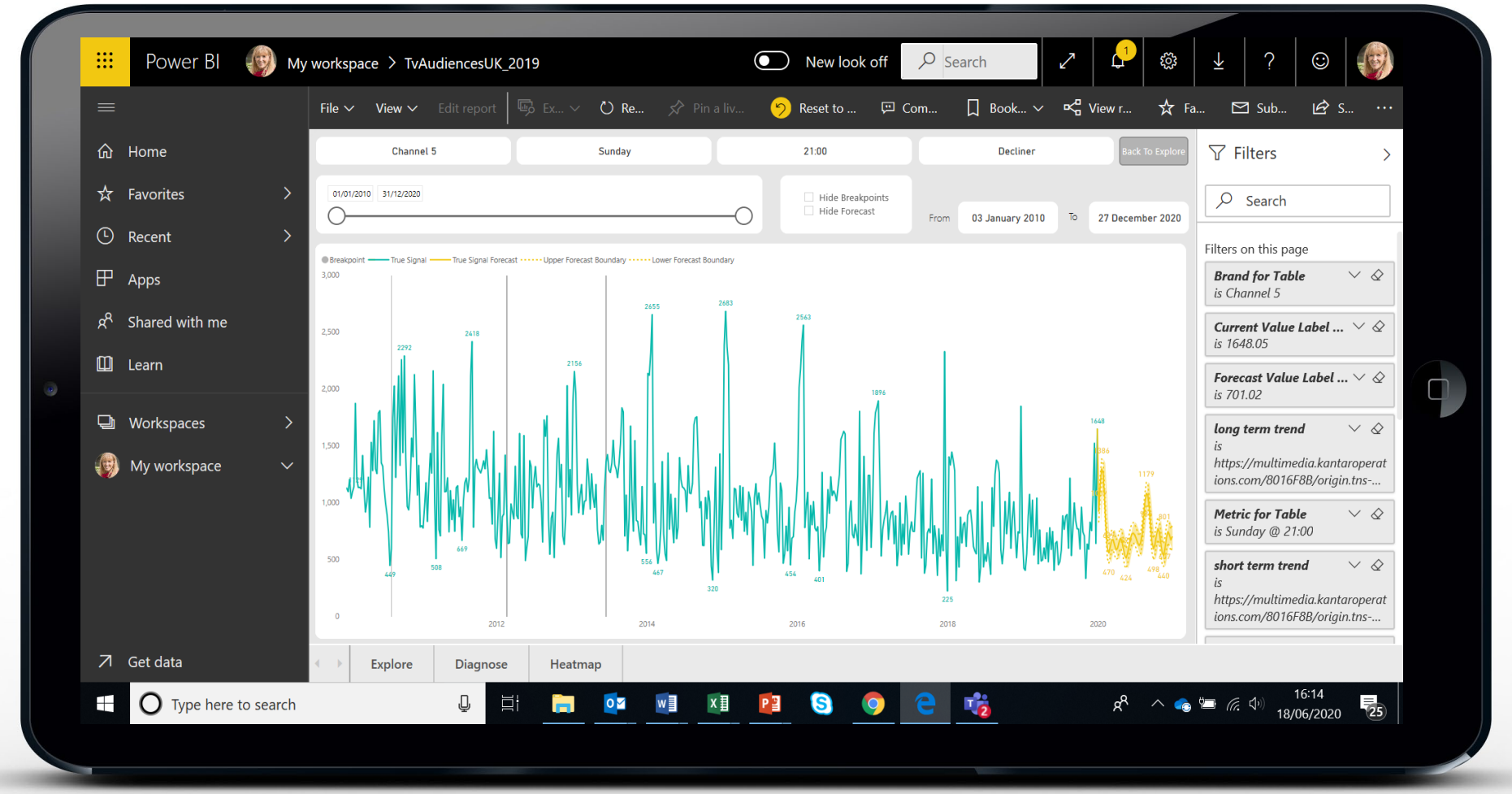
Leveraging Holistic Brand Guidance tools



