

KANTAR

**BOLDER.
BRAVER.** The
Summit
2019



Better together

Broadcaster collaboration

Martin Greenbank (C4), Lucy Bristowe (Sky)

27 June 2019

Why are we are better together?

“In the long history of humankind (and animal kind, too) those who learned to collaborate and improvise most effectively have prevailed.”

— Charles Darwin (Naturalist)



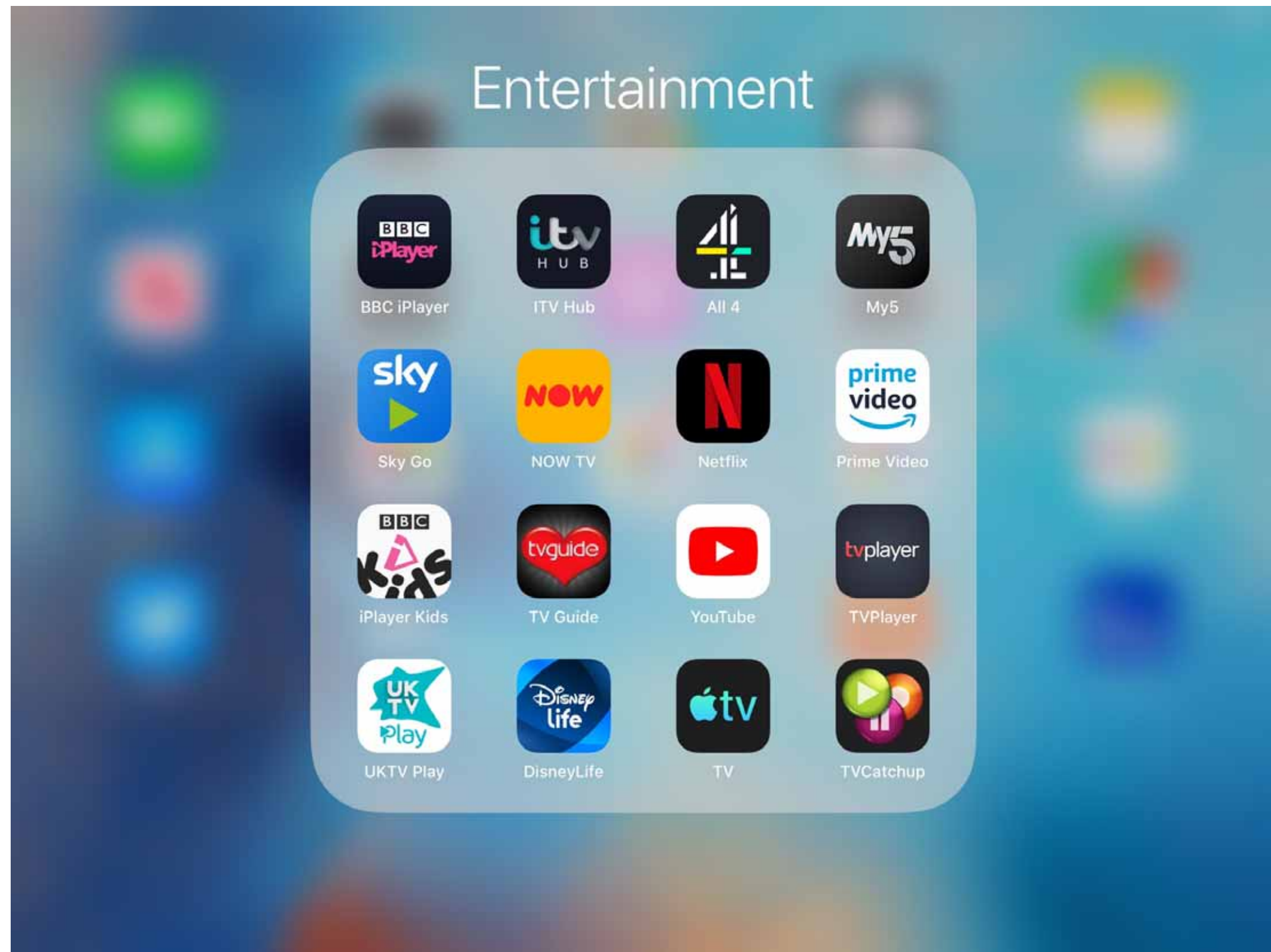
The competition for audience is intense

Broadcasters

Streaming services

Subscription VOD

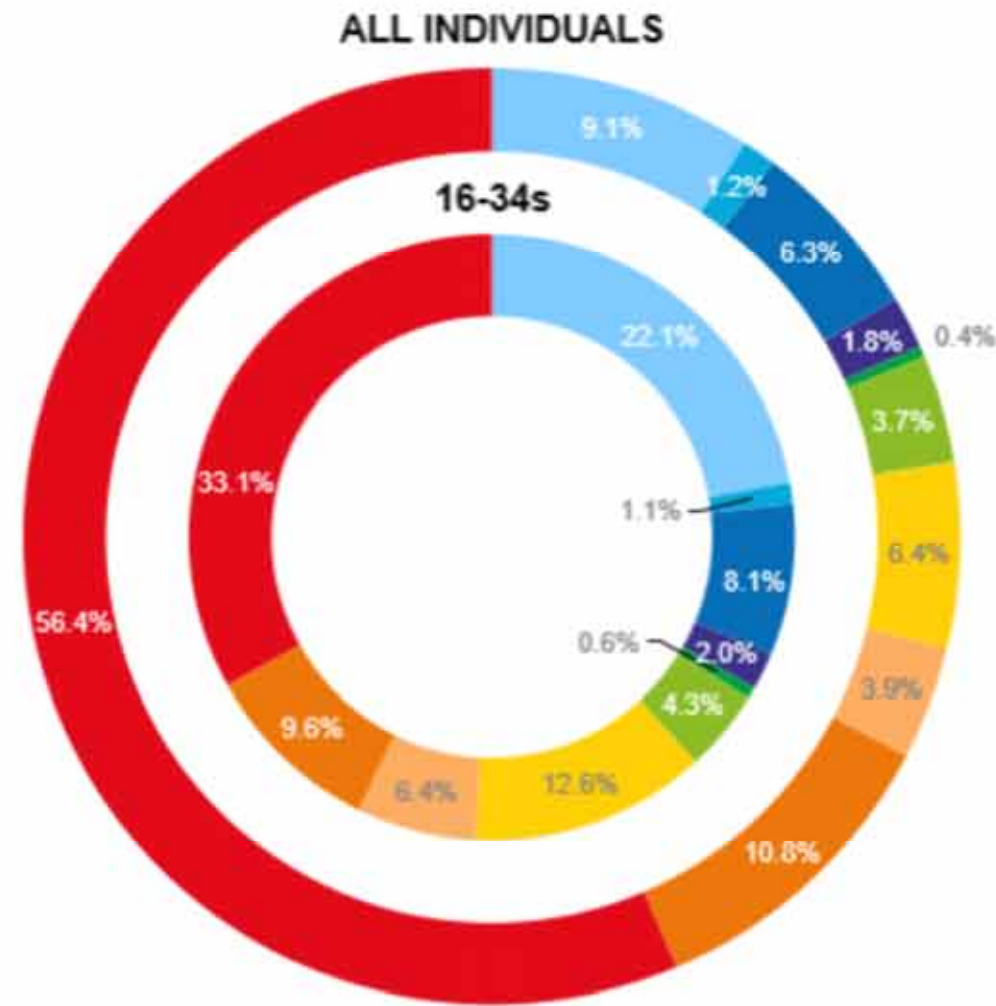
Aggregators



Which is changing how people watch

Especially young people...

TV accounts for 71% of our video day...



