



THE WORLD  
AUDIENCES  
SUMMIT 2015

# INNOVATIVE TAM SOLUTION

Out of Home Viewing in Norway

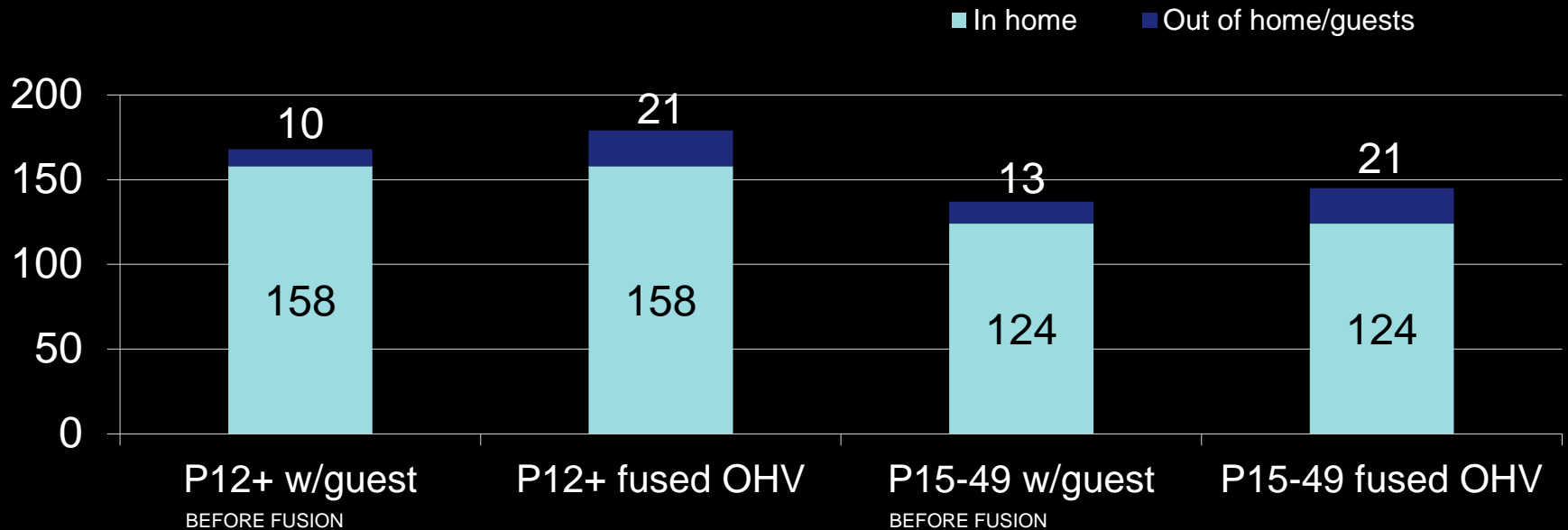


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Director of Research and Strategy



# 7% PUT INCREASE BY INNOVATIVE TAM SOLUTION

From July 2014



Daily average minutes July 2014 – May 2015, including TSV (+7 days)

# THE FUSION – SEARCHING FOR TWINS



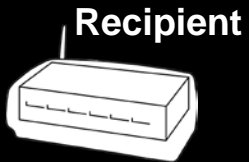
Donor



20-24



...