Adapted for TV Audience data

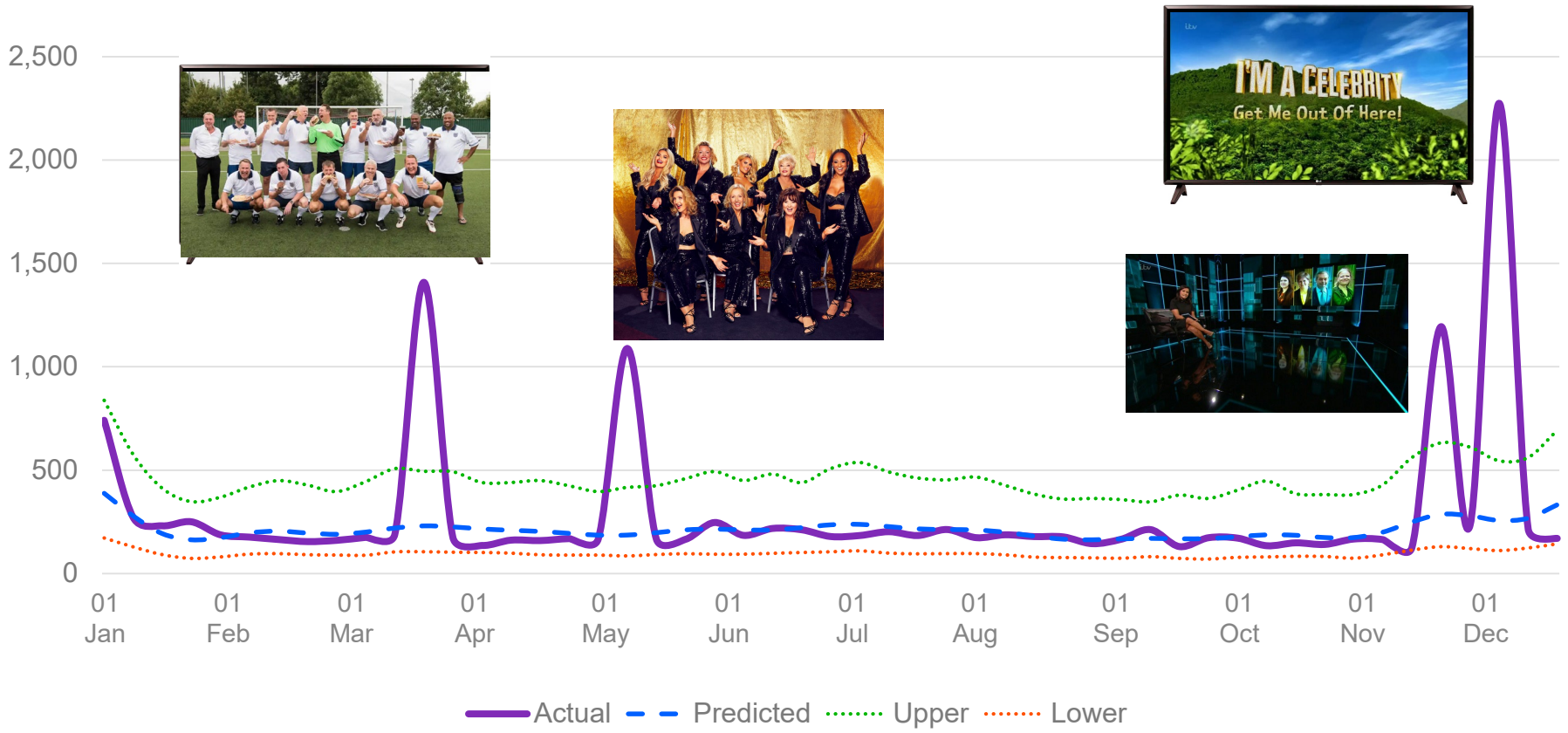


KANTAR


Power BI
My workspace > TvAudiencesUK_2019
New look off
Search
File
View
Edit report
Reset to ...
Home
Favorites
Recent
Apps
Shared with me
Learn
Workspaces
My workspace
Get data
Channel 5
Sunday
21:00
Decliner
Back To Explore
01/01/2010
31/12/2020
Hide Breakpoints
Hide Forecast
From
03 January 2010
To
27 December 2020
Breakpoint
True Signal
True Signal Forecast
Upper Forecast Boundary
Lower Forecast Boundary
Explore
Diagnose
Heatmap
Filters
Search
Filters on this page
Brand for Table
is Channel 5
Current Value Label ...
is 1648.05
Forecast Value Label ...
is 701.02
long term trend
is
https://multimedia.kantaroperations.com/8016F8B/origin.tns-...
Metric for Table
is Sunday @ 21:00
short term trend
is
https://multimedia.kantaroperations.com/8016F8B/origin.tns-...
Type here to search
16:14
18/06/2020

Regular slots are easier to predict, with variances explainable

Tuesdays 10-11pm 2019
Actual vs Predicted

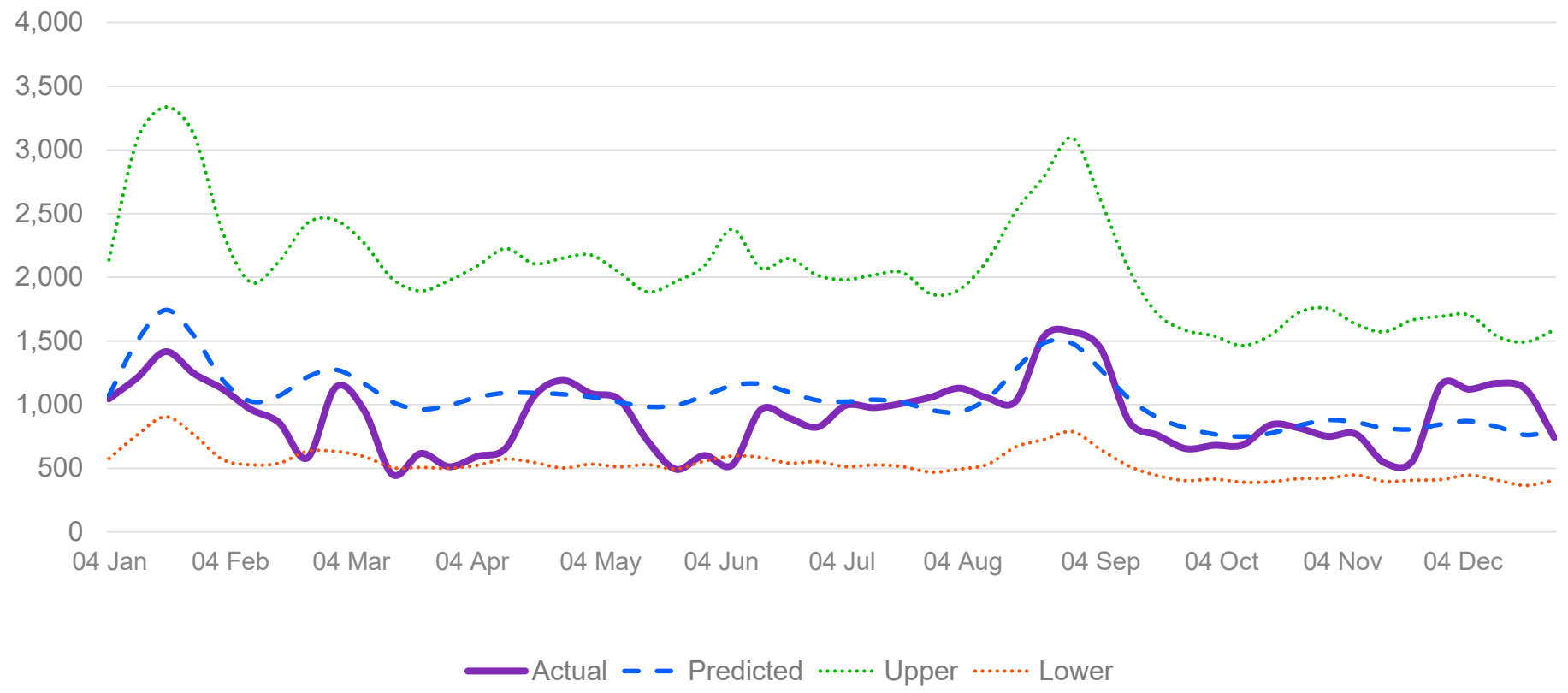


KANTAR

Average Audience (000s)