Average video time per day

All Individuals: 4hrs, 39 mins

16-34s: 4hrs, 19 mins

- YouTube
- Facebook
- Other online video
- Online 'adult' XXX video
- Cinema
- DVD
- Subscription VOD
- Broadcaster VOD
- Playback TV
- Live TV

Source: 2017, BARB / comScore / Broadcaster stream data / IPA Touchpoints 2017 / Rentrak

And in turn the attitude of the broadcasters

“Ten years ago, other broadcasters were seen as the enemy. I’m not thinking like that now.”

— Alex Mahon, CEO C4





**Together in
research**

A shared problem led to an new approach

A massive Broadcaster VOD study – combining our data and findings

CONTRASTING YOUR OWN BVOD EXPERIENCE WITH 'ORDINARY' VOD VIEWING BEHAVIOUR



THREE KEY TAKEAWAYS



BVOD viewers watch on the Big Screen



Average viewers per view



Increase in Purchase Consideration when BVOD is added to linear TV campaigns



Presented together

Sales, research, and industry bodies on one stage



<https://www.4sales.com/insights/broadcaster-vod-bigger-picture>





**Together in
measurement
approach**

A unified approach

Standardised JIC approach

- Panel and metering
- Tagging content and ads
- Watermarking where necessary

Delivering comparable metrics

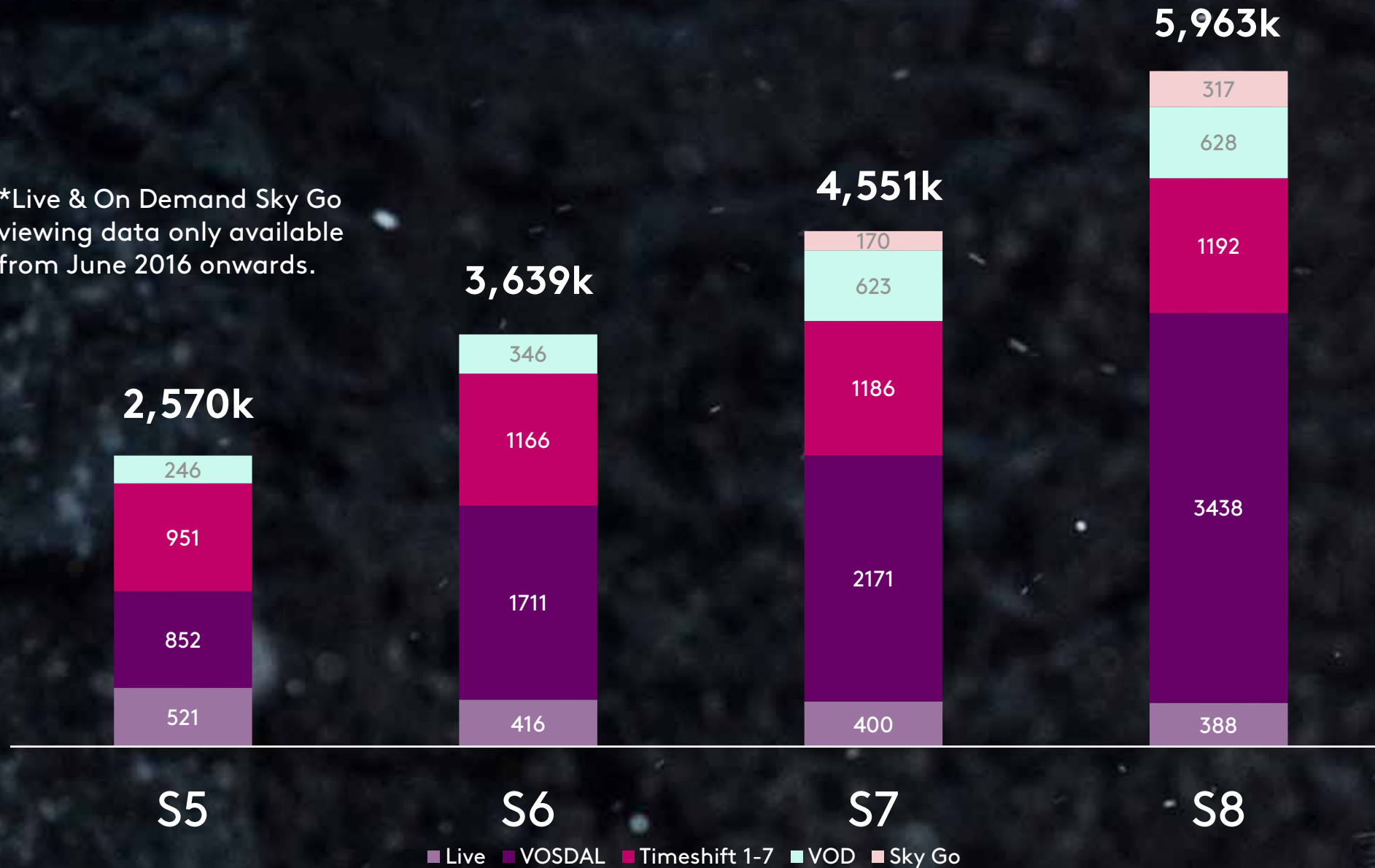
- Solving for all use cases
- Maintaining independence
- Maintaining Transparency

