

KANTAR

THE
not
SUMMIT
2020

Keld Nielsen
Hanne Teigum



Audiences control is now total – what, when, where and how

YOU HAVE TO SEE IT TO BELIEVE IT!
FLASH-MATIC TUNING BY ZENITH
ONLY ZENITH HAS IT!

A flash of magic light from across the room (no wires, no cords) turns set on, off, or changes channels...and you remain in your easy chair!

YOU CAN ALSO SHUT OFF LONG, ANNOYING COMMERCIALS WHILE PICTURE REMAINS ON SCREEN!

With a beam of magic light

Here is a truly amazing new television development—and only Zenith has it! Just think! Without budging from your easy chair you can turn your new Zenith Flash-Matic set on, off, or change annoying commercials while the picture remains on the screen. Just a flash of light does it. There are no wires or cords. This is not an accessory! It is a built-in part of several new 1956 Zenith television receivers. Stop at your Zenith dealer's soon. Zenith-quality television begins as low as \$149.95.*

If it's new...it's from Zenith!
YOU HAVE TO SEE IT TO BELIEVE IT

*Manufacturer's suggested retail price. Slightly higher in Far West and South.

The Bismarck (Model X2264EQ), 21", Flash-Matic Tuning, Cinebeam®, Cine-Lens®, Blued-grained finish cabinet on casters. Also in mahogany color (X2264MQ). As low as \$299.95.*

ZENITH
The royalty of TELEVISION and radio
Backed by 36 years of leadership in television exclusively
ALSO MAKERS OF FINE HEARING AIDS
Zenith Radio Corporation, Chicago 29, Ill.

Content providers and advertisers need to understand consumers as both viewers and customers.



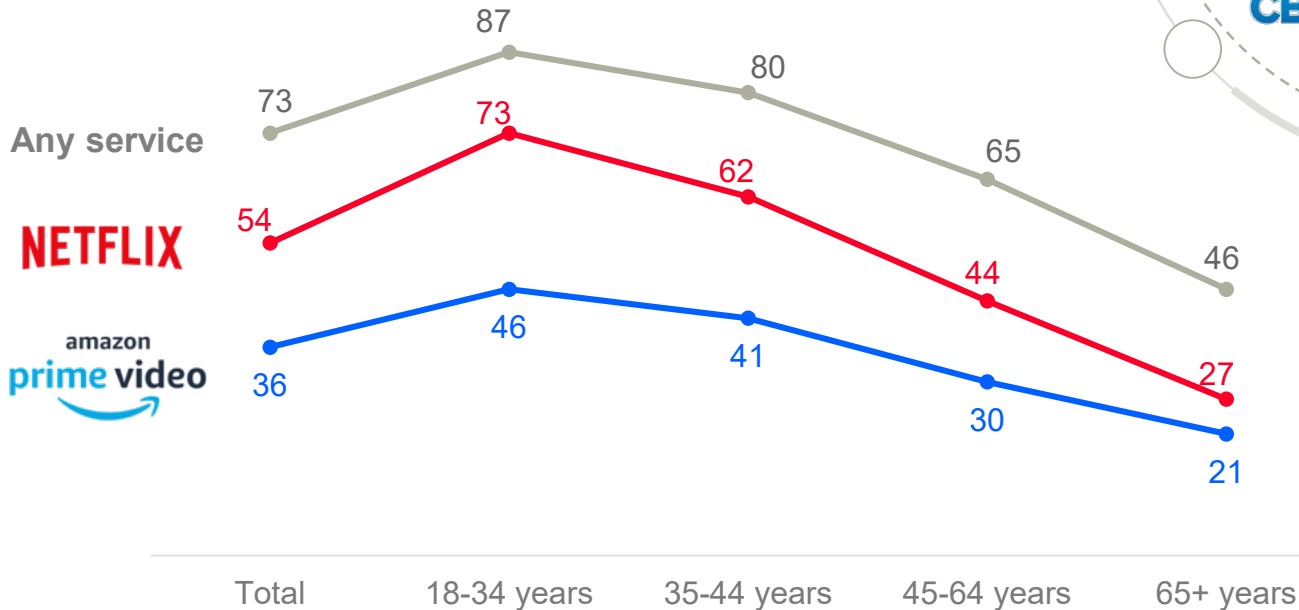
‘The consumer is boss – it’s only through cross-media audience measurement that we can effectively create better experiences for the consumer.’

