

KANTAR

Sky & CFlight


Unlocking value in data to deliver improved
post campaign measurement

Lucy Bristowe

Insight & Research Director | Sky

UNLOCKING
VALUE

The World Audiences Summit **2022**

An aerial photograph of London, England, taken at sunset. The River Thames flows through the center of the city, with the London Eye Ferris wheel prominently visible on the north bank. The city's dense urban landscape is bathed in the warm, golden light of the setting sun. Overlaid on the image are several bright yellow lines that represent flight paths or routes, crisscrossing the city and extending towards the horizon. The text 'CFlight: Sky UK' is displayed in white on the left side of the image.

CFlight: Sky UK

CFlight – One measurement to capture all platforms

Unified campaign measurement across all platforms

Shared CFlight vision

NBCUniversal **sky**



The Guardian

★★★★★

Two of their generation's greatest actors reach new heights in this immaculate retelling

THE INDEPENDENT

★★★★★

Olivia Colman dazzles as a real-life murderer in strange, gorgeous celebration of English eccentricity

The Telegraph

★★★★★

Turning true crime into the most daring and dazzling drama of the year

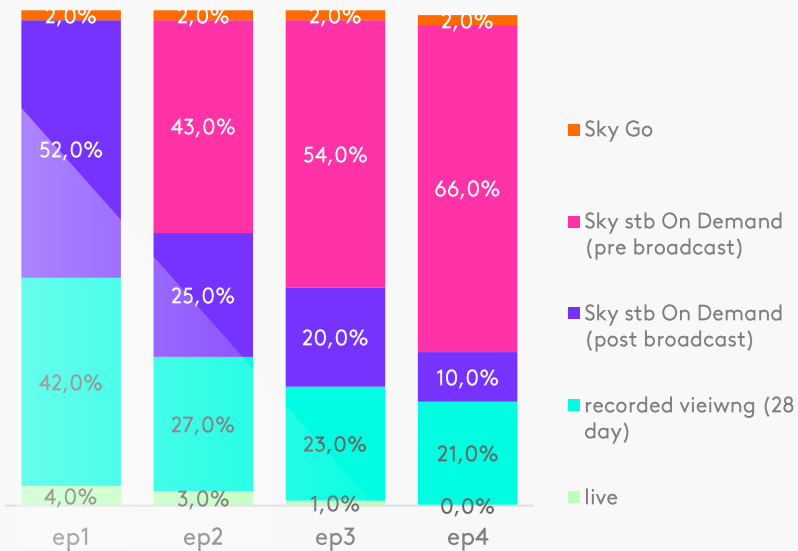


Nominated in 7 categories for the BAFTA Television Awards

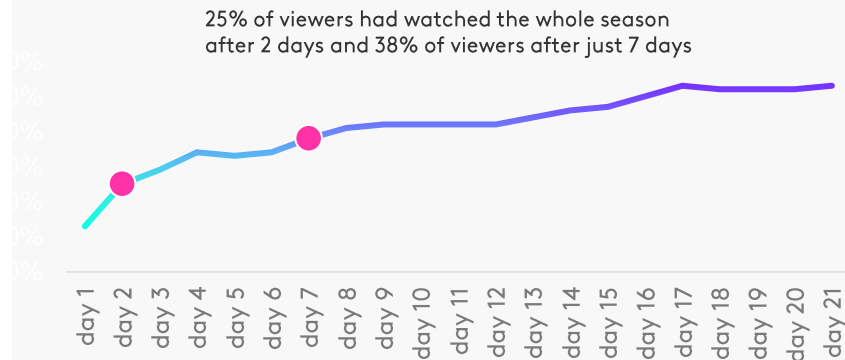
Landscapers

sky atlantic

Landscapers - share of viewing by platform



Proportion of viewers watching whole series (first 3 weeks)



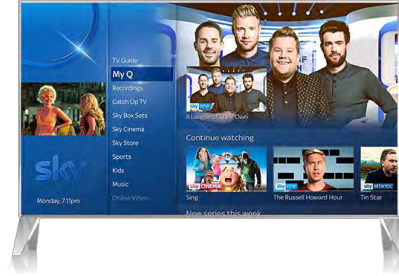


What is CFlight?