GoT has grown viewing across multiple platforms

Game of Thrones S5-S8 | Cross-platform viewing average 000s



*Live & On Demand Sky Go viewing data only available from June 2016 onwards.



Source: BARB 4+. Average 7 Day Consolidated. Excludes repeats. Sky Go excludes Sky Go viewing through games consoles.

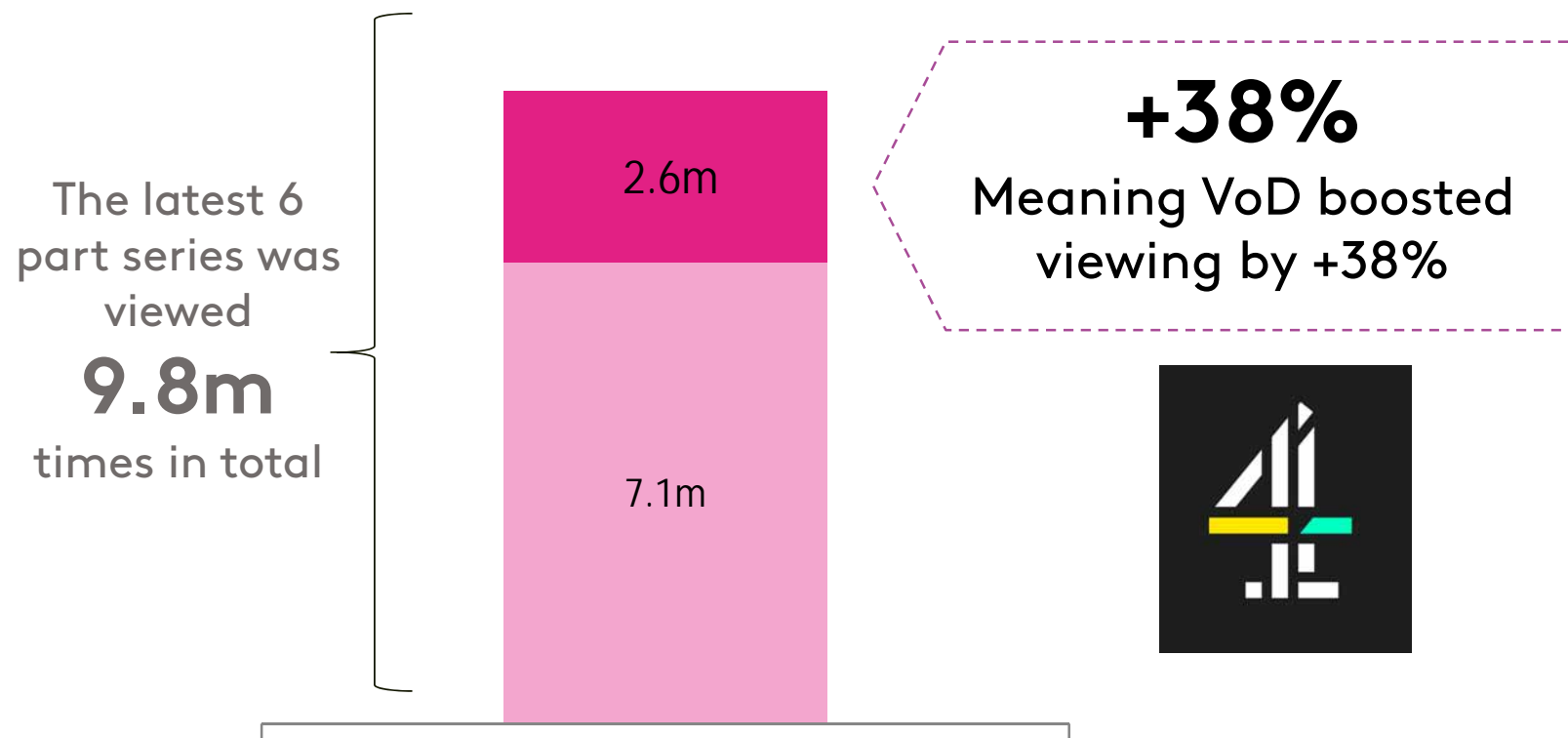
SERIES 4 OF CATASTROPHE WAS VIEWED 9.8M TIMES