More choice

More competition

Alejandro Betancourt
LATAM Brand Director, P&G

All content providers need to understand the audience they have and the audience they might attract



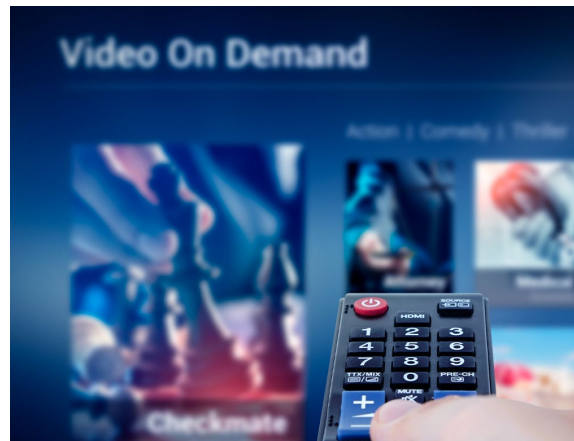
Claimed access to subscription services paid for or not (%)

“Stay at home” Audiences

Streaming measurement comes into sharper focus



**Audiences watching
more TV and video**



**Growth on
streaming platforms**



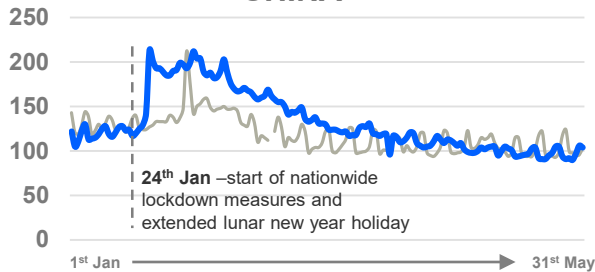
**More eyes behind
the same screen**

Lockdown viewing levels moving back to “normal”

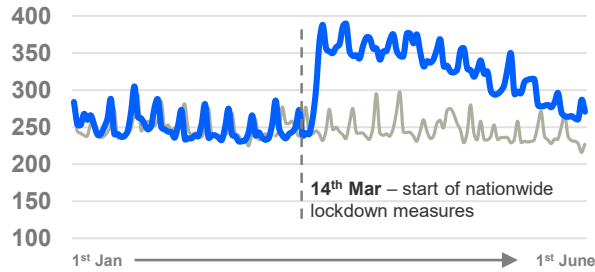
Average Minutes Viewed per Day (2019 and 2020 YTD)

