

The Kantar logo, featuring the word "KANTAR" in a bold, white, sans-serif font. The letter "K" is highlighted with a yellow vertical bar on its left side. The background of the slide is a dark, atmospheric photograph of the London skyline at sunset, with the River Thames and the Houses of Parliament visible. A large, thin yellow circle is overlaid on the right side of the image, framing the Big Ben clock tower and the Westminster Bridge. The overall color palette is dominated by dark blues, greys, and the warm oranges and yellows of the sunset.

# KANTAR

## Future-proofing people-based measurement

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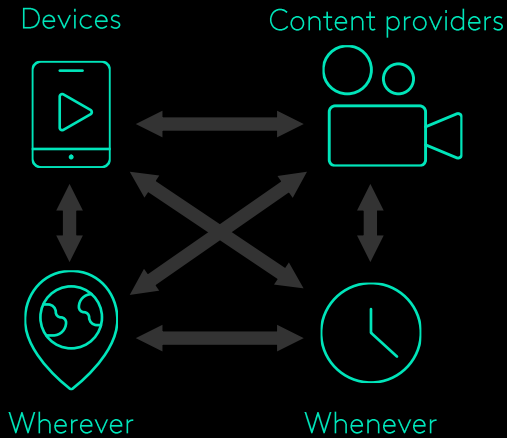
Product Director, Audiences | Kantar