Regular seasonal shifts are predictable

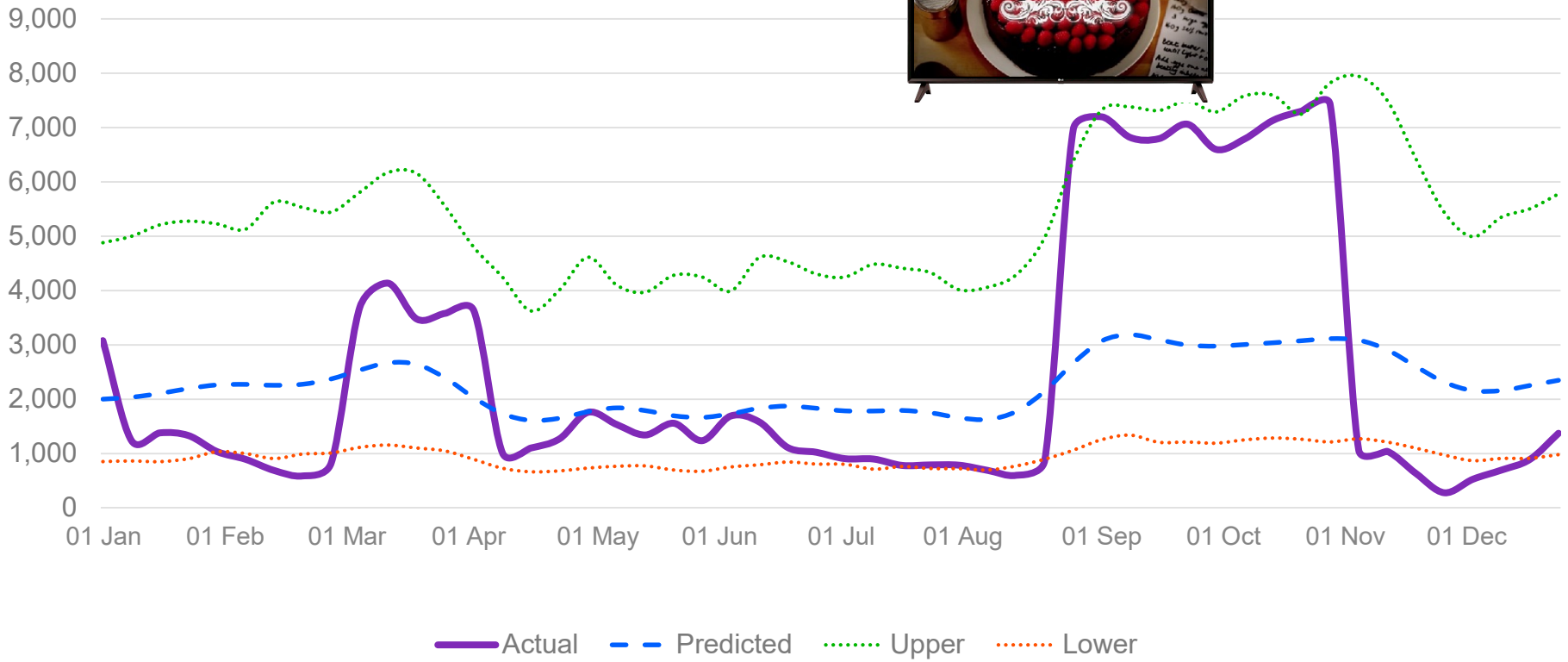
Fridays 9-10pm 2019
Actual vs Predicted



Average Audience (000s)

The volume of historic data makes a difference

Tuesdays 8-9pm 2019
Actual vs Predicted



KANTAR

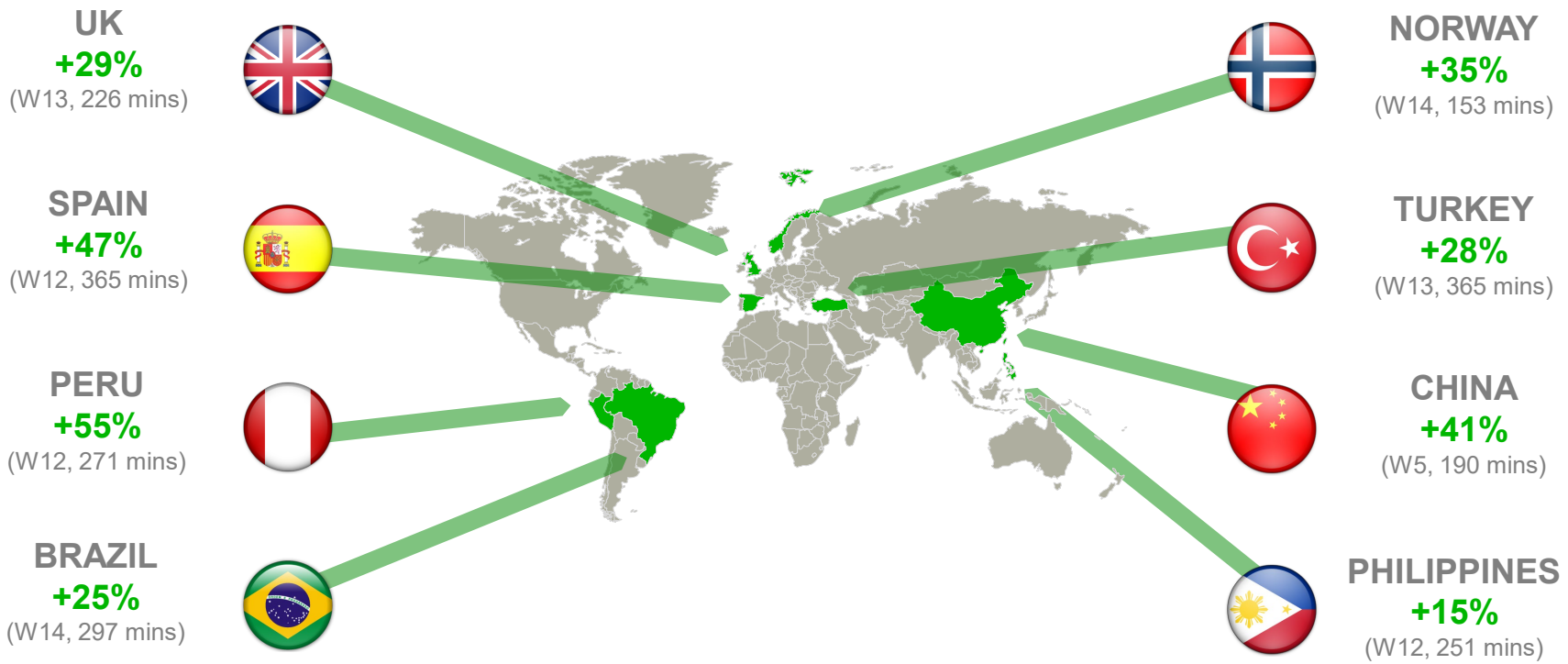
Average Audience (000s)

