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Scale unlocked

Measurement solutions in an addressable world

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UNLOCKING
VALUE
The World Audiences Summit 2022

The Great Divide

Increasing fragmentation presents increasing challenges to monetise audiences
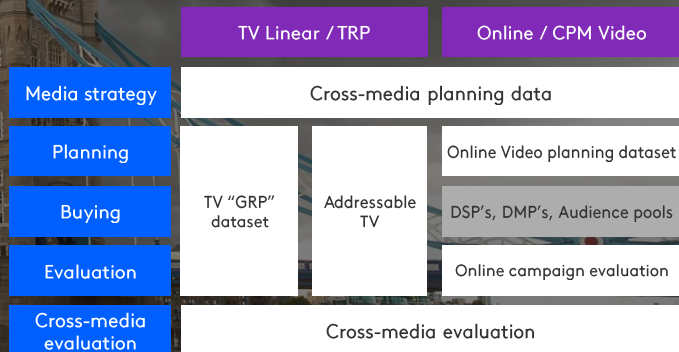
CONTENT & ADVERTISING

Multiplatform delivery of

- Content = Improved value to audiences?

- Advertising = improved value to advertisers?

- Funding models = the battle to retain subscribers moves on.

PLANNING & TRADING

- TRP vs CPM

- Addressable in linear broadcast

	TV Linear / TRP		Online / CPM Video
Media strategy	Cross-media planning data		
Planning	TV "GRP" dataset	Addressable TV	Online Video planning dataset
Buying			DSP's, DMP's, Audience pools
Evaluation			Online campaign evaluation
Cross-media evaluation	Cross-media evaluation		

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Opportunities & Solutions to bridge the great divide?
Measurement solutions in an addressable world

| Sustainable content strategies | CROSS-PLATFORM |

| Improved media planning and targeting for online and addressable forms | PANEL MONETISATION |

| Improved visibility of real-time campaign performance | SINGLE DE-DUPED AUDIENCE METRICS |

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Ingesting data sources
Are we leveraging what we already have?

Streaming data
Disney+
Discovery+
Facebook
Globoplay
Google
ITV Hub
Prime Video
Netflix
YouTube

CTV+ sources
Hulu
LG
Samba TV
Sony
Roku

Operator data
AT&T
Movistar
Sky
Swisscom
Telefónica
Vodafone

Panels
People-based measurement

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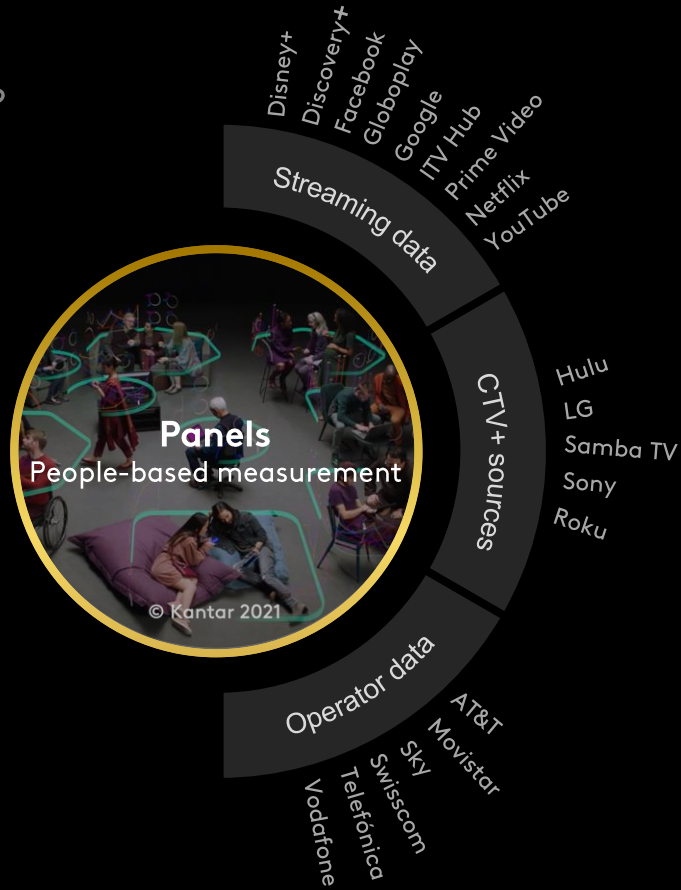
Scaling our established global standard for streaming content measurement
Greater precision