— 2020
— 2019

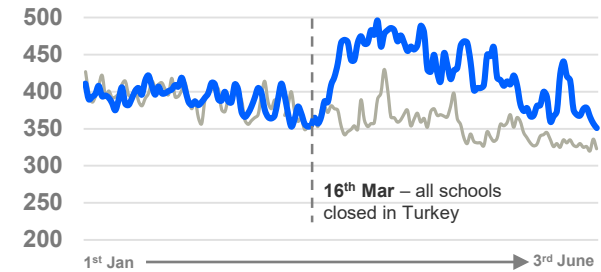
CHINA*



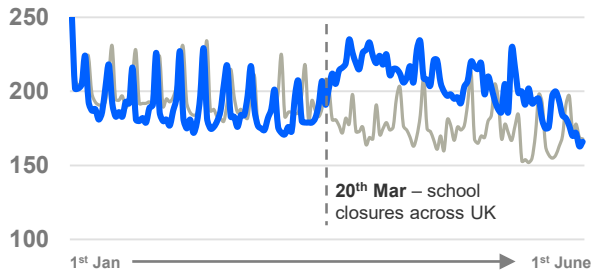
SPAIN



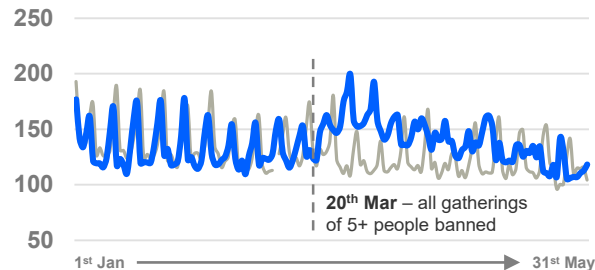
TURKEY



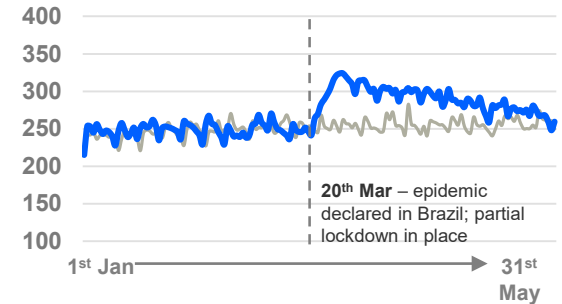
UK



SWITZERLAND

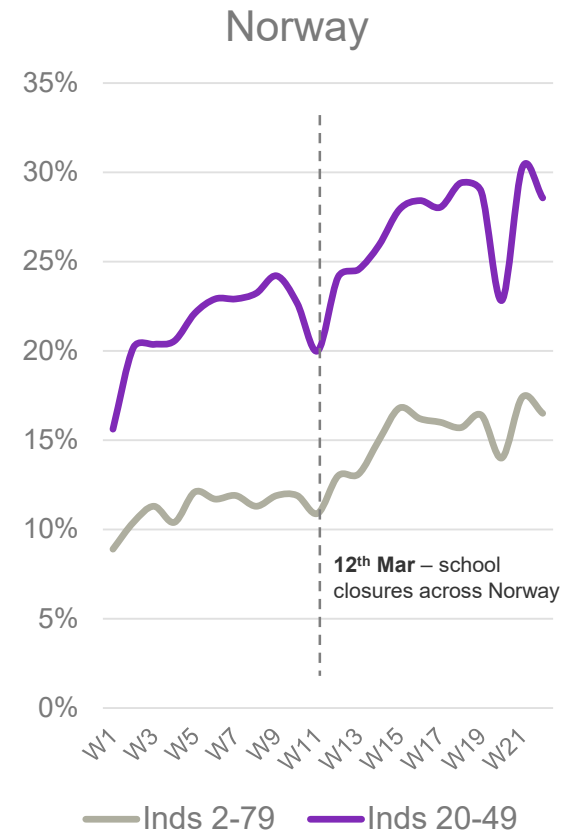
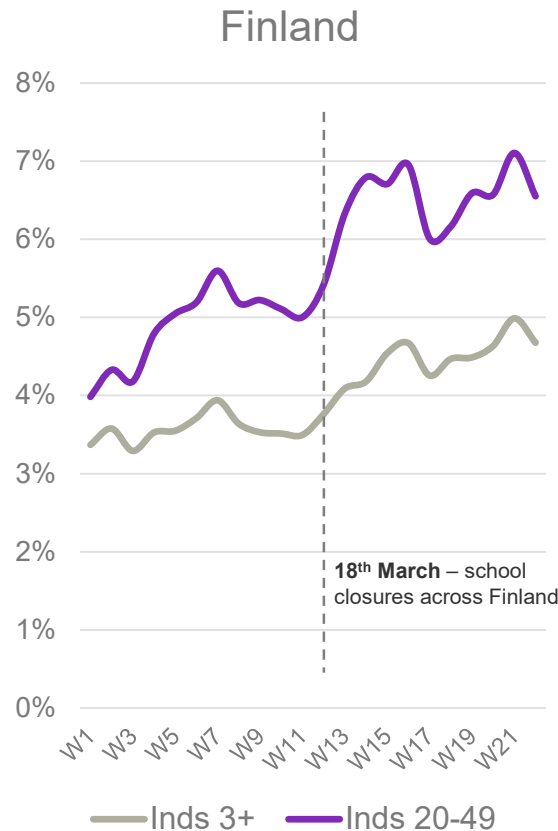
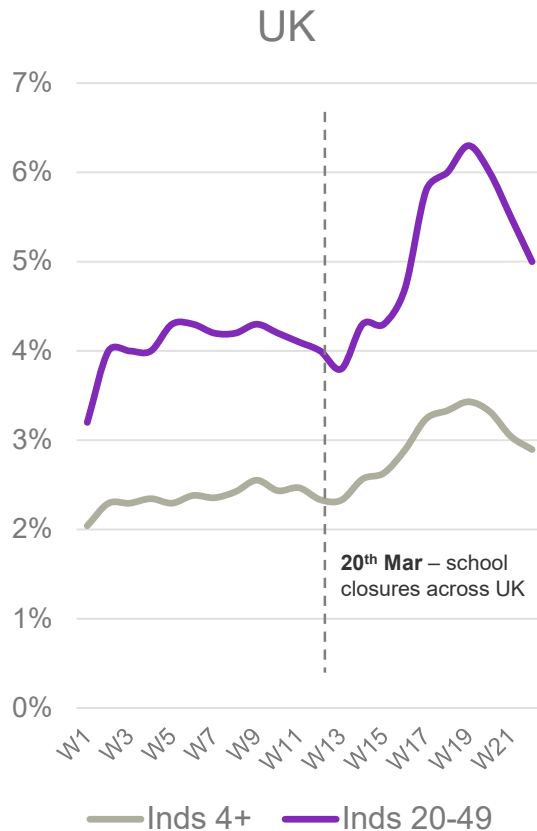