Target = Individuals



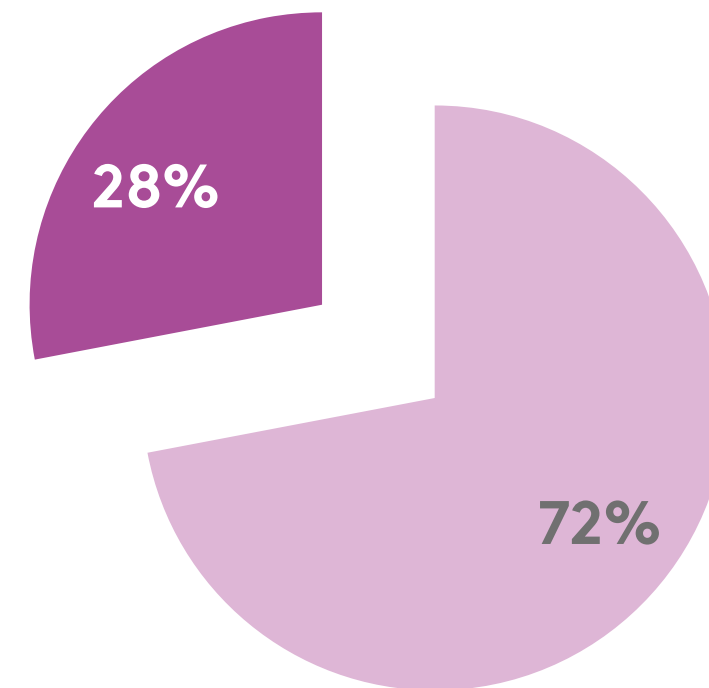
Audience

Linear All4



Share of viewing

Linear All4



Source: BARB Dovetail Individuals 4+. TV VoD separated from total TV number by using 0.7 factor from Project Firefly (i.e. 70% of VoD Viewing is on the big screen, so taking small screen Dovetail figure as 30% of total VoD), includes repeats