Streaming data

CTV+ sources

Operator data

A Cross-Platform view

Our Focal Meters now measure 120,000 connected devices across 12 markets

Netflix
- 0,2%
- 54,2%
- 8,1%
- 37,5%

YouTube
- 1,8%
- 17,7%
- 14,6%
- 65,8%

BVOD
- 0,3%
- 24,8%
- 50,2%
- 24,7%
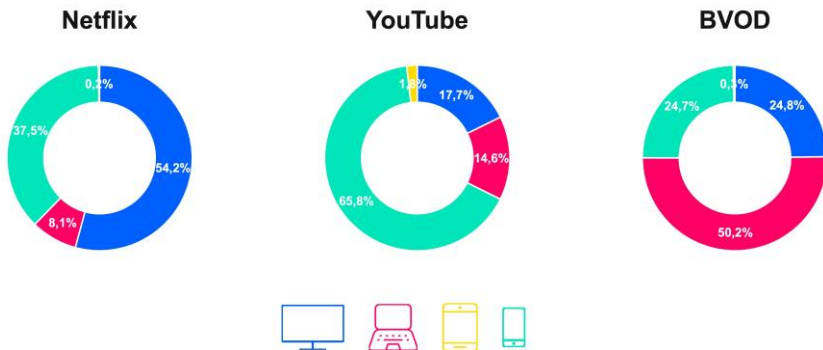
Augmenting and enhancing panels, ingesting data at scale

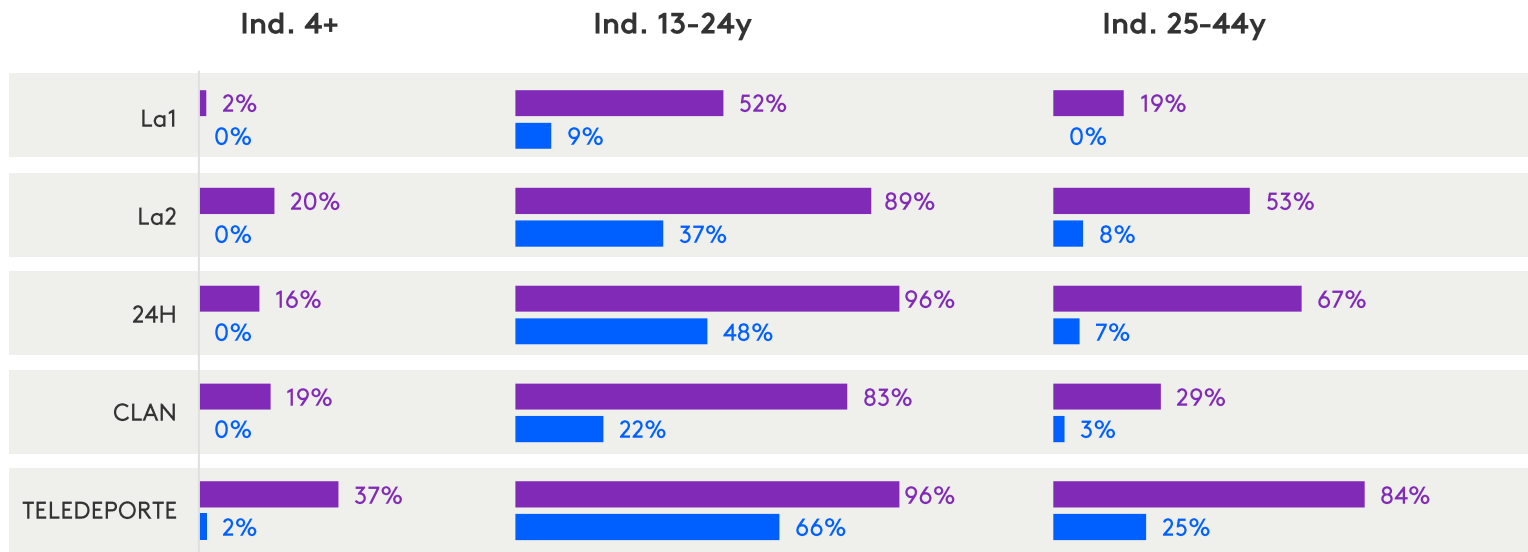**Increased coverage of cross-platform measurement**