BRAZIL



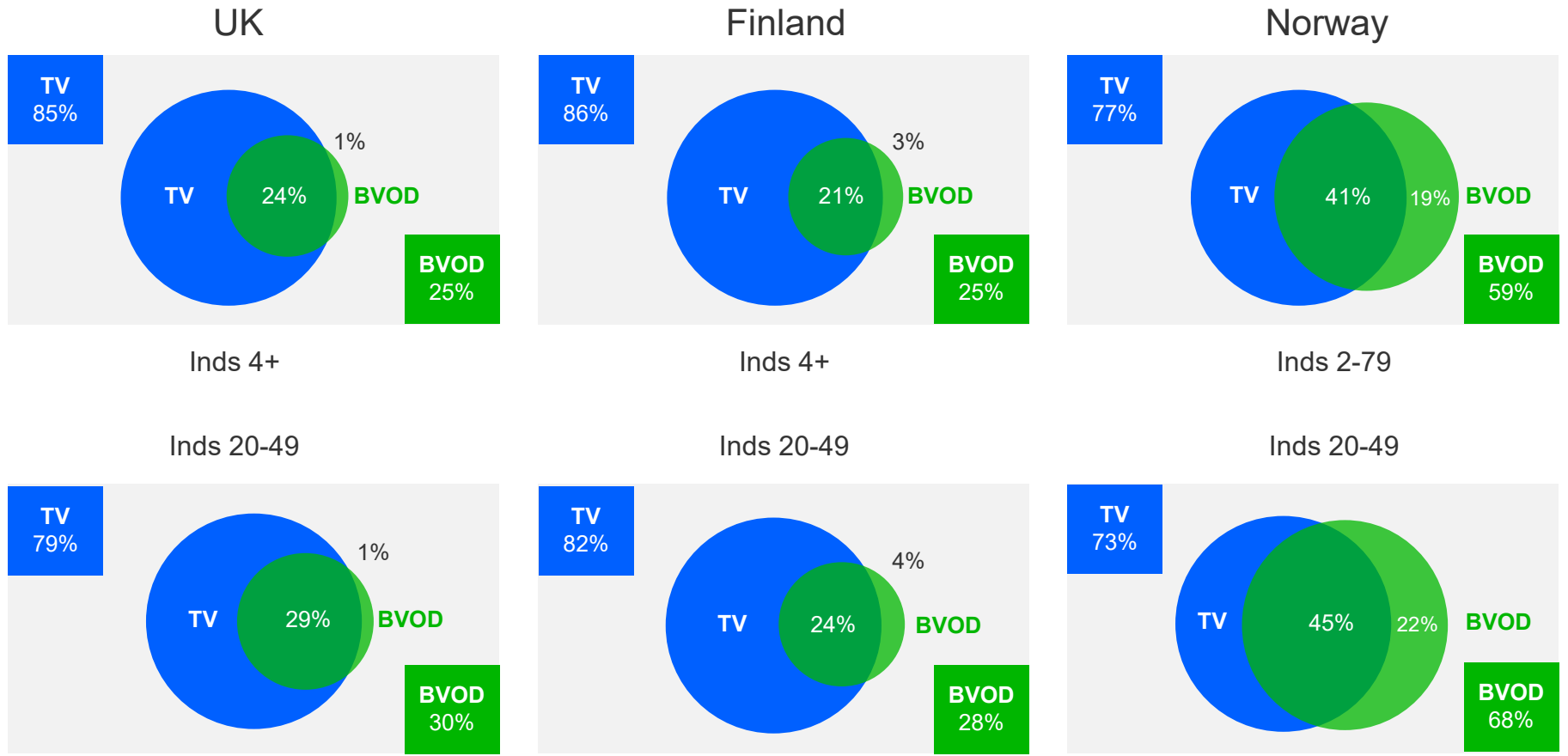
Broadcaster growth on Streaming platforms