Live



On Demand



#1 – A move from TVRs to impacts

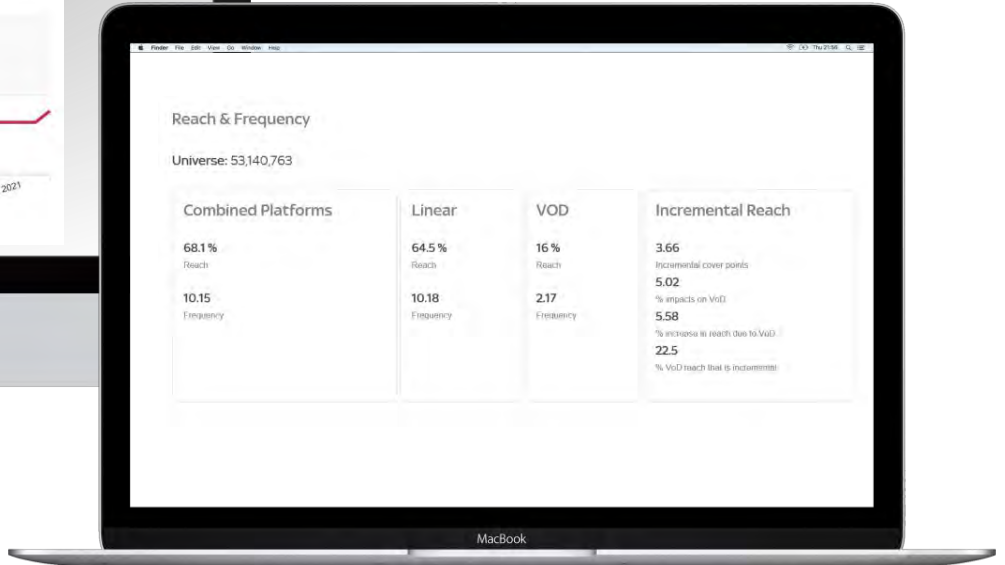
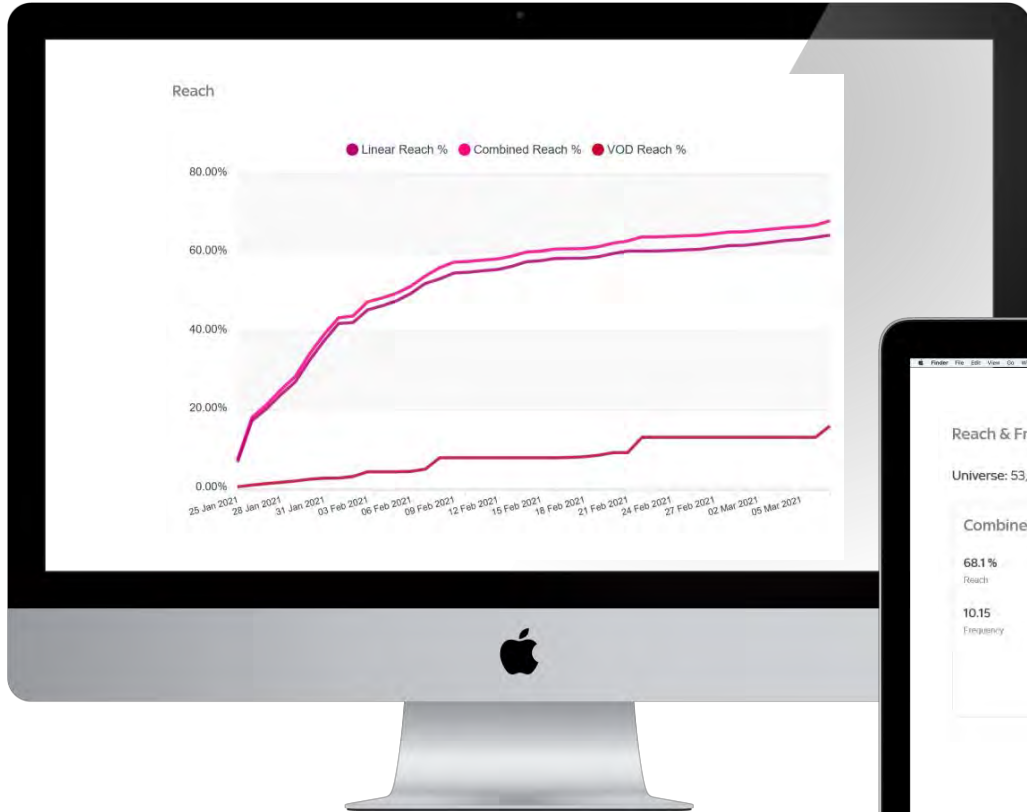
#2 – Standardised measurement