Deeper insights on streaming platforms

Privacy safe solution in a cookie-less world

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Take advantage of the buoyant CTV+ market to unlock additional revenue for your channel

Mitigate zero cells, enable greater precision and more stable content ratings

■ TAM ■ Fusion

	Ind. 4+		Ind. 13-24y		Ind. 25-44y	
La1	TAM	2%	TAM	52%	TAM	19%
	Fusion	0%	Fusion	9%	Fusion	0%
La2	TAM	20%	TAM	89%	TAM	53%
	Fusion	0%	Fusion	37%	Fusion	8%
24H	TAM	16%	TAM	96%	TAM	67%
	Fusion	0%	Fusion	48%	Fusion	7%
CLAN	TAM	19%	TAM	83%	TAM	29%
	Fusion	0%	Fusion	22%	Fusion	3%
TELEDEPORTE	TAM	37%	TAM	96%	TAM	84%
	Fusion	2%	Fusion	66%	Fusion	25%

NEW for 2022
Expanded pilot, ingesting HbbTV data from:
- 5,000,000 TV sets
- 11 national and regional channels

○Konodrac

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Cable, satellite and IPTV operator data presents opportunities to unlock addressable solutions

Scaling beyond the 6,000,000 boxes we process each night across 17 markets

astro

sky

corus.

M movistar

O vodafone

Singtel

MultiChoice
ENRICHING LIVES

Ingesting operator data to unlock addressable advertising

- SE Asia's first addressable advertising service through audience measurement
- Reporting on exact Impressions and exposures across all ad types
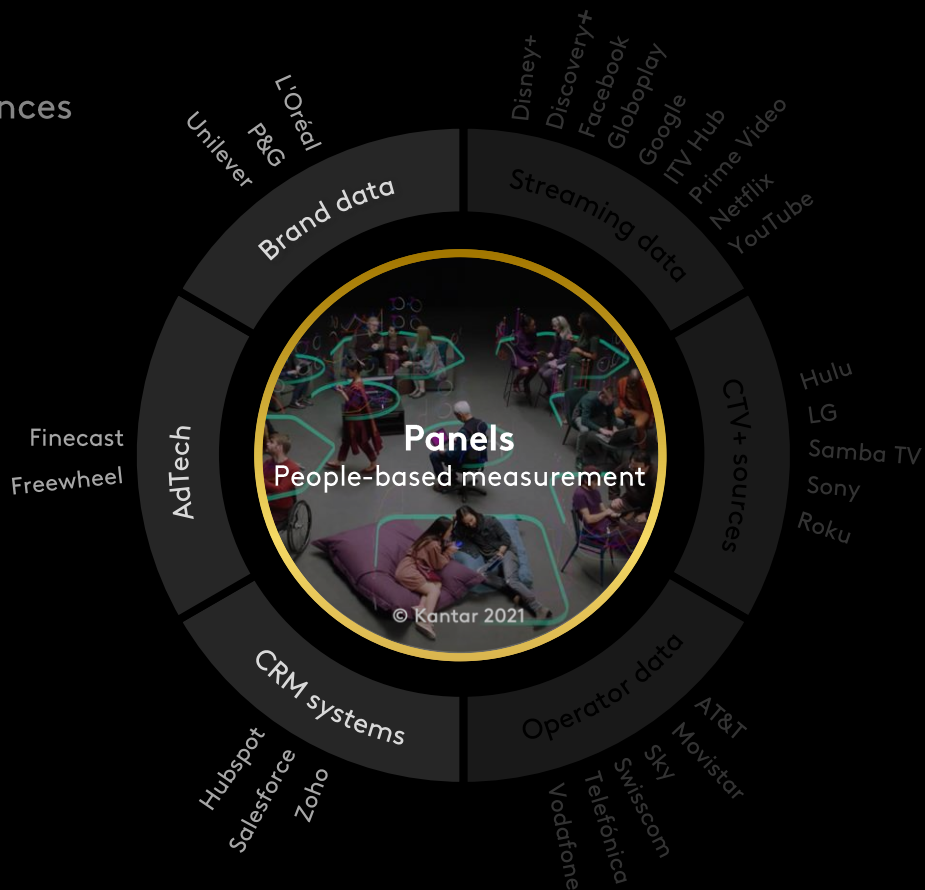- R&F metrics for all individual and the combined outcomes