And then the coronavirus struck… People have been watching more TV during the crisis… particularly during weekdays

We are seeing higher TV viewing levels due to greater availability to view as people practice social distancing and self-isolation.

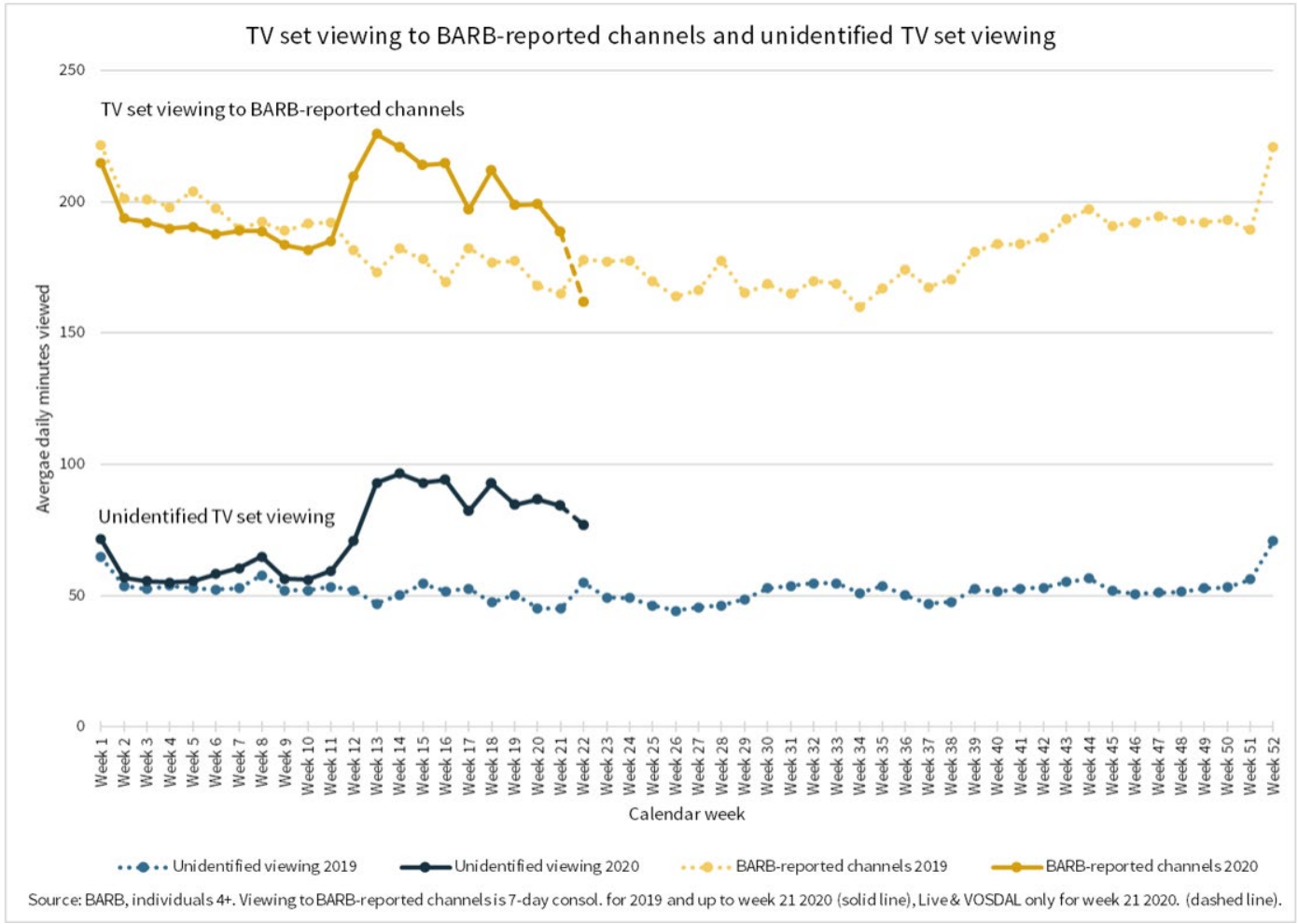
KEY

COUNTRY
% Increase vs. 2019
(WEEK #, # mins in 2020)