UNLOCKING  
VALUE

The World Audiences Summit **2022**

# Experts in delivering people-based measurement

## People-based insights



## Ground truth in cross-platform measurement solutions

- Demographics
- De-duplicated reach
- Holistic audience behaviour

#1: Representative  
sample

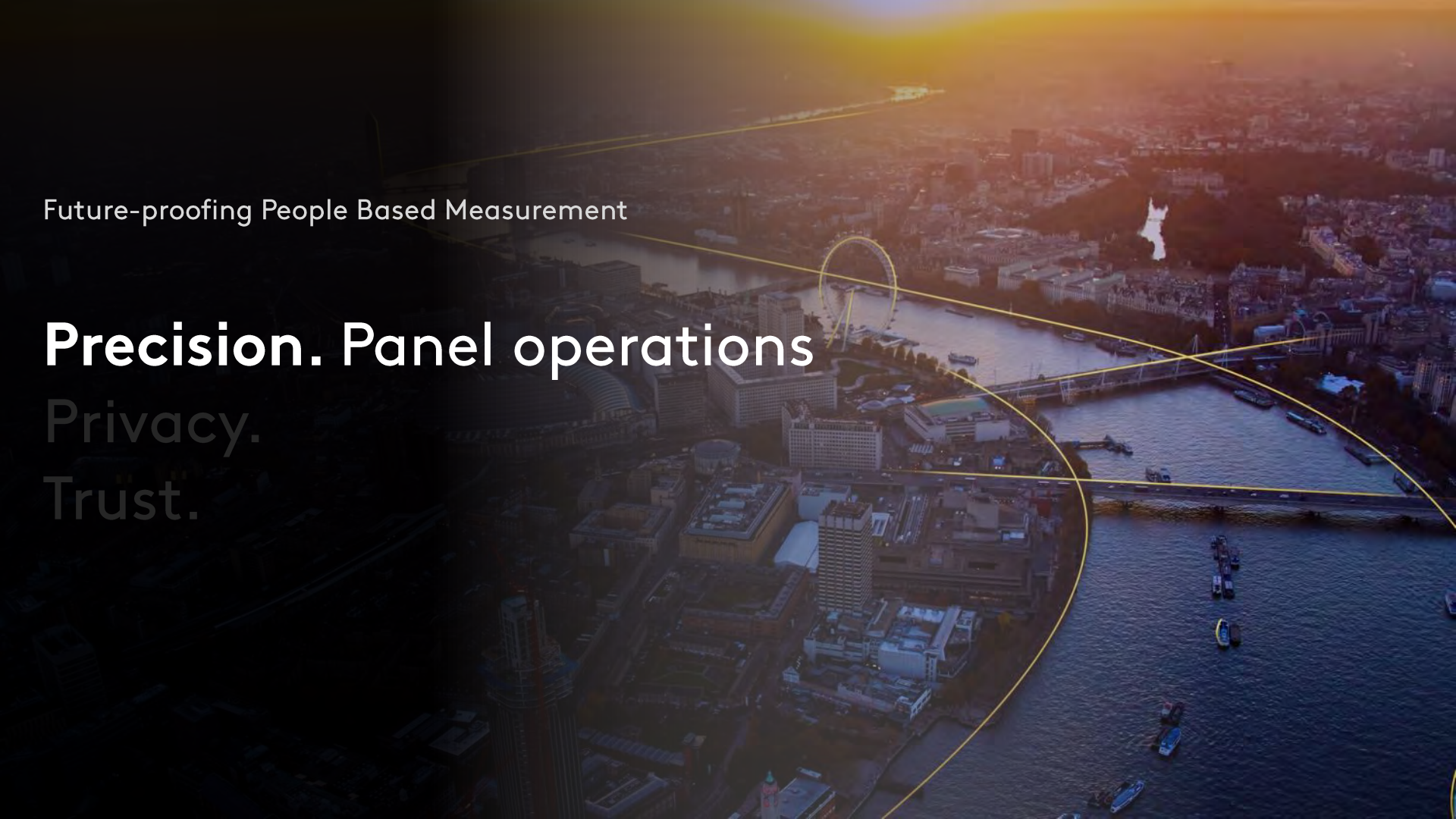
#2: Complete and  
accurate view



 PRECISION

 PRIVACY

 TRUST

An aerial photograph of London at sunset, with the River Thames and the London Eye visible. Several yellow lines are drawn across the image, connecting the text on the left to various landmarks and areas of the city. One line connects 'Future-proofing' to the London Eye, another connects 'Precision.' to the River Thames, and a third connects 'Trust.' to the city center. The text is overlaid on a dark, semi-transparent background.

Future-proofing People Based Measurement

**Precision.** Panel operations

Privacy.

Trust.

# Continuous investments and improvements in TV set metering

People Meter 7 is fast becoming the TV set meter of choice.

## EFFICIENCIES

- Easier and quicker install
- Ability to scale the panel faster and cost effectively

## PANELIST EXPERIENCE

- Reduced levels of uncovered viewing halved
- Improved user experience

## PRECISION

- Greater accuracy and granularity



**4,000**

**People Meter 7's**

deployed in-field  
in the last 12 months

**We continue to lead the market in the widest international deployment of router metering**  
Focal Meter is used in more markets than any other providers – and we continue to expand its capabilities

## EXPANSION

Doubling number of devices per household when installing Focal Meter

## AUTOMATION

Web tool development to accelerate setup and optimal configuration

## ENHANCED IDENTIFICATION

Integrated with multiple tag providers

Non tagged capture working with People Meter 7 to reduce unmatched

## EFFICIENCIES

Consolidating information for more efficiency in mapping devices

**23,000**

**Focal Meters**

already deployed in 12 markets, monitoring

**120,000**  
**connected devices**



# Continuous improvements to deliver a better panelist experience

## One Stop Panel Member Portal

### Real Time Quality Control

- Device maintenance
- Claimed usage

### Curate personal information

- Demographic updates
- Privacy & Consent

### Incentives

- Check points
- Choose rewards

### Efficiencies

- Technician appointment booking
- Responsive design
- Message/interact with panel management

The screenshot displays the 'BARB PANELIST PORTAL' interface. At the top, there are navigation links: HOME, YOUR DEVICES (active), DEVICE USAGE, FAQs, WHITELIST, and DATA PRIVACY. A user profile icon labeled 'ok' is in the top right. Below the navigation, a message states: 'If you have a device that does not appear in the list below, please add it by using the Add Device option.' This is followed by instructions: 'Below is a list of devices that were identified when we installed the web meter. Please complete the information below for each device by confirming' and a list of items (a-f) to be confirmed. The main content is a table with columns: \*Device Type, \*ID, \*Device Name, \*Owner, \*No. of people using it, Work Device, Device No Longer In Use, and Connected To TV. The table contains six rows of device information. At the bottom right of the table area are 'CANCEL' and 'SAVE' buttons.