Recipient



40-44



Penalty count

+0

+30

+20

+0

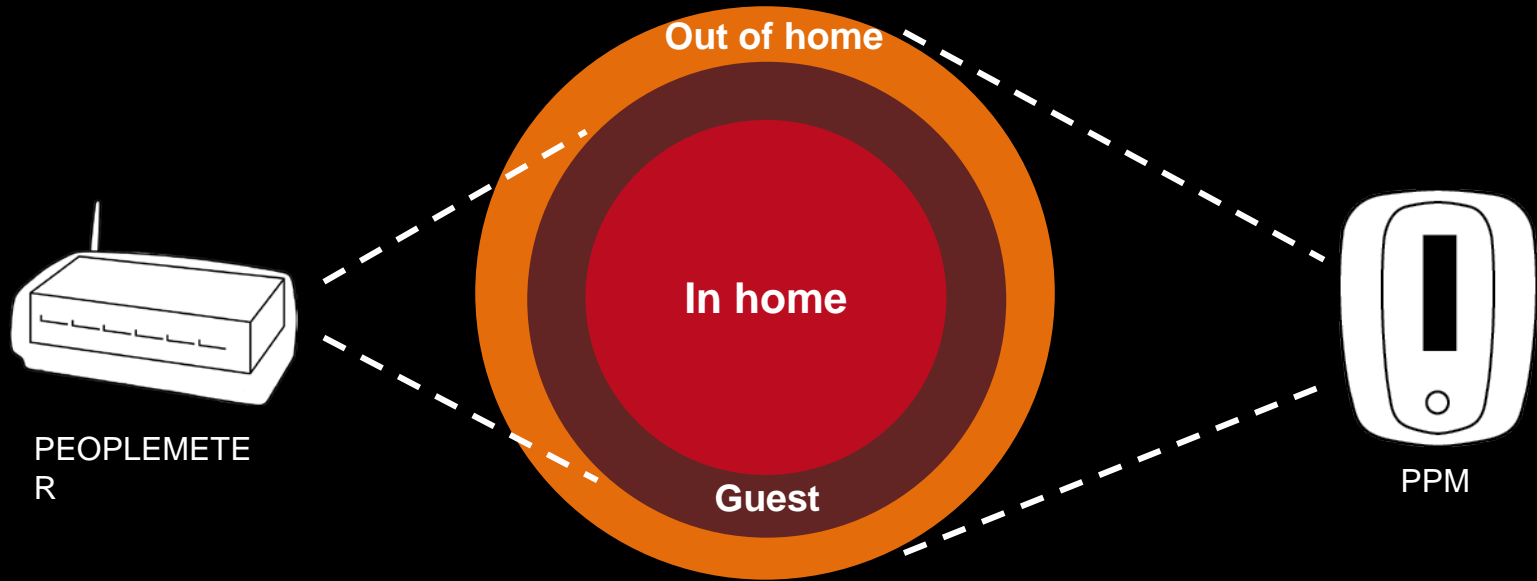
...

- + Repeated usage
- + Inheritance

Penalty based fusion:

- By demographics
- By viewing hooks
- Best overall selection
- Runs daily

# TV VIEWING BY LOCATION



# THE BENEFITS OF A HYBRID SOLUTION



- ♪ Using the best from two systems
- ♪ PeopleMeter provides detailed information from the big screen at home
- ♪ Portable meter is the preferred tool for measuring viewing out of home
- ♪ Both data sources are gold standard minute by minute audience data
- ♪ Releases pressure on panel members compared to single source measurements
- ♪ Data integration solutions are strong and efficient

# MEASUREMENT OF DIFFERENT TYPES AND MODES OF VIEWING

	VIEWING TYPES	CURRENT TAM CURRENCY	TV PANEL	RADIO PANEL
<b>Linear vs. Non-Linear</b>	Linear TV content on encoded channels	Yes	In Home	Out of Home
	Non-Linear ≈ non-encoded channels ≈ "digital online only" content	No	n/a	n/a
<b>Time Shifted Viewing</b> incl. Catch-Up, Vosdal & VOD	TSV (+7 days*)	Yes	In Home	Out of Home
				Out of Home
<b>Devices</b>		Yes	In Home	Out of Home
	PC/Macs	Yes	n/a	Out of Home
	Tablets	Yes	n/a	Out of Home
	Smartphones	Yes	n/a	Out of Home
<b>Distribution</b>	Broadcast	Yes	In Home	Out of Home
	Media Player***	Yes	In Home	Out of Home
	Apps***	Yes	In Home	Out of Home

**MATERIAL NOT ENCODED, IS NOT MEASURED**

\*Viewing of previews can be measured as long as they are encoded.

\*\*Commercial decision of the TV Steering Committee to only allow for 7 days TSV in the official TAM currency.

\*\*\*This requires that the encoding is not damaged by the compression in the media player or app



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# WHY IS THIS A SUCCESS?