New '22 development for an EMEA market

- Include addressable ads currency
- Reporting on all existing viewer metrics across all ad types on the TV set

Streaming data

CTV+ sources

Operator data

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Enriching your data

Panel demographics enhances
targeting data sets

Brand data

L'Oréal
P&G
Unilever

Streaming data

Disney+
Discovery+
Facebook
Globoplay
Google
ITV Hub
Prime Video
Netflix
YouTube

CTV+ sources

Hulu
LG
Samba TV
Sony
Roku

AdTech

Finecast
Freewheel

Panels
People-based measurement

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Operator data

AT&T
Movistar
Sky
Swisscom
Telefónica
Vodafone

CRM systems

Hubspot
Salesforce
Zoho

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Enhancing first party data for RTL in the Netherlands

Greater precision

Brand Data

AdTech

CRM systems

Appended demographics include:

Gender

Age

Social Class

Education

Household (HH) size

Children in the HH

Housewife information

Media usage

Other panel demos

Example output:

Device ID	Male	Female	Age <18	Age 18-34	Age 35-54	Age 55+
101	0.23	0.77	0.55	0.32	0.12	0.01
102	0.34	0.66	0.05	0.18	0.48	0.29

Appending probabilities provides more flexibility for using the output

Enriched audience CRM data

Improved audience segments for
- **improved planning**
- **Improved pricing**

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Leveraging the granularity of data partner feeds to deliver more precision in content & ads

Trusted and controlled data exchange

Brand Data

AdTech

CRM systems

Live POC

🇸🇪

Google

👁 MMS

DESIGN
Privacy-safe secure data exchange (DoubleBlind)

IMPLEMENT
Deployment in panel enabling Google ID capture across devices

DAILY PRODUCTION
Secure daily data exchange

YouTube detailed content usage unfolded to integrate in the MMS Total Video Currency

YouTube in Cross Media Planning and total viewing audience by ingesting Google data

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In-flight campaign optimisation
Cross-media performance