*Device Type	*ID	*Device Name	*Owner	*No. of people using it	Work Device	Device No Longer In Use	Connected To TV
Desktop	005	Coklu ucus1	ok	Single	<input checked="" type="checkbox"/>	<input type="checkbox"/>	More rarely
Tablet	006	A'phone	ok	Multuser	<input type="checkbox"/>	<input type="checkbox"/>	Monthly
Tablet	007	D6VmCcsFKMjr	Joshwa	Multuser	<input type="checkbox"/>	<input type="checkbox"/>	Monthly
Tablet	015	CoyWSzpgpQMw	Joshwa	Multuser	<input type="checkbox"/>	<input type="checkbox"/>	More rarely
Desktop	016	YxxHxKZOfCToff	ok	Single	<input type="checkbox"/>	<input type="checkbox"/>	More rarely
Desktop	017	IVtHZyBRLWI	Nyam	Single	<input type="checkbox"/>	<input type="checkbox"/>	Weekly

# New Quality Control KPI's ensures we can evaluate panel health in real-time

Leveraging our secure cloud-based infrastructure

## Warning system

efficiently alerts teams for actual or potential issues

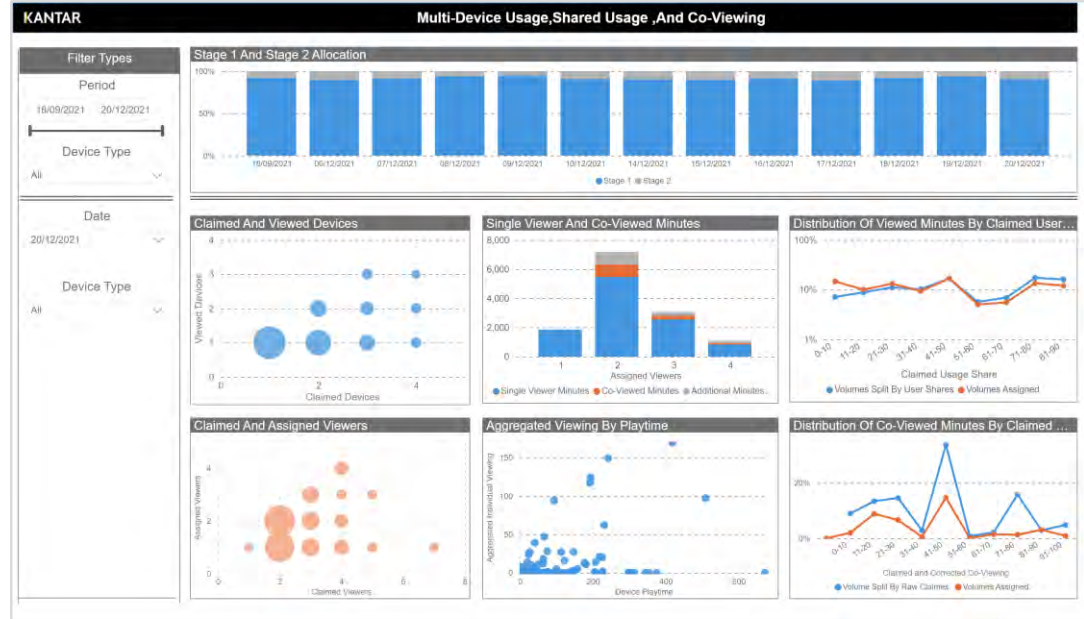
## Actionable outputs

generated for panel operation teams to progress

## KPI's

to mitigate root causes

Covering all product components and E2E processing