Increased BVOD share of Total time spent viewing (2020 YTD)



Are BVOD platforms alternative or supplementary to Linear TV?

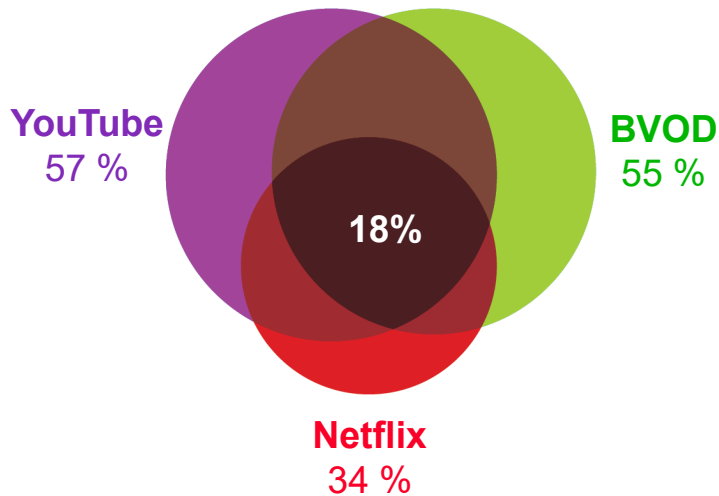
Weekly platform reach



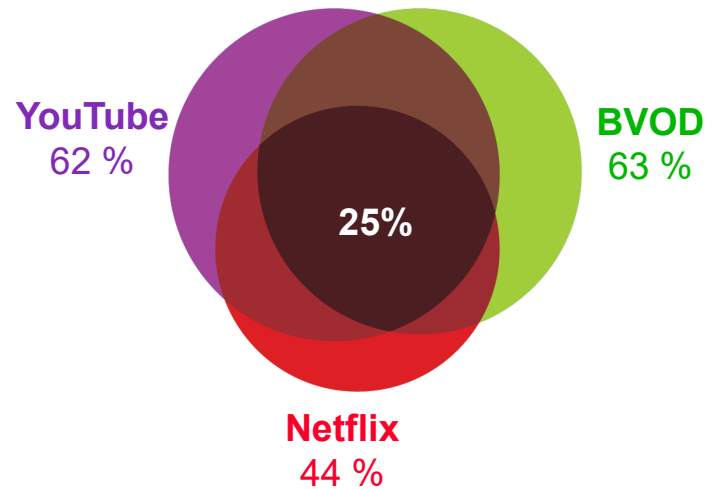
Streaming players are attracting the same audiences in Norway