INSIGHT

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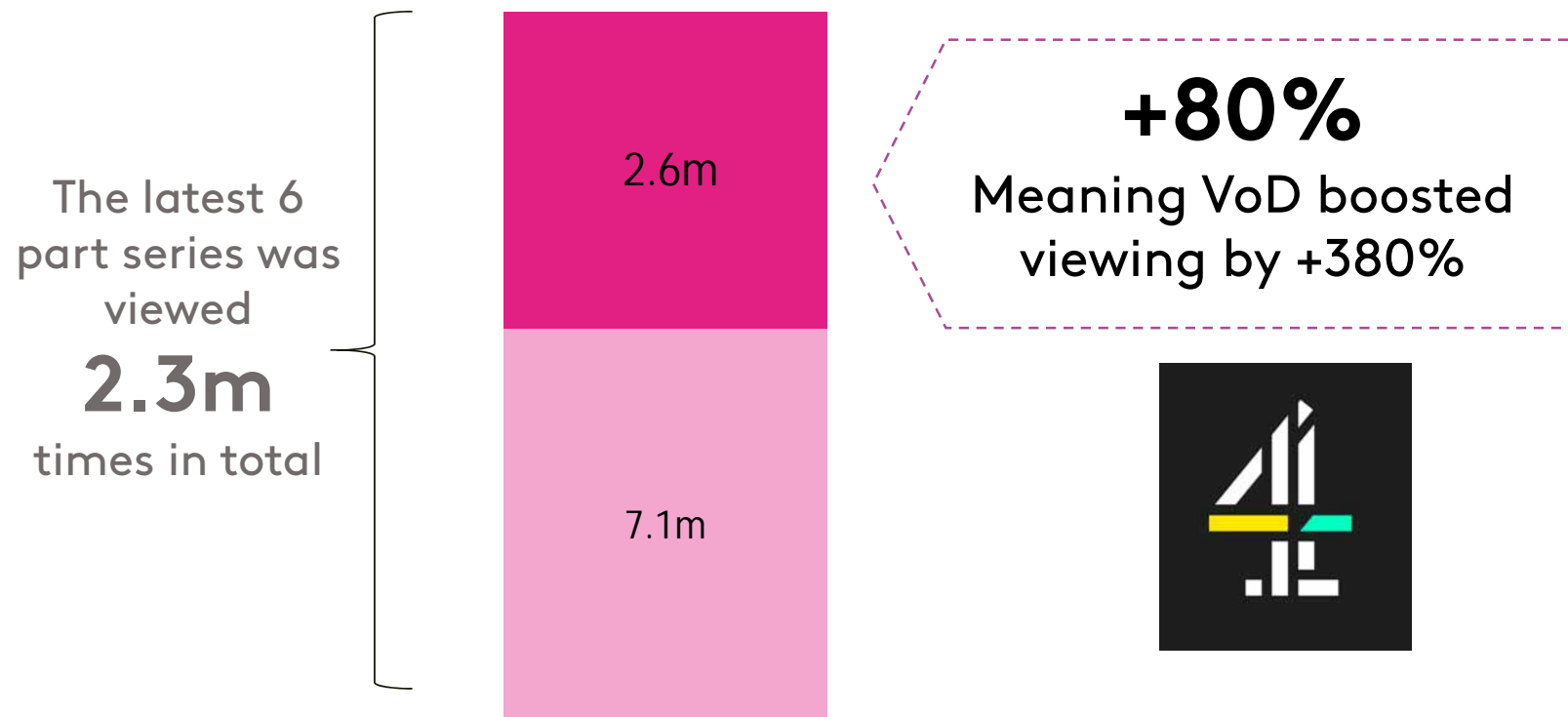
YOUNG VIEWERS WATCHED CATASTROPHE 2.3M TIMES