#3 – Unified post campaign reach reporting

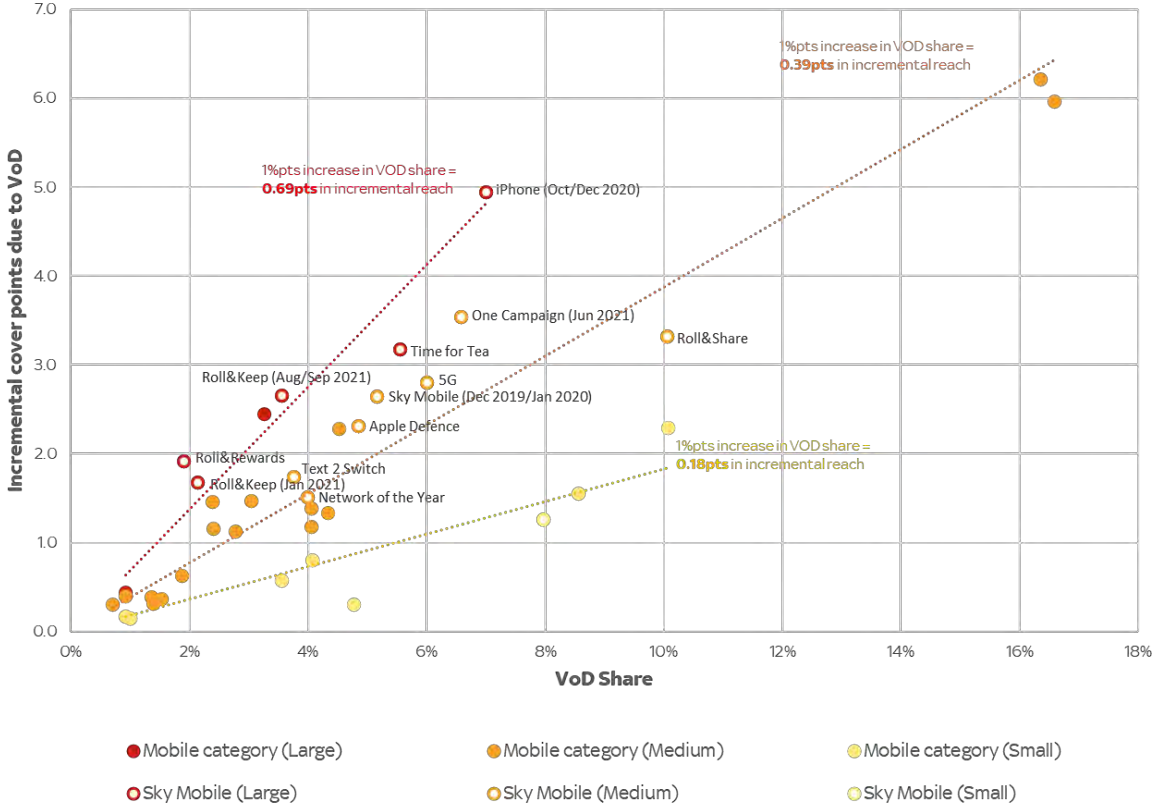
Modular Design

Continuous
improvement

Preserves the
BARB Gold
Standard



Learnings for Sky



CFlight development beyond linear + VOD

Live



On Demand



Addressable



#1 – A move from TVRs to impressions

#2 – Standardised measurement

#3 – Unified post campaign reach reporting

Cflight Report v3.0

Linear TV	22 eqv. TVRs over 14 days	18/03/21 to 31/03/21
AdSmart	2.8 eqv. TVRs over 15 days	18/03/21 to 01/04/21
VoD	1.9 eqv. TVRs over 14 days	18/03/21 to 31/03/21

Audience Definition

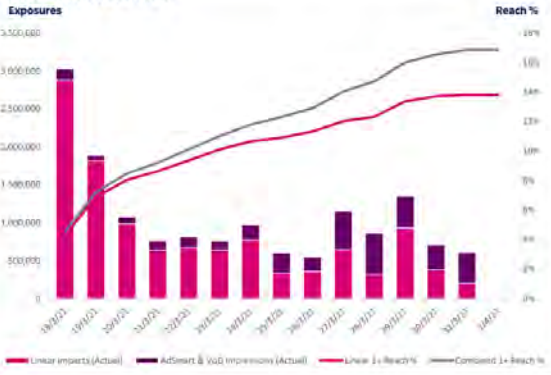
All UK adults (53.1 m in the UK which includes 2.2 m in Non-TV homes)