# Continuous improvement in efficient panel operations

## Fit-for-purpose automation

### Efficient & Flexible

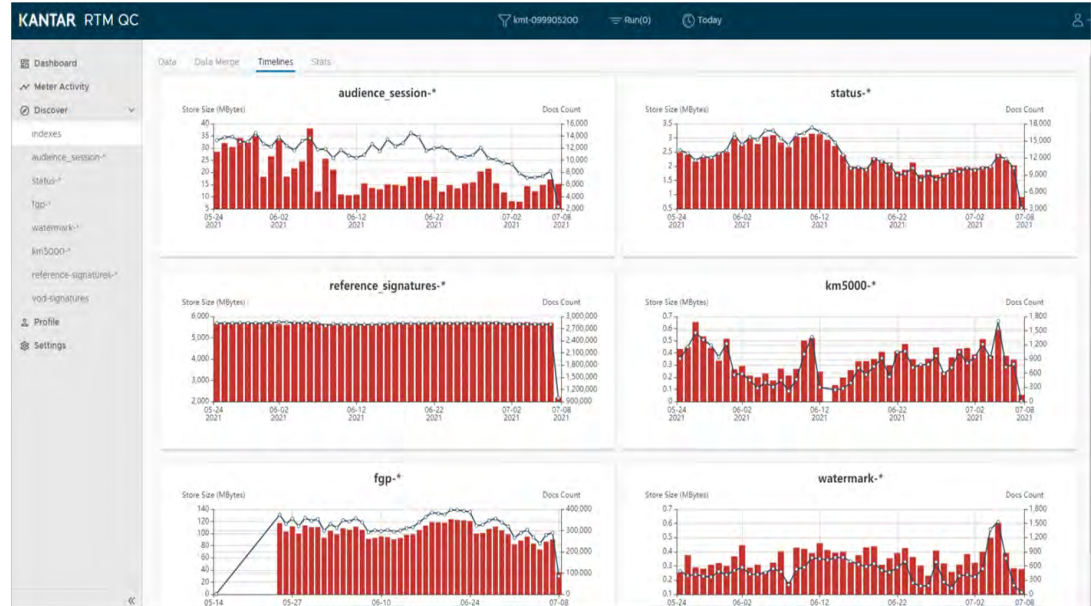
- Flexible interrogation of People Meter data
- Integrated efficient management of technician field force

### Always-on

- Panelist messaging direct from People Meter enables faster automated communications
- Continuous flow of meter status information into central systems

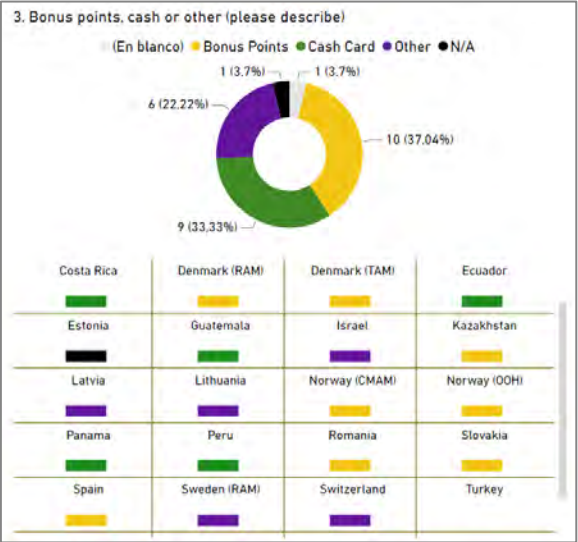
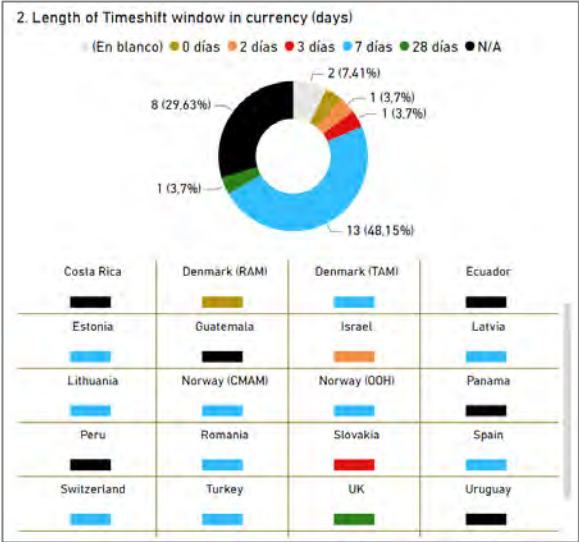
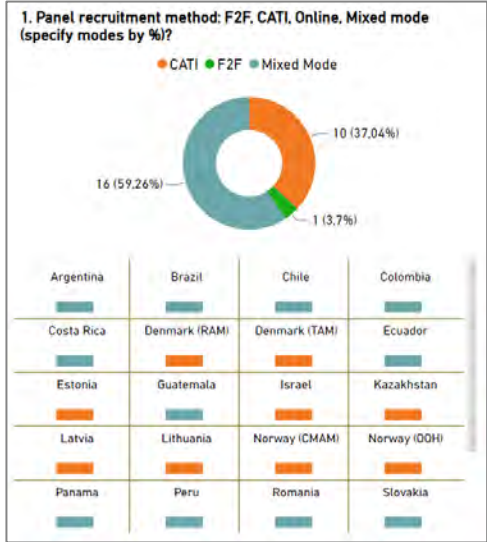
### Automation


- Direct Integration with Azure Cloud
- Rules hierarchies automates device classification and mapping



# Global Audience Inventory

Harmonising global standards with individual market requirements



An aerial photograph of London at sunset, with the River Thames and the London Eye visible. The image is overlaid with several glowing yellow lines that originate from the text on the left and point towards various landmarks in the city, such as the London Eye and the River Thames. The overall tone is warm and golden, with a dark blue and purple sky.

