

KANTAR

THE not SUMMIT 2020

The value of streaming measurement

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Key features of the Auditel New Screens project

- 01 Measurement of TV and advertising content on digital devices:
- 02 Univocal, verified and certified metric, **consistent** with TV standards;
- 03 *Single source* data, leveraging the Focal Meter and SuperPanel™ strategic asset;
- 04 Built and operated by Auditel together with all the market players and with the support of Auditel Technical Committee



Project phases

PHASE
01
(2017)

- SuperPanel™ launch
- Start of measurement implementation for new digital platforms

completed

PHASE
02
(2018)

- Implementation of census measurement
- Completion of Focal Meter pilot phase

completed

PHASE
03
(2019 - 2020)

- Release of Applications data
- Focal Meter installation on Auditel Panel
- Implementation of Content Library Database
- Implementation of CUSV (video advert univocal code) management system

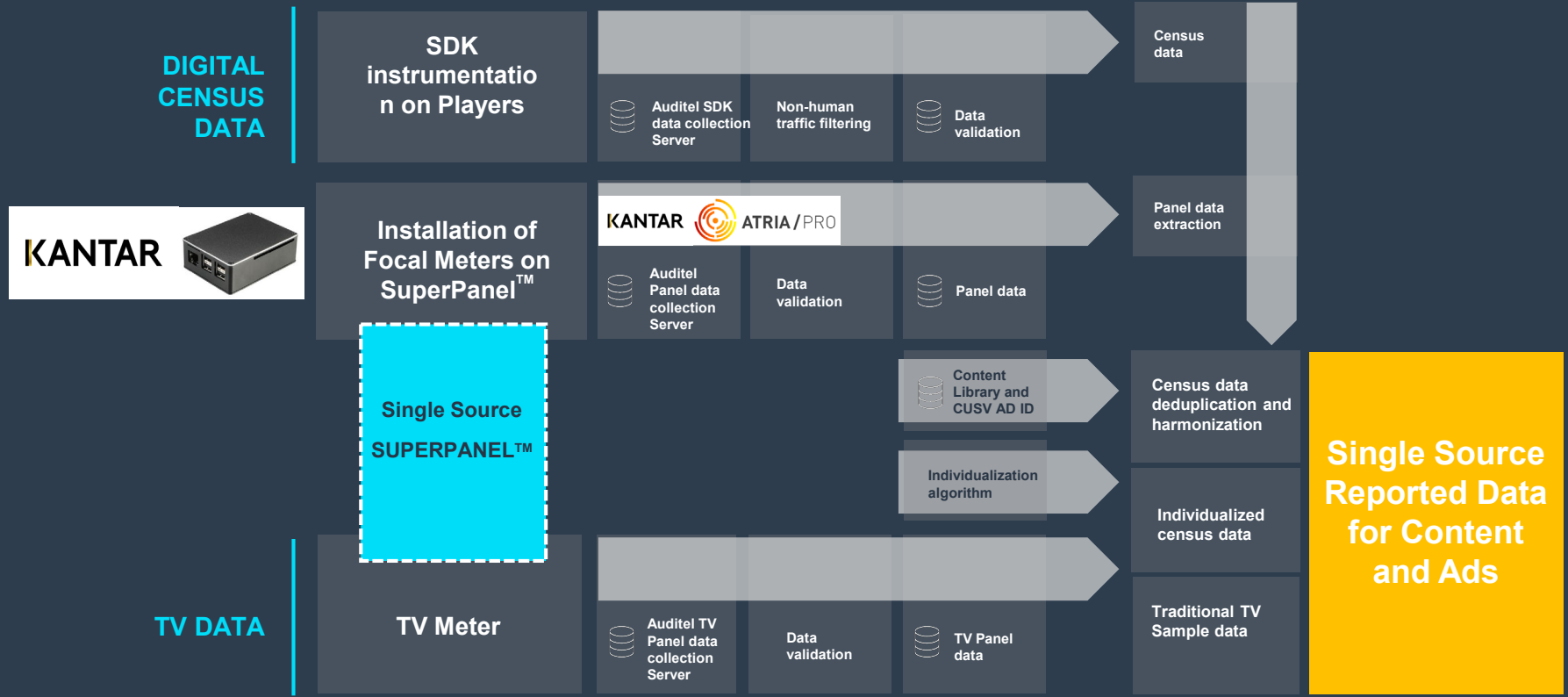
on course

PHASE
04
(2021)