Target = 16-34



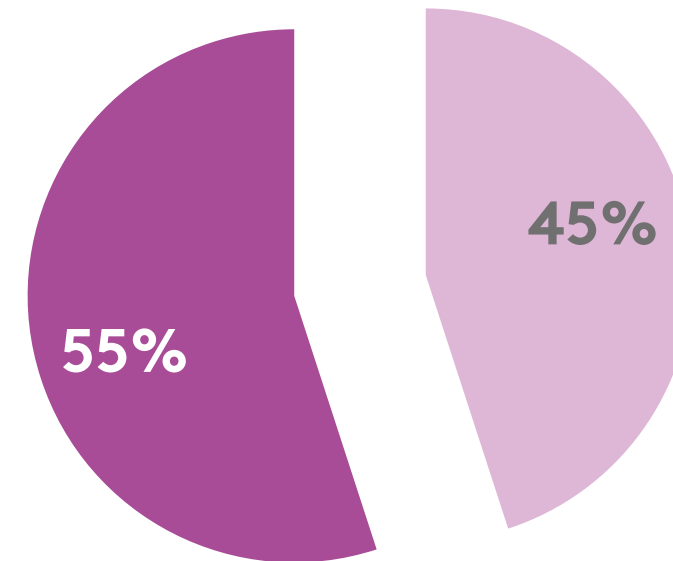
Audience

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Share of viewing

Linear All4



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INSIGHT

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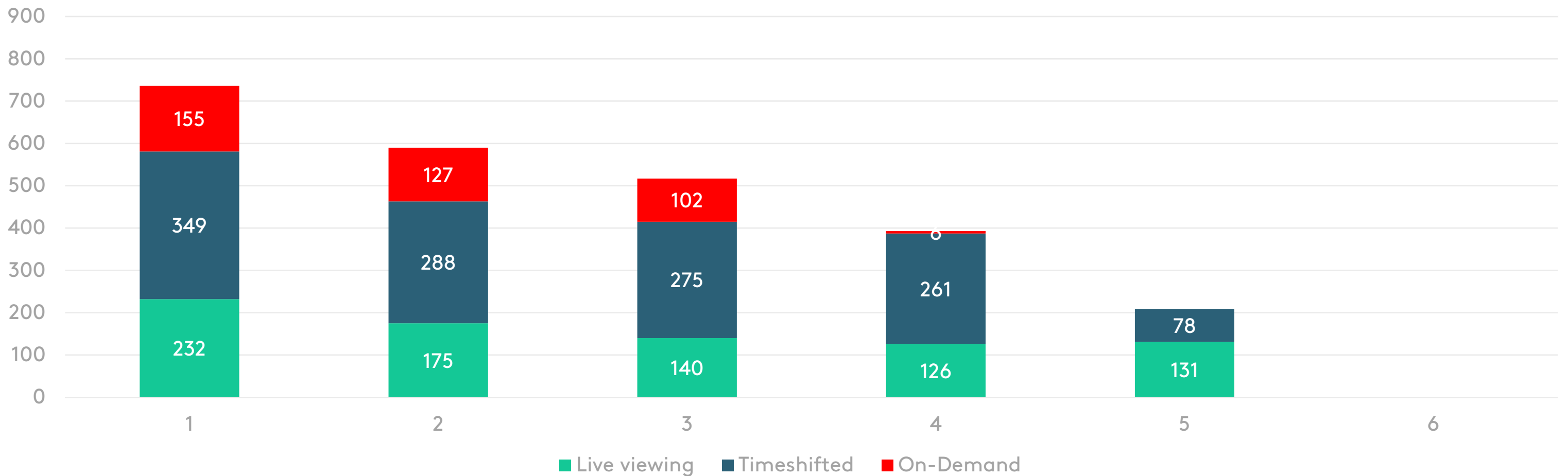
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A 6 part drama series launch (C4 Tx, Sky Preview)

Data snapshot taken during week 5 (Pre Ep.6 Tx)