Future-proofing People Based Measurement

Precision.

**Privacy. Data security**

Trust.

# Continuous investment in our Panel Security procedures

Kantar's i33 matching platform (RTM) and Atria cloud leverage security and privacy controls in the Cloud



## Security policies Regular auditing and controls

Updated compliance with privacy standards for storage of PII Panel

Panel data safety assured



## Data collection, processing storage and exchange

Industry standards (Azure Cloud, Kubernetes, Spark, Datalake)

Latest Atria Cloud and Real Time Measurement (RTM) Azure system deployments underway

Regular Microsoft security software updates

Privacy safe data exchange implemented in Sweden, Brazil, Netherlands



## Ongoing monitoring of software and operational system security

Penetration Testing of metering and matching

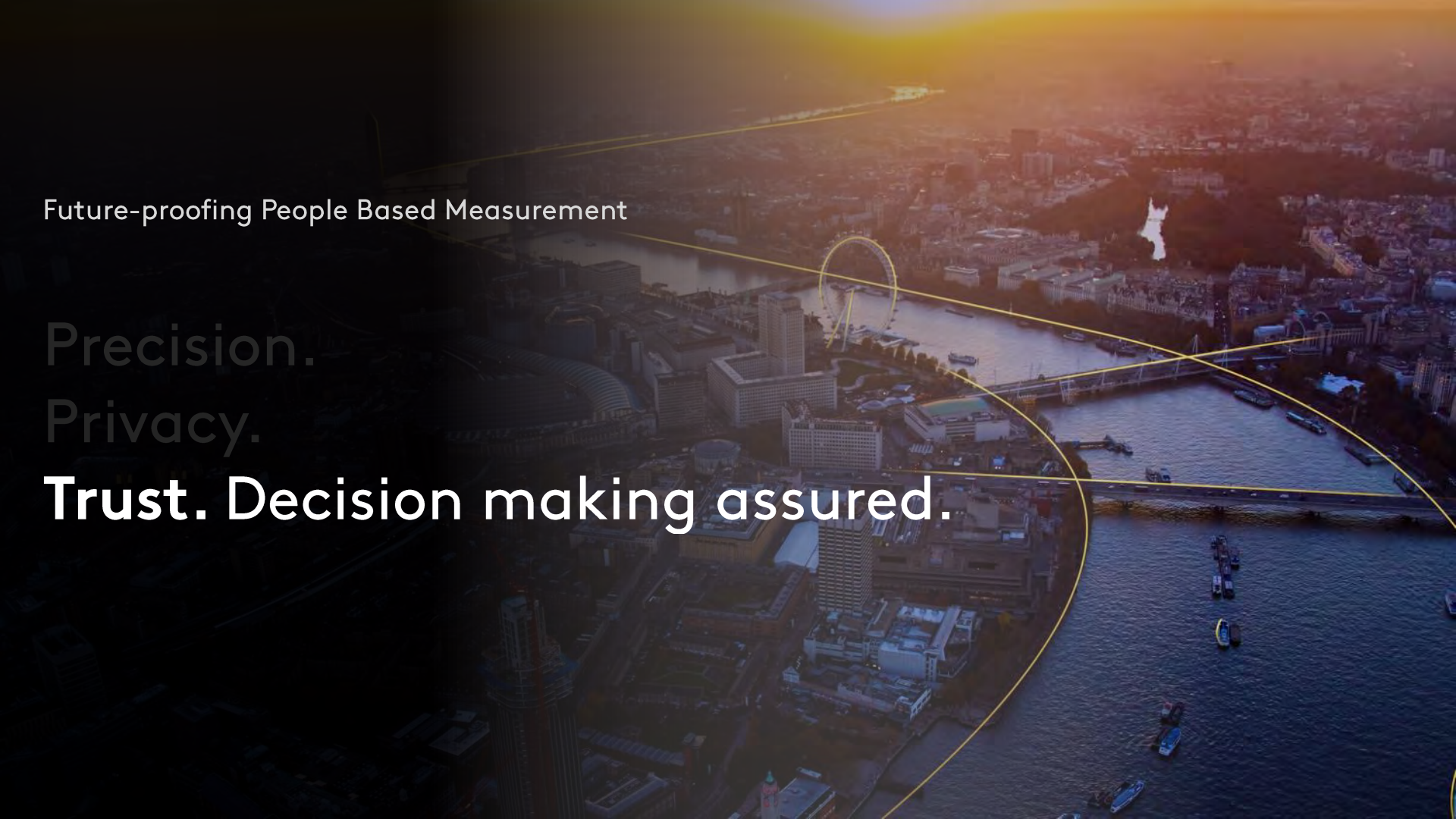
External auditing of People Meter 7 by F-Secure and Real Time Measurement by iStorm