‘Unidentified’ viewing has also increased

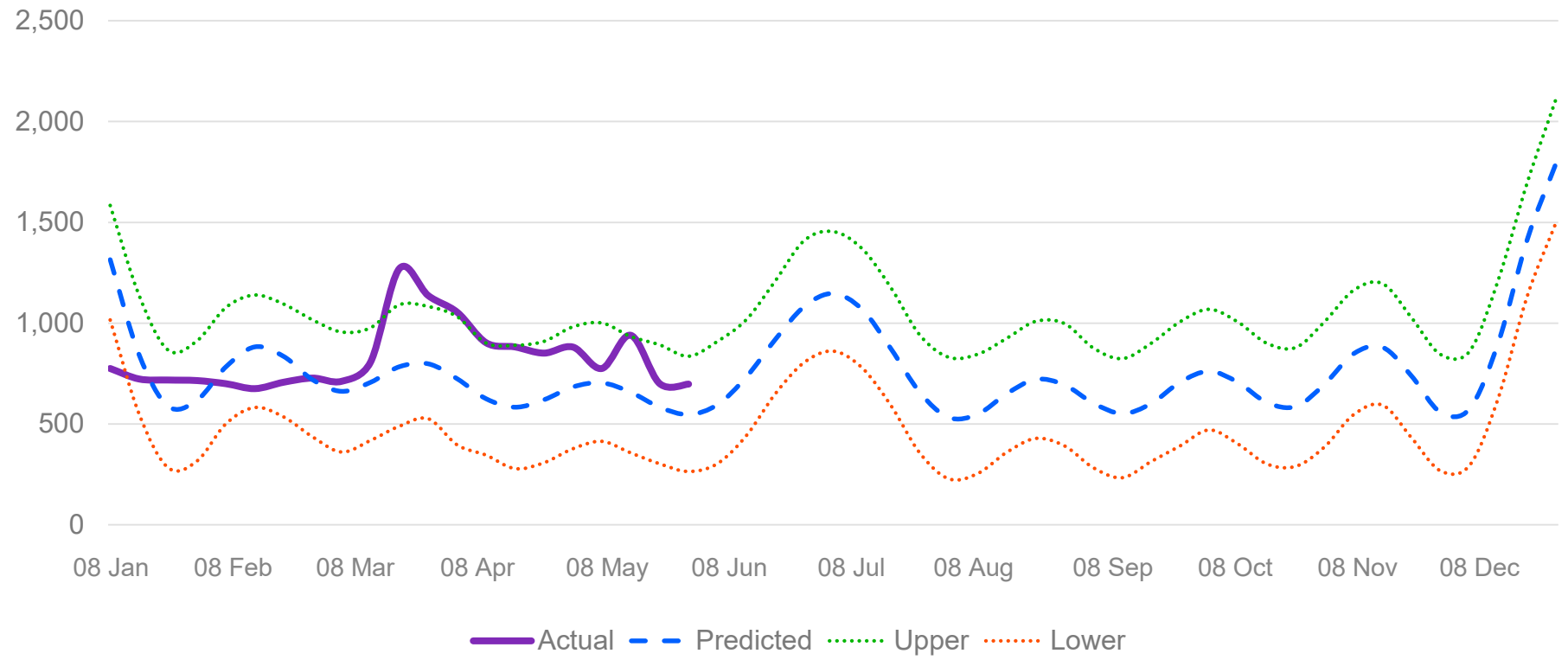
Credit to BARB for the analysis



Regular slots were broadly within the range

BBC one

Wednesday 6-7pm 2020
Actual vs Predicted



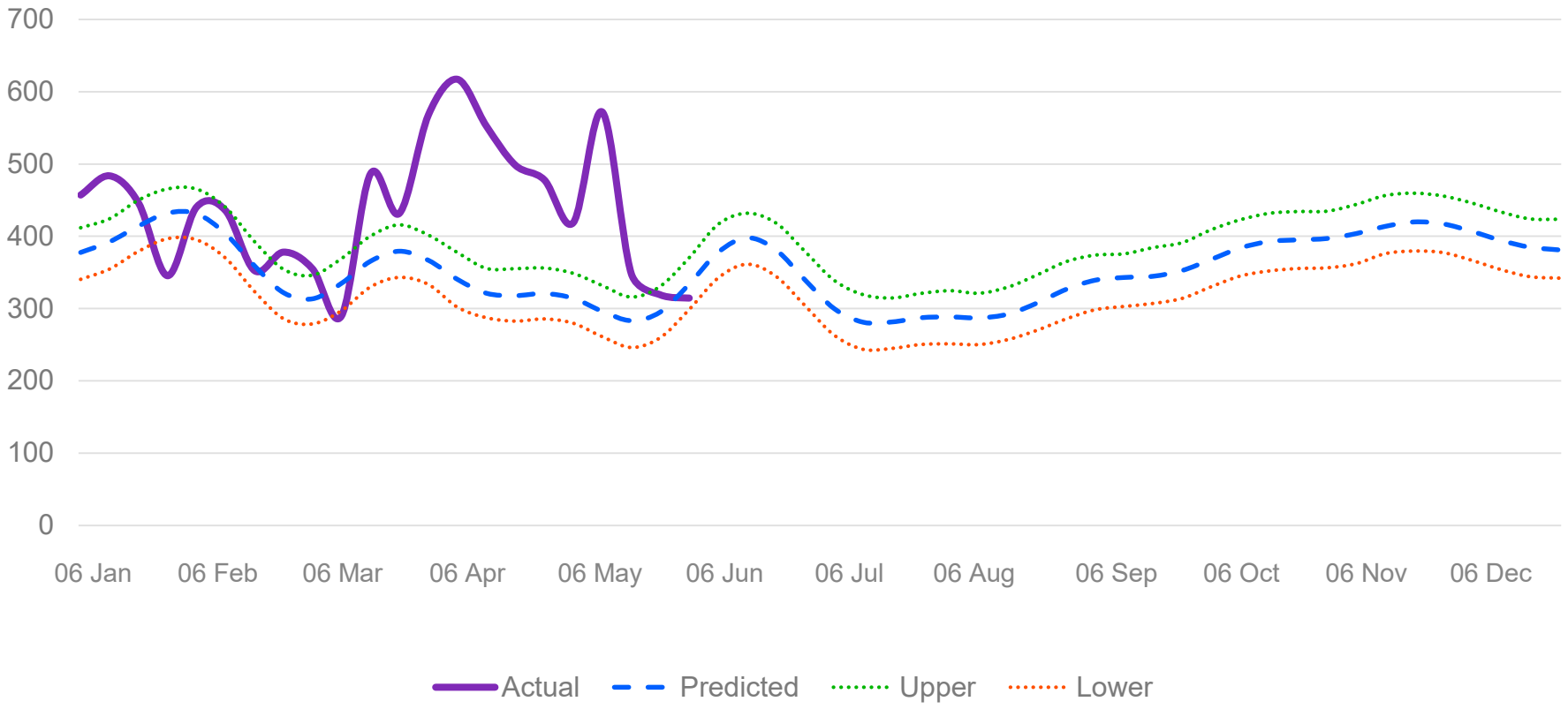
Note: This excludes 1st January

KANTAR

Average Audience (000s)

That said, daytime definitely saw an unusual burst during lockdown. Even this though is beginning to come down.