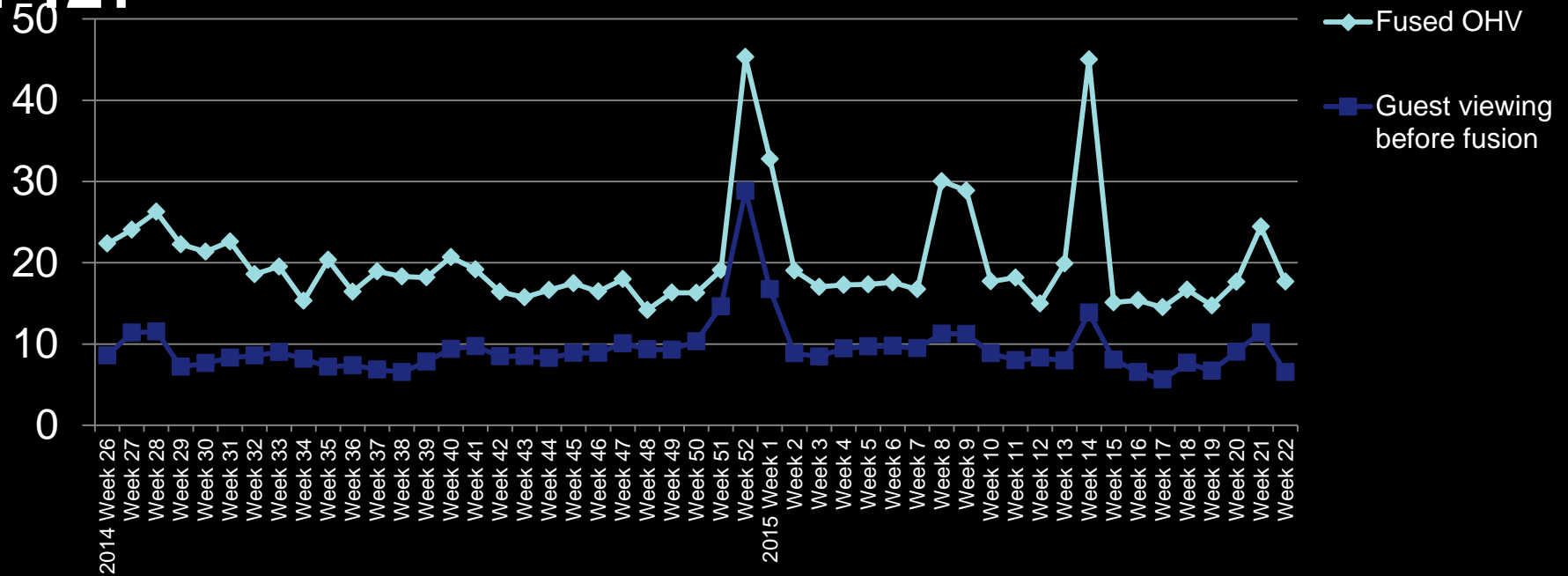
## Out of Home Viewing in Norway

### Ratings & Reach



# OUT OF HOME AND GUEST VIEWING BY WEEK

## P12+



Daily average minutes, including TSV (+7 days), Total fused channels.