Incremental Reach

% of actual campaign exposures on AdSmart & VoD	% increase in +1 reach due to AdSmart & VoD	Incremental cover points due to AdSmart	Incremental cover points due to VoD
+23.5 %	+21.9 %	+2.1 pts	+0.9 pts

Linear TV	AdSmart	VoD	Combined
30s. eqv. impacts	30s. eqv. Impressions	30s. eqv. Impressions	30s. eqv. Exposures
11,570,300	1,493,394	990,189	14,053,883
Actual Raw Impressions	Actual Raw Impressions	Actual Raw Impressions	Actual Raw Exposures
11,570,300	2,456,243	1,092,448	15,118,991
1+ Individual Reach	1+ Individual Reach	1+ Individual Reach	1+ Individual Reach
13.8%	2.5%	1.3%	16.8%
Average Frequency	Average Frequency	Average Frequency	Average Frequency
1.58	1.85	1.59	1.69
<small>Linear impacts were determined by Media Channels Only</small>	<small>AdSmart impressions determined by Sky & Virgin</small>	<small>VoD impressions determined by Sky DVB VoD & Virgin TV & iD</small>	

Audience Cover Build



An aerial photograph of London at sunset, with a warm orange and yellow glow. The River Thames flows through the city, with the London Eye visible in the middle ground. Several yellow lines are overlaid on the image, crisscrossing the city and river, suggesting signal paths or broadcast coverage areas. The text 'CFlight: Broadcaster rollout' is superimposed on the left side of the image.

CFlight: Broadcaster rollout

A major TV collaboration

CFlight™



Trusted data
sources

Transparent
Methodology

Highest Possible
Standards

All key platforms and devices



Turning machine impressions into combined reach



▶ **140m**
Combined Reach
66%



3 significant developments

A new
classification
system for the
industry

Calculating de-
duplicated reach
for linear + BVOD

Organising
BVOD data

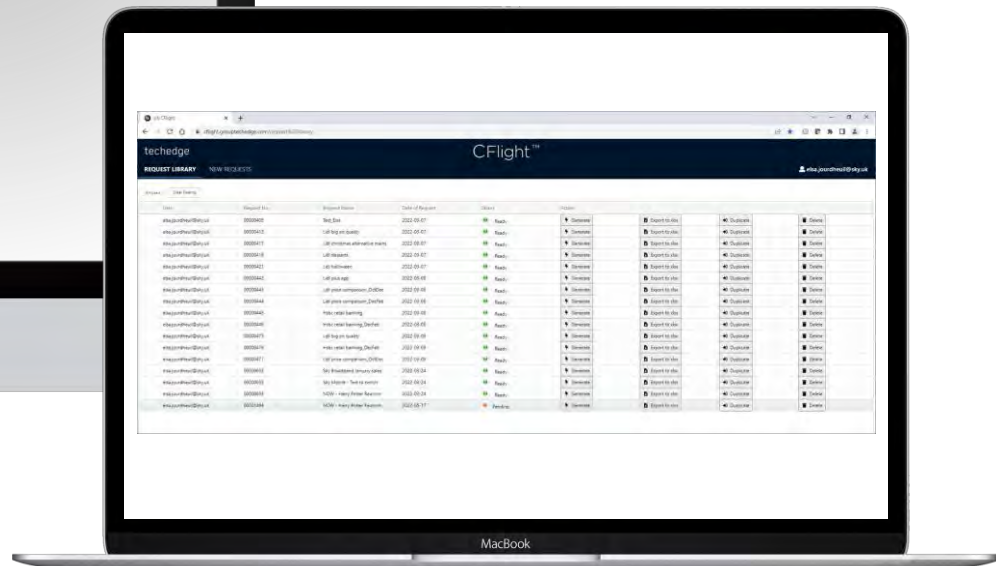
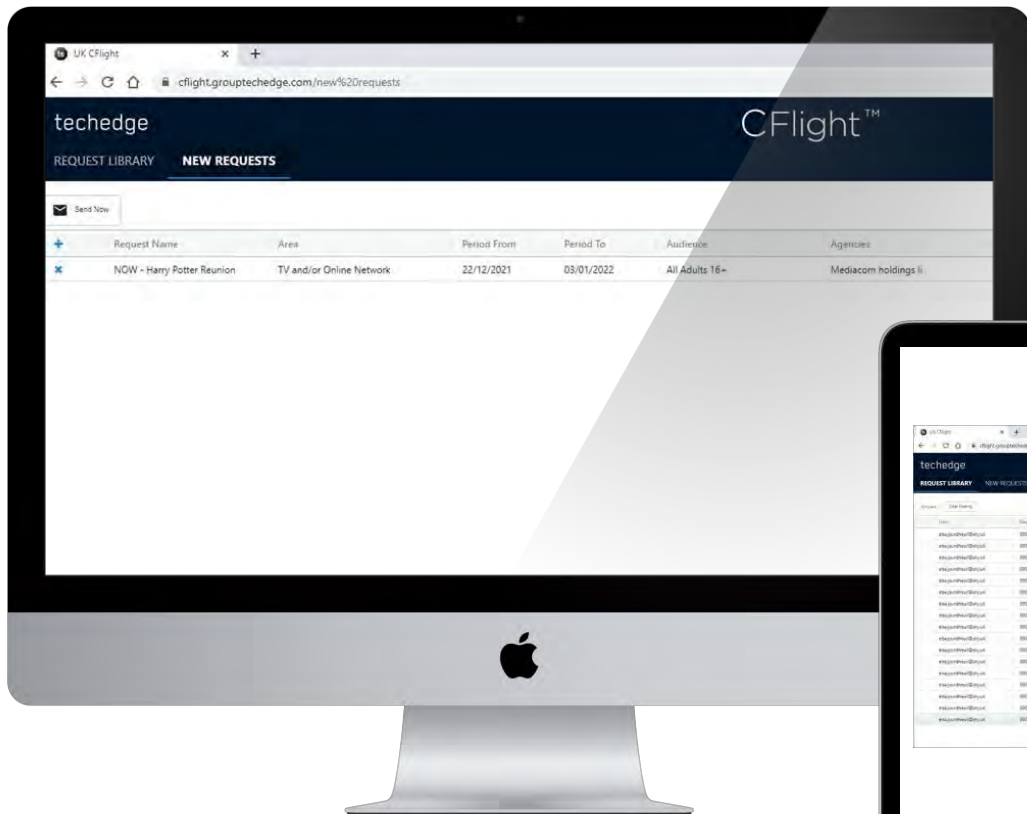