Mondays 2-3pm 2020
Actual vs Predicted

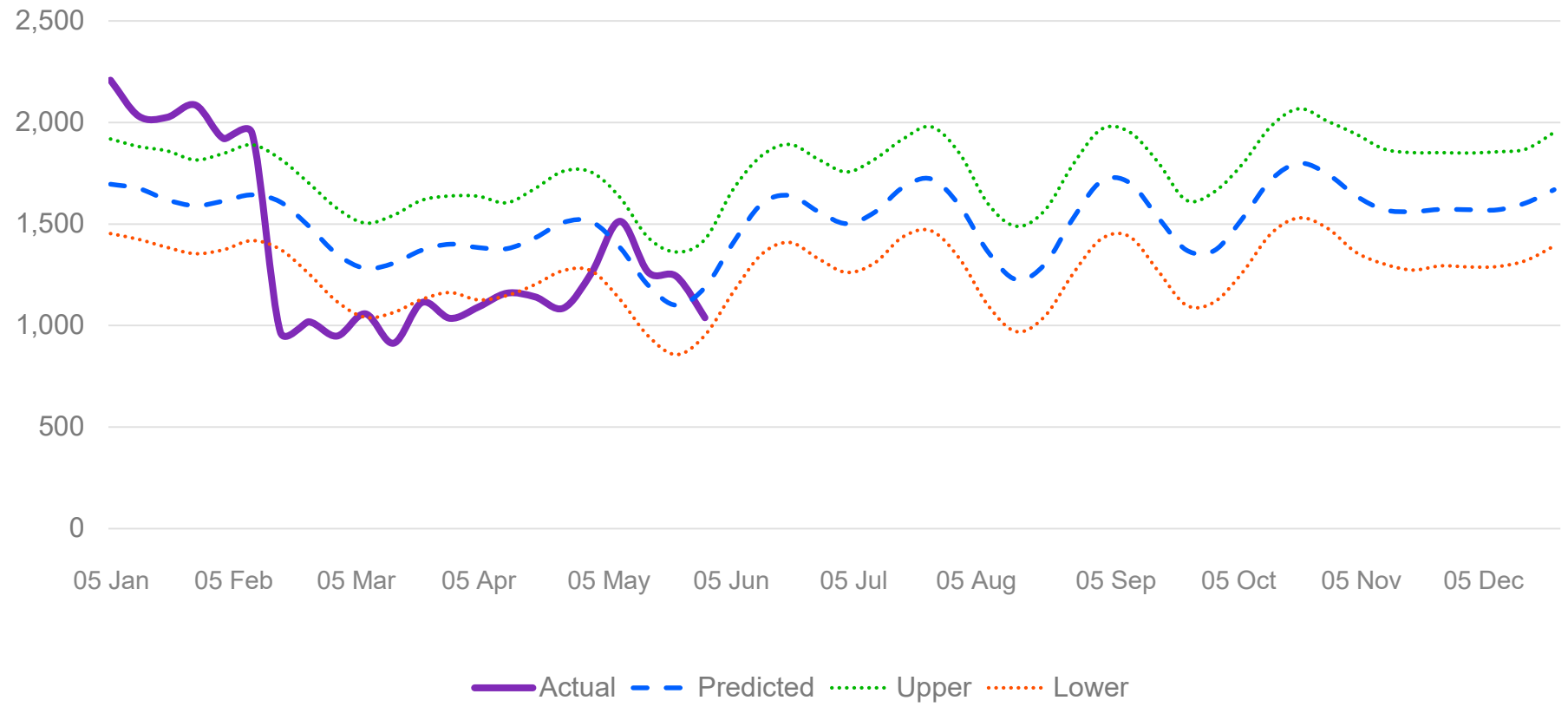


KANTAR

Average Audience (000s)