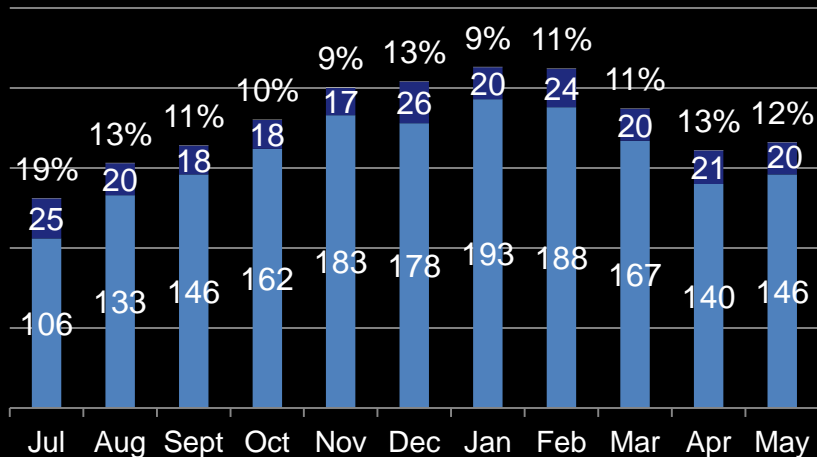


# OUT OF HOME VIEWING DELIVERS 15% OF TOTAL VIEWING

Commercial Adults 15-49

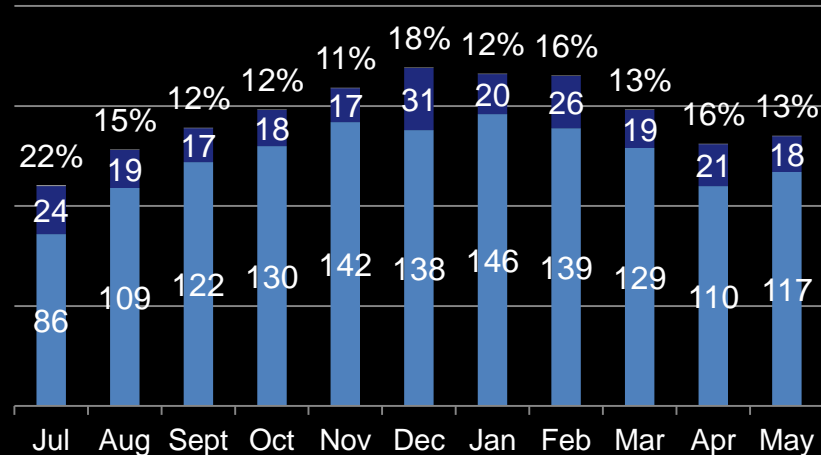
## All 12+

■ In home ■ Out of Home



## A15-49

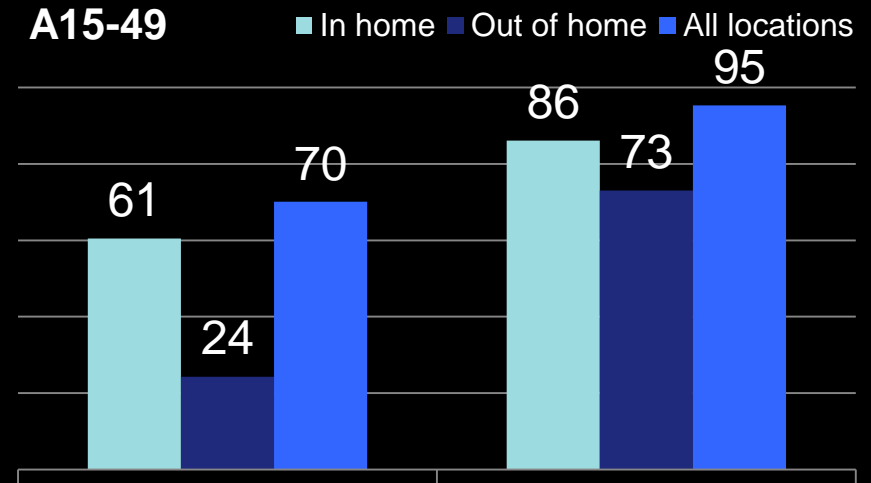
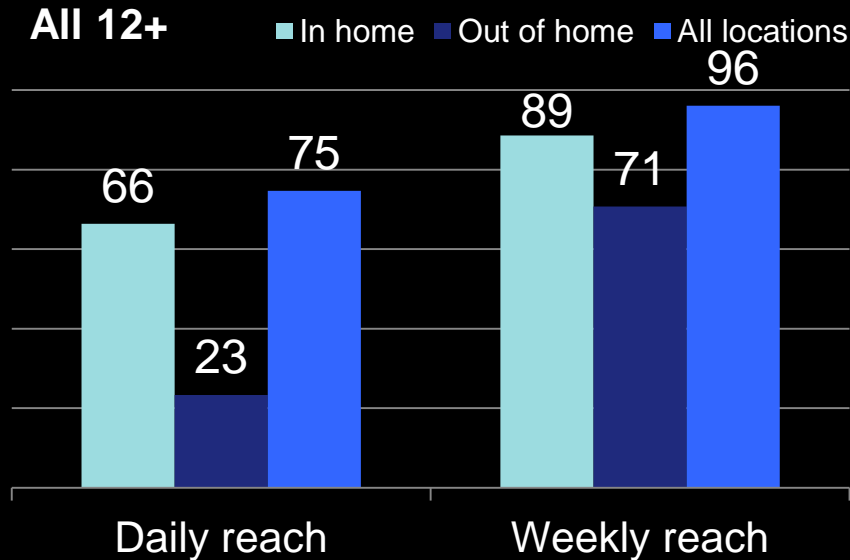
■ In home ■ Out of Home