- TV Total Audience
- Release of Panel data
- Release of Single Source Data

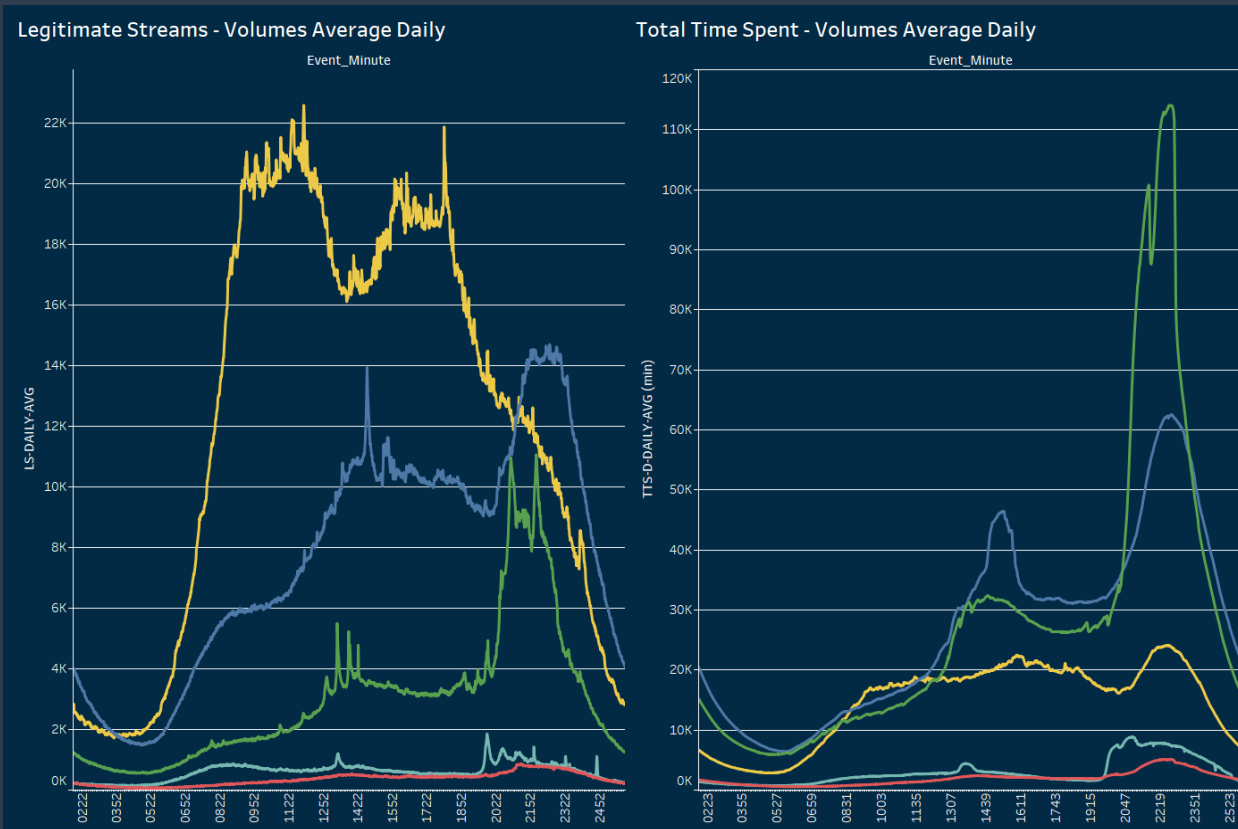
under development

Data flow for Auditel's «Single Source» cross-platform measurement system



Output 1 - Report digital minute by minute

Consistent with TV Standard



Analysis period: 7-13 june 2020

In the week 7-13 June, restart the «Coppa Italia» football matches

+/- 600 tagged properties

Main Broadcasters include:

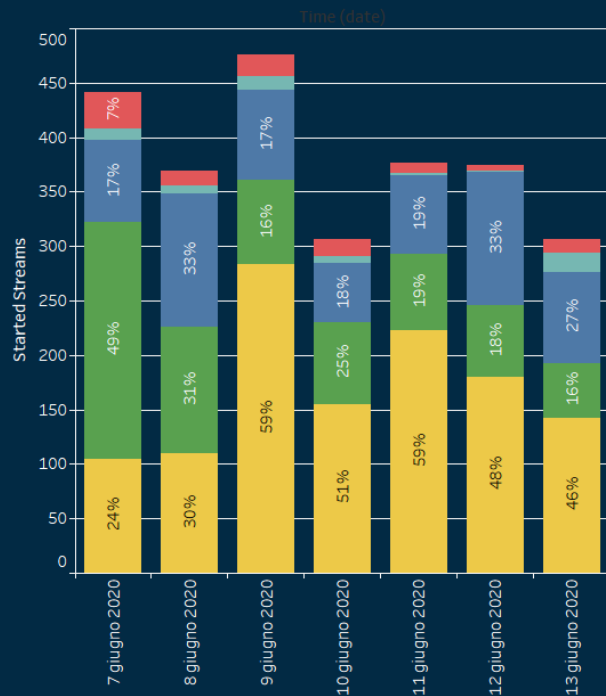
- Discovery
- La7
- RAI
- RTI-Mediaset
- Sky Italia

Output 2 - Panelist traffic (development/alpha)

Introduction of Focal Meter into Single Source Panel and mapping of users' devices

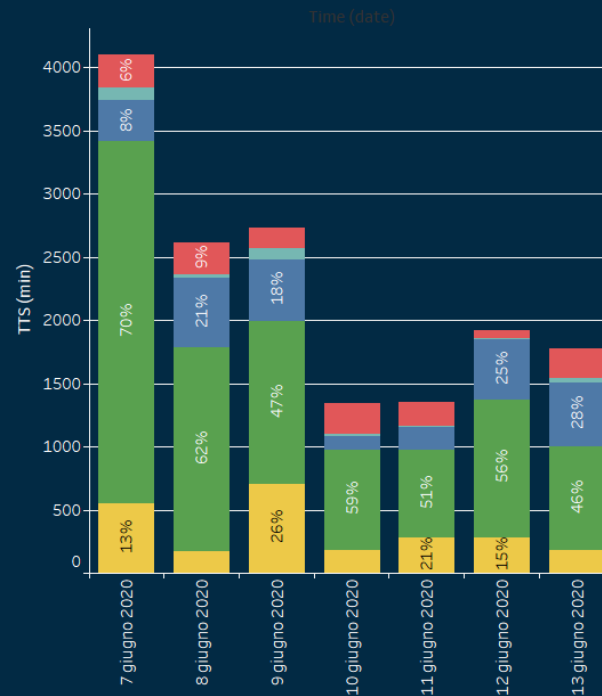
Panelist - Started Streams

on tagged entities



Panelist - Total Time Spent

on tagged entities



Progress so far:

- 776 HouseHolds under measurement
- 2.410 mapped devices

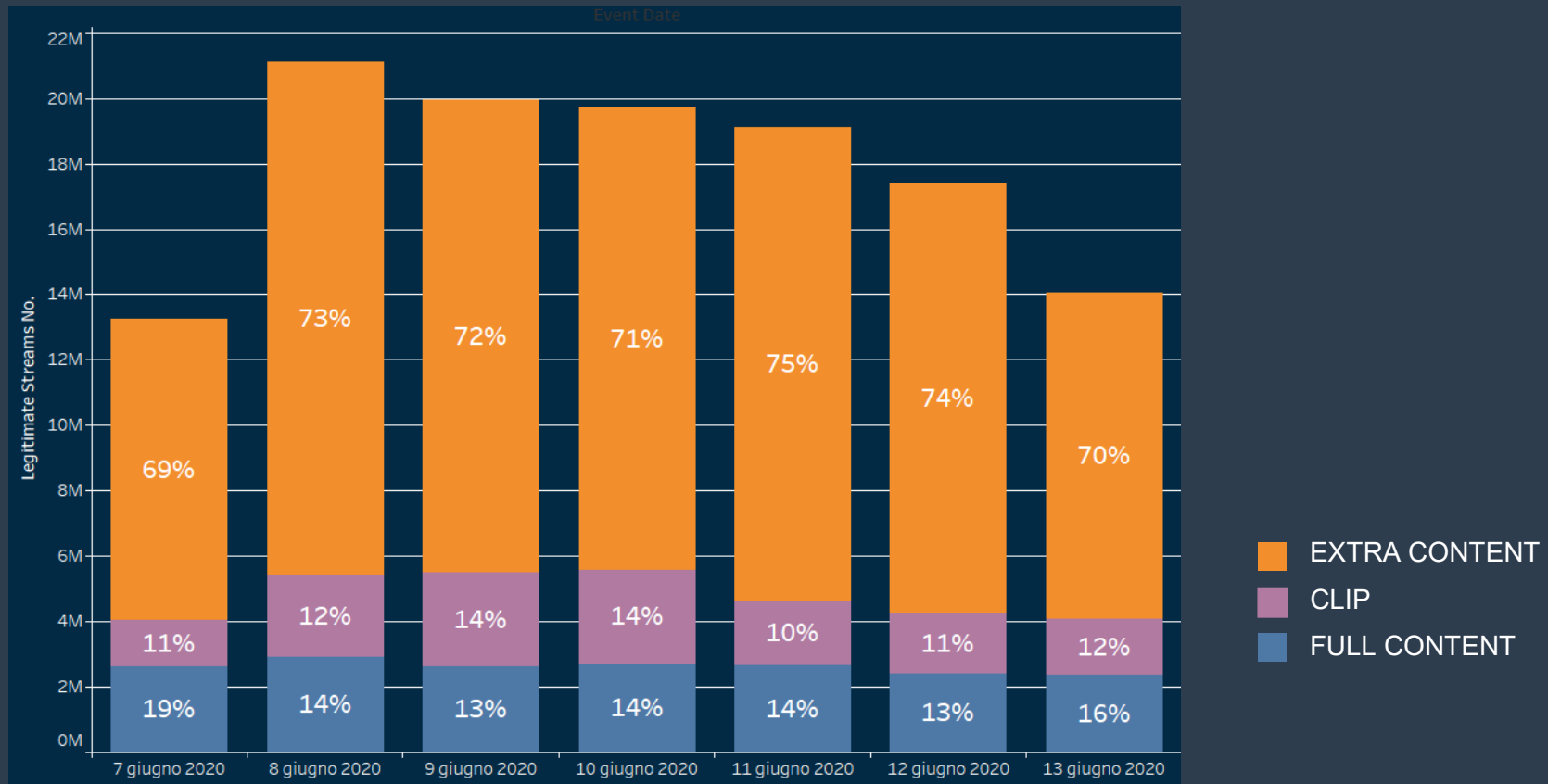
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Analysis period: 7-13 June 2020

Learning: Content explosion needs a unified Library

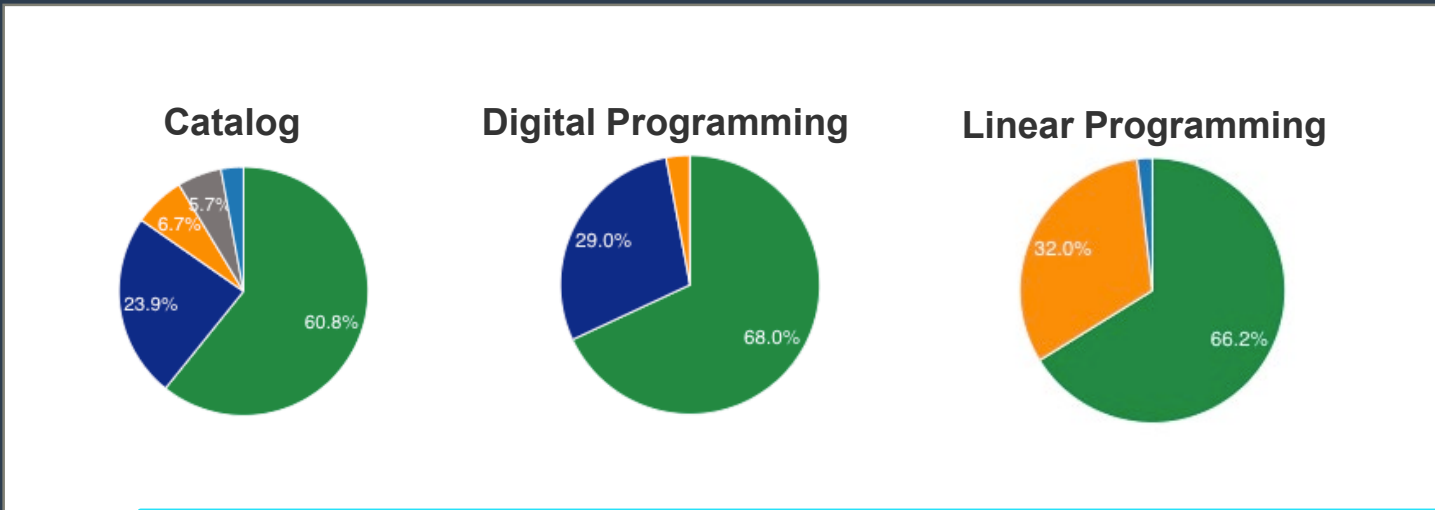
We have learned that digital consumers watch a lot of Extra Content over the original Full Content. This means we need a content library that scales.