3 significant developments

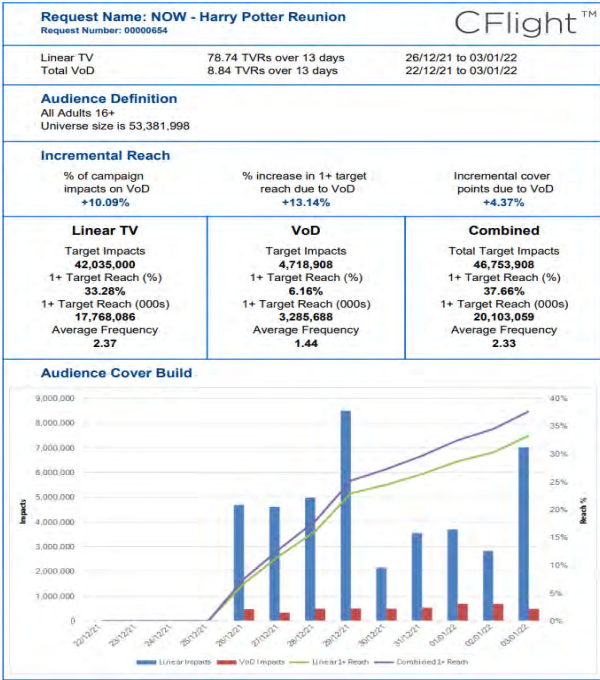
A new
classification
system for the
industry

Calculating de-
duplicated reach
for linear + BVOD

Organising
BVOD data



NOW Harry Potter Reunion



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Harry Potter Reunion



Next steps for broadcasters



This is only the beginning

Early 2022



**Linear & BVOD
campaign reporting**

**All adults, total linear
and total BVOD**

Late 2022 - Early 2023



**Frequency
Distribution**

**Main TV buying
audiences**

2023



**BVOD only campaigns
and regionality**

Further enhancements

CFlight™

The background features a golden rectangle with a Fibonacci spiral drawn in a light olive green color. The spiral starts from a small square in the lower-left quadrant and expands outwards, passing through the center of the page. The text 'Thank you!' is centered horizontally and partially overlaps the spiral.

Thank you!