Sonar Cloud integrated to monitor potential risks during software design phase



## Disaster Recovery architecture and contingency planning

Cloud based contingency and disaster recovery updates utilising inbuilt Azure redundancy and data centre duplication

An aerial photograph of London at sunset, with the River Thames in the foreground and the London Eye in the middle ground. The sky is a mix of orange and blue. Several thin yellow lines are drawn across the image, connecting the text on the left to various landmarks and areas in the city. One line connects 'Future-proofing' to the London Eye, another connects 'People Based' to a building in the city center, and a third connects 'Measurement' to a bridge over the river. A large yellow arc is drawn around the river and the city center.

Future-proofing People Based Measurement

Precision.

Privacy.

**Trust. Decision making assured.**

# Panels are the cornerstone of the decision-making process that drives growth

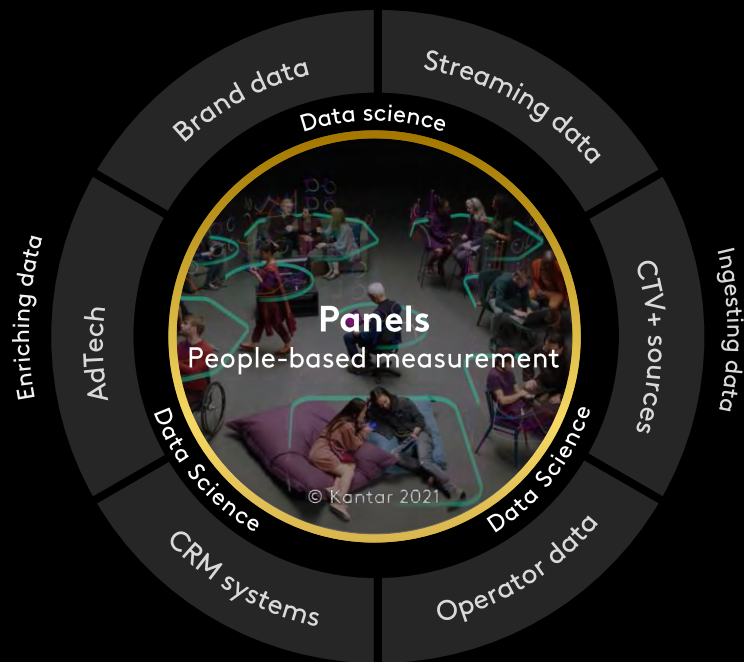
## An essential foundation

Primary calibration source to enable hybrid measurement

## Ingest & contextualise big data

Understanding the true relationship between

- Devices
- Individuals
- Households



Feeds the algorithms to unlock more value from audience measurement solutions

- Deduplicated reach
- Demographics
- Co-viewing

# Panels remain the cornerstone to unlock true people-based measurement

## Our promise

- **Continuous improvement**  
New solutions to deliver ever-greater precision and sustained panel health.
- **Protecting your assets**  
Latest technology and security systems to protect your data and panellists.
- **Standards gained. Principles maintained**  
Quality, trusted research methods ground all our improvements and investments in panel operations.



A decorative background featuring a golden rectangle on the left side, divided into a grid of squares. A golden spiral is drawn by connecting the quarter-circles of these squares. The spiral starts from the center of the smallest square and expands outwards. The text "Thank you!" is centered horizontally and partially overlaps the spiral and the grid lines.

**Thank you!**