Analysis period: 7-13 June 2020

Parallel phase – Auditel is building the Italian Standard Content Library

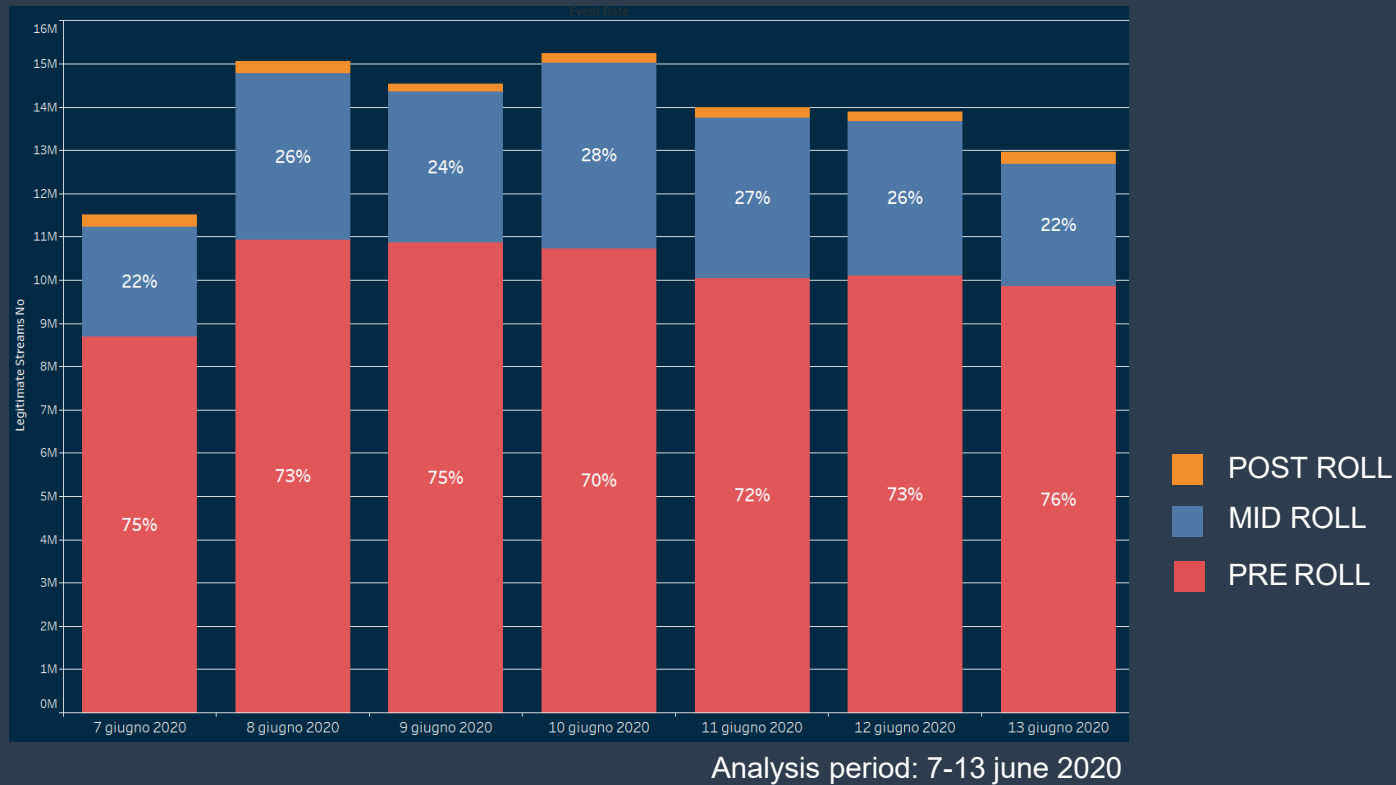
Auditel is working with the Broadcasters to import and harmonise content classification which is mandatory to build a bridge between Linear and Digital platforms.