Brand Data

AdTech

CRM systems

It's not just mastering the building blocks but their arrangement together

Partnerships
First party data

Modelling &
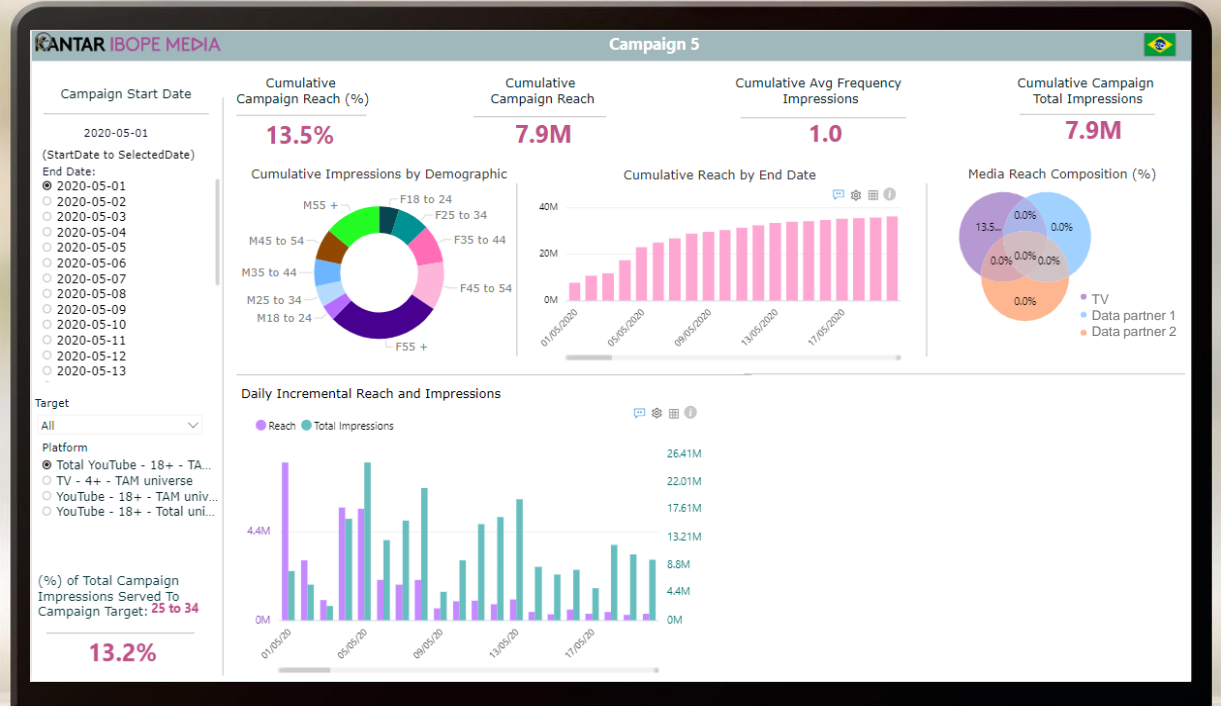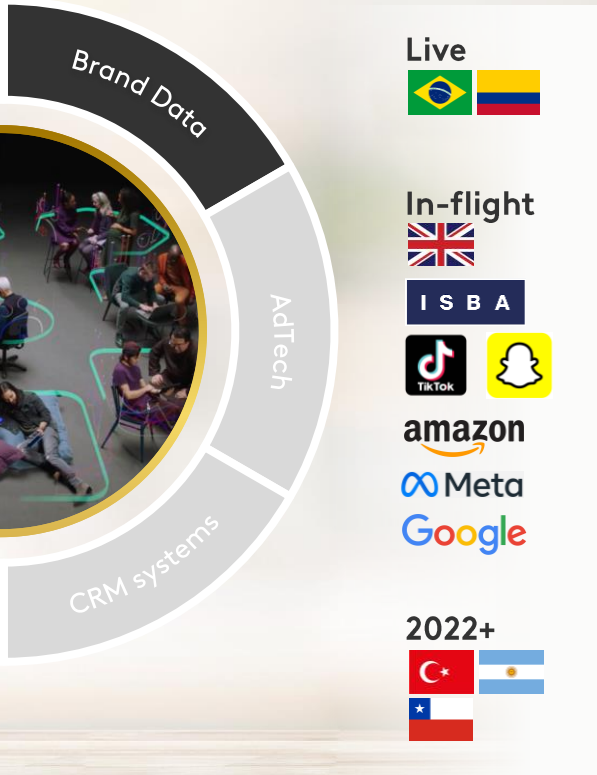Integration

High-quality
media panel

Passive data
collection

Access panels
(at scale)

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In-flight campaign optimisation
In-flight reach & frequency across broadcast currency & multiple data partners

Measurement solutions in an addressable world

- Fragmentation demands ingesting audience data at scale. Unlocking monetisation opportunities

- Scaling opportunities are plentiful, grounded in people-based measurement

- Quality assured

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Thank you!