Insights in unique and overlapping reach – holistic audience behaviour

Inds 2-79

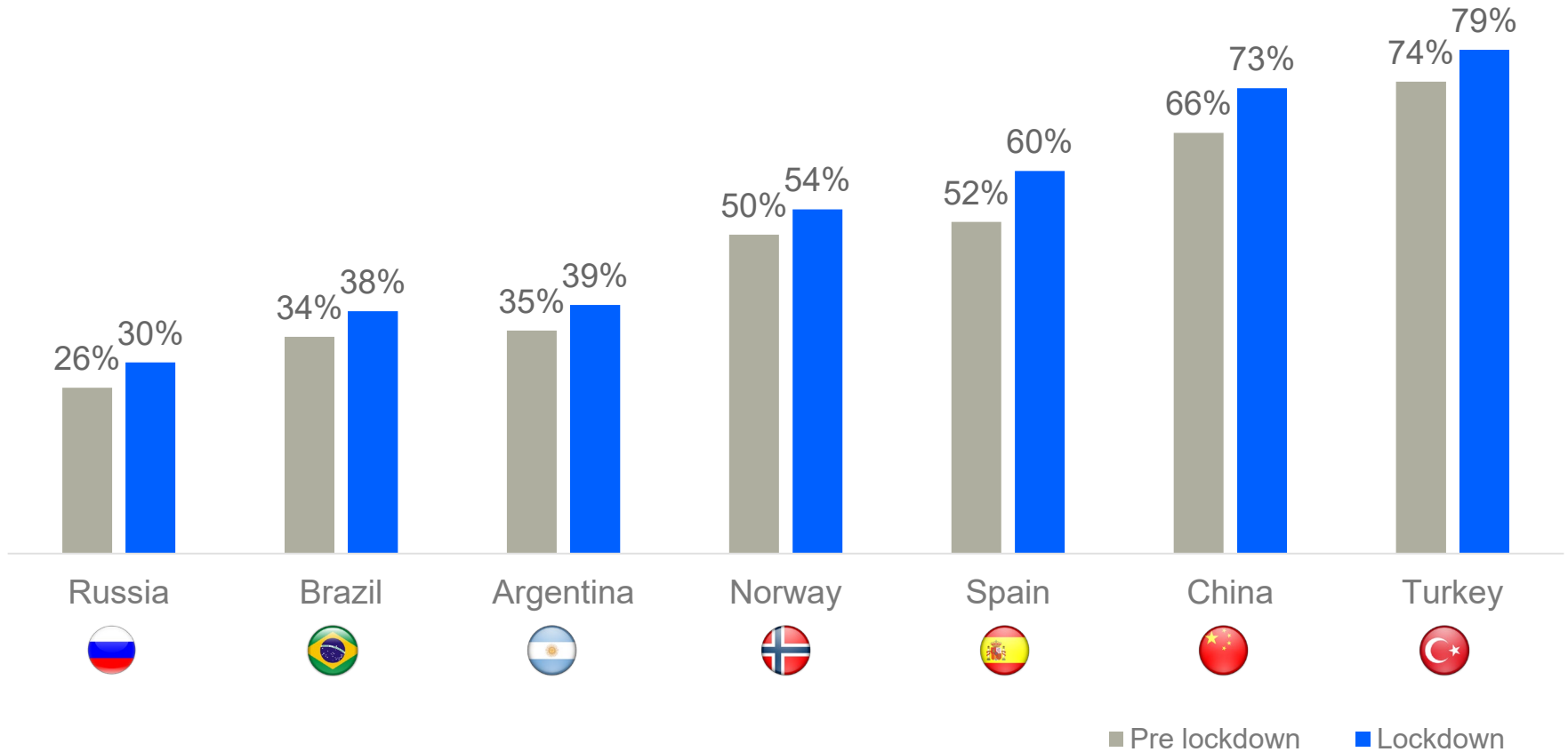


Inds 20-49



Households are watching TV together more

Lockdown uplift in co-viewing (% of total TV audience)