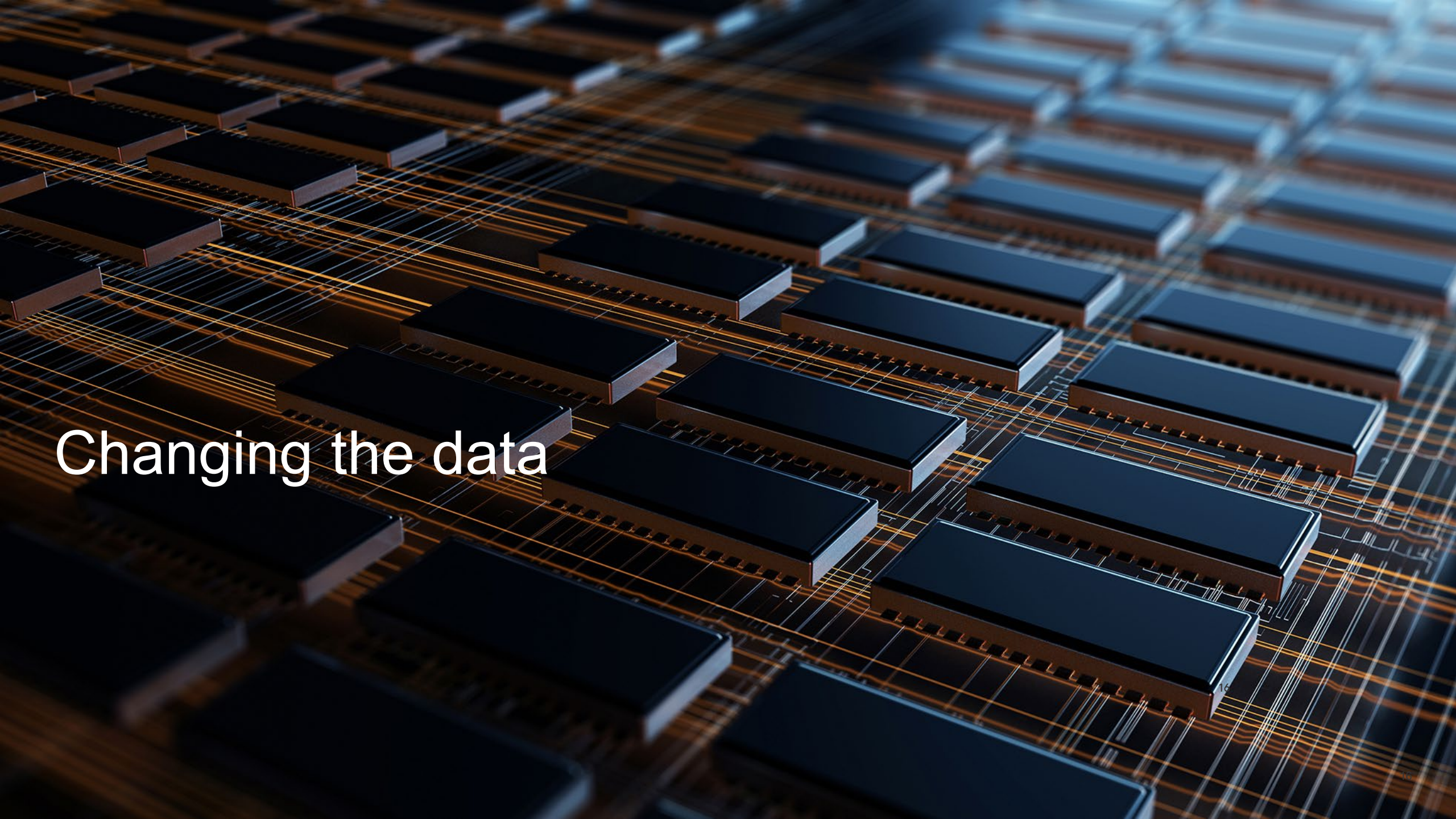
Not all slots saw a boost

Sundays 9-10pm 2020
Actual vs Predicted



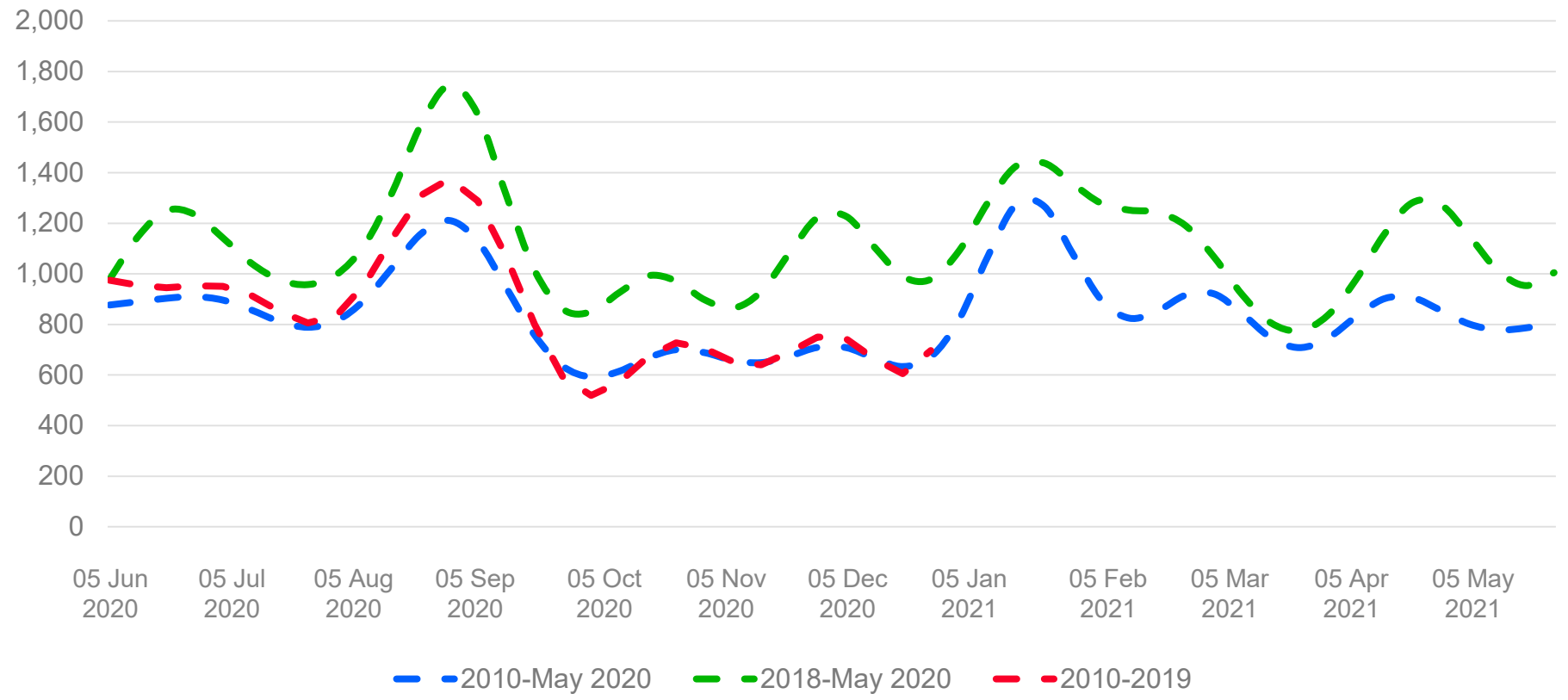
KANTAR

Average Audience (000s)


Changing the data

There is a short term burst but over time the trend comes into line with previous predictions