Sky Homes audience for No Offence

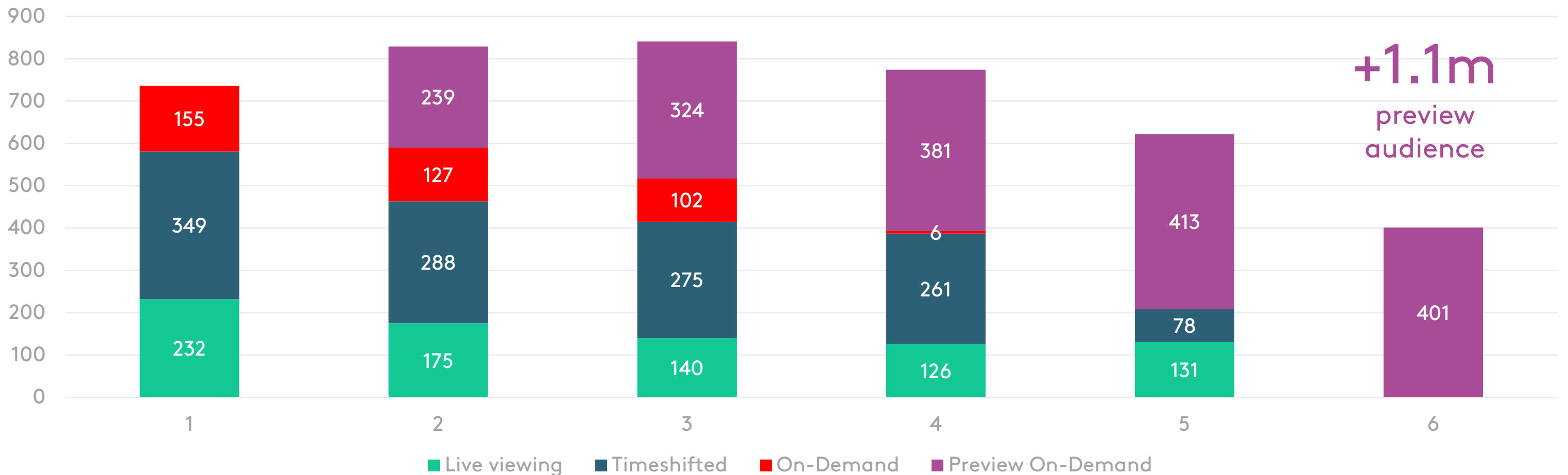


A 6 part drama series launch (C4 Tx, Sky Preview)

Data snapshot taken during week 5 (Pre Ep.6 Tx)

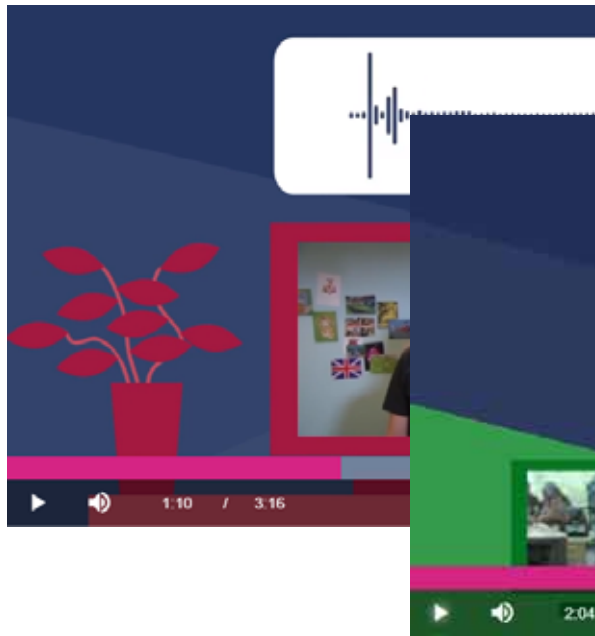


Sky Homes audience for No Offence



Created and shared a modular explanation website

<https://www.4sales.com/wtf-is-dovetail>




WTF IS Dovetail?

How TF did we get here? | How TF will it work? | When TF will we have it? | Why TF should I care? | FAQ Videos

How TF did we get here?

BARB (Broadcasters Audience Research Board) have been measuring everything that's watched on TVs since 1981. Since then, the way we watch video content has changed. So, to make sure that we are reflecting modern viewing habits, BARB has launched "Project Dovetail."



Full episodes are available on All4

Project Dovetail FAQs

Still wondering WTF Dovetail is or just want more details? Read our handy FAQs!

[Download PDF](#)





**Together with shared
strategies for growth**

If BVOD was a channel



With shared ambitions for 2020

Better cross-screen & platform measurement



Understanding SVOD



Big TV Festival 2020



Research collaborations



And our CEOs now talk openly about this - together



And present our content together

[video]



Thank you!