Big screen co-viewing on all platforms

Co-viewing % of Total TV audience in Norway

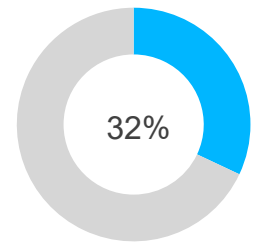
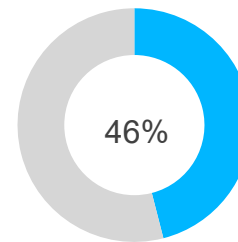
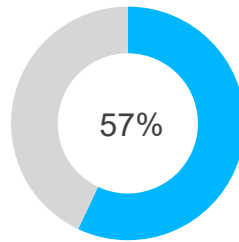
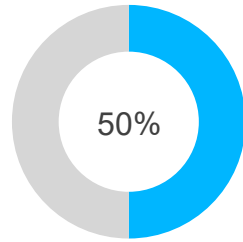
Linear TV

BVOD

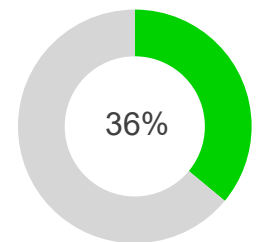
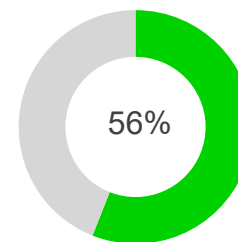
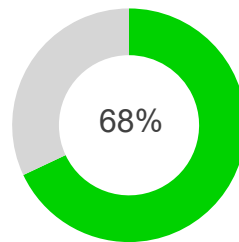
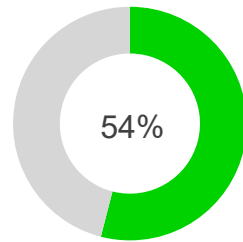
NETFLIX

YouTube

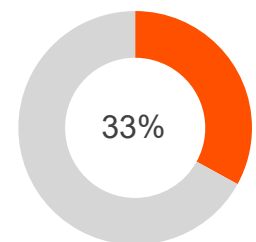
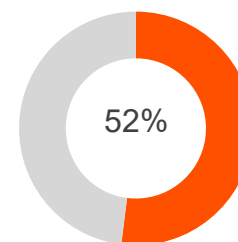
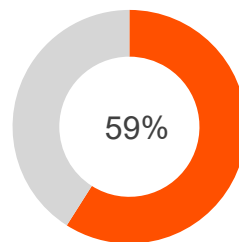
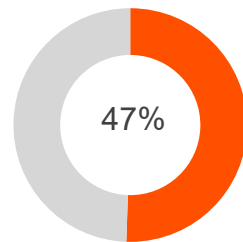
Pre- lockdown
(10 Feb – 8 March)



Lockdown
(16 March – 14 April)



Post Lockdown
(18 May – 14 June)



RETURN
PATH DATA

Addressable
advertising



Smart TV

CORE PANEL

Measuring all in-home TV & Video viewing.

ALL Devices. ALL Platforms

Including measuring untagged
programme content

ONLINE
CENSUS DATA

FIRST AND
THIRD PARTY
DATA

OUT OF HOME
VIEWING

SET METER
PANEL

Tag agnostic
approach including

KANTAR

comscore



Adobe

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KANTAR

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2020

Thank you

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Hanne Teigum