Fridays 9-10pm
Original vs Revised

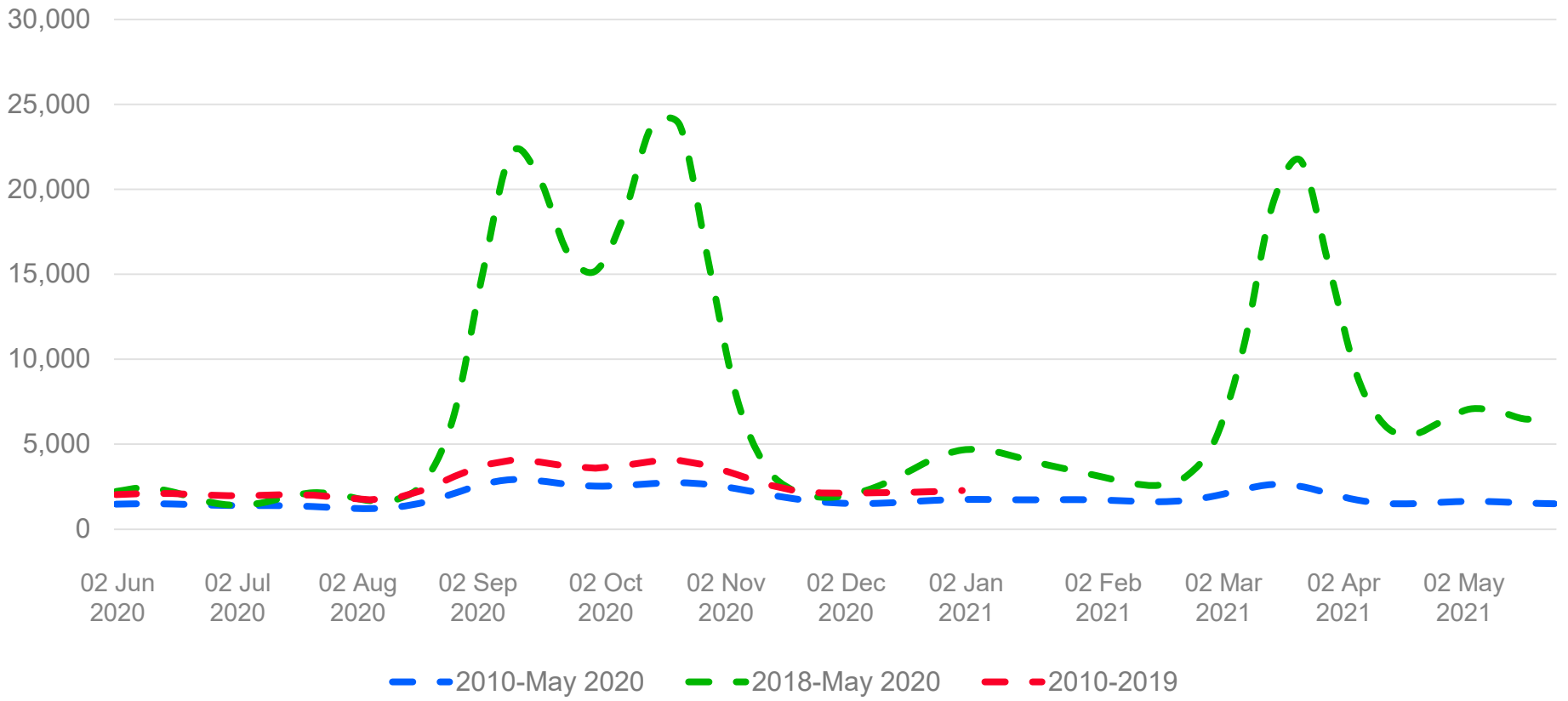


KANTAR

Average Audience (000s)

But the future is not fixed! Strong content can change the future for a given slot.

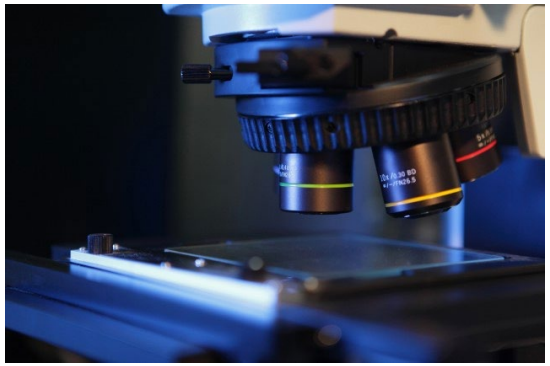
Tuesdays 8-9pm
Original vs Revised



KANTAR

Average Audience (000s)

What is this telling us about the future?



1. Coronavirus clearly had an impact in the short term but even then it wasn't universal

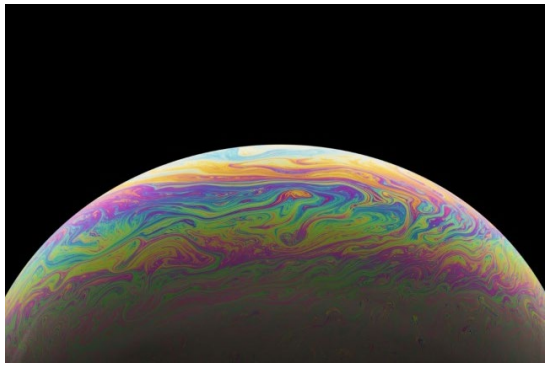
2. It's hard to stop the march of change. The changes we are seeing in mainstream television viewing persist.

3. That said, the future is not set in stone. Amazing content can change the pattern.

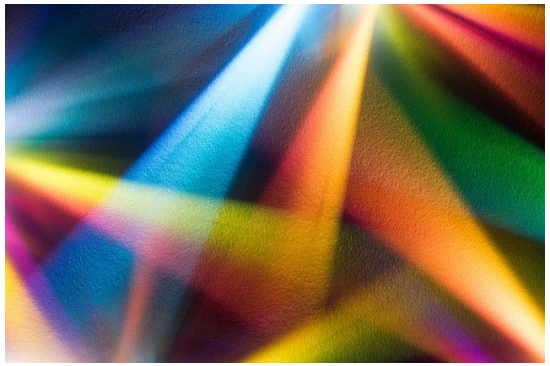
Where next?

Building a simulator

1. What happens if we suddenly have a really snowy winter? Or a really hot summer?



2. What happens if I put a big hit in a time slot?



3. What happens if my competitor puts in a big hit?