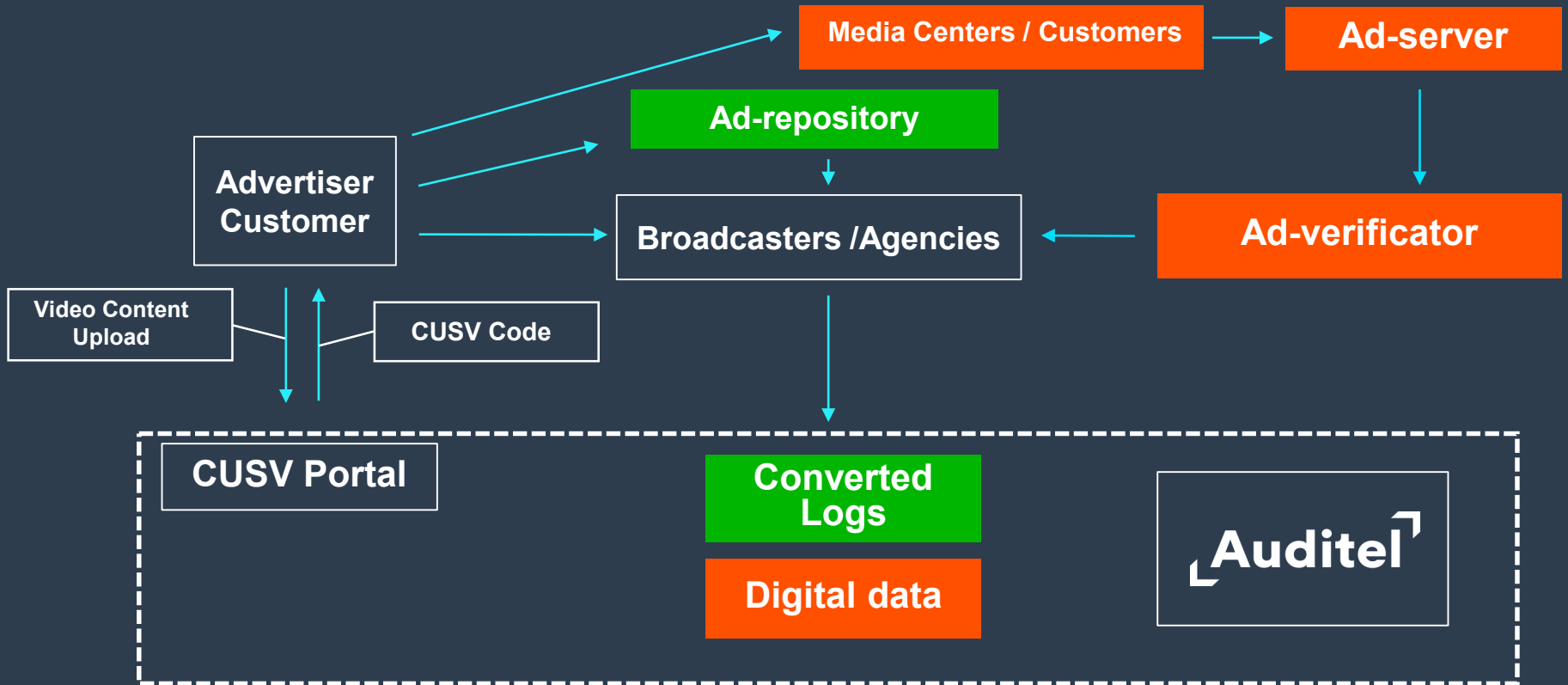
	Editore	Content ID	Programma	Tipologia	Stagione	Episodio	Titolo
	▼	Q	(Tutti) ▼	(Tutti) ▼	Q	Q	Q
✎		ContentItem-0fa17a57-e6cf-4b06-9560-c709848b42bc		Full Content	Stagione 2018/19	Cecità	- Cecità
✎		ContentItem-d8f5c24a-9b15-48eb-98ba-b319013197cf		Full Content	Stagione 2018/19	Click Generation - Indipendenti nella rete	- Click Generation - Indipendenti nella rete
✎		ContentItem-5c15ec50-e88c-4da5-a588-fab1627994e8		Full Content	Stagione 2018/09	Confini	- Confini

And an Italian Standard Ad Library: CUSV-ID: Codice Univoco degli Spot Video

We are able to measure Digital Ad Spots, but identifying them for New Screens and for a future Cross-Media Ad Currency needs an Ad Content Library with standardised IDs



CUSV project for Total Campaign Tracking: Offline & Digital



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Thank you

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