Daily average minutes, including TSV (+7 days), TTV.

# 73% WATCH TV OUT OF HOME – ON A WEEKLY BASIS

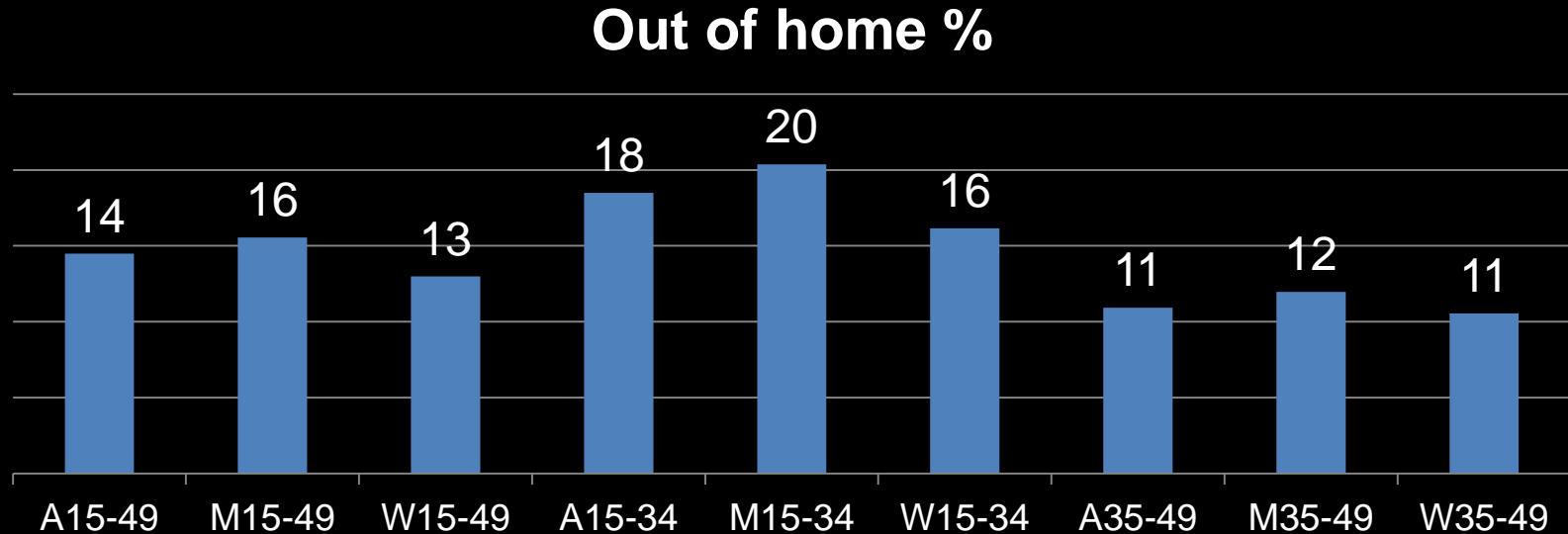
Among commercial Adults 15-49



July 2014 – May 2015, TTV including TSV (+7 days).

# OUT OF HOME VIEWING BY DEMOGRAPHICS

Millennials have the highest share



OOH Viewing % of Total TV viewing, July 2014 – May 2015, including TSV (+7 days).

# HOW COULD THE SUCCESS BE ACHIEVED?

- ♪ Same audio encoders in TV & Radio surveys & preferably same data providers in the 2 surveys
- ♪ The Radio Steering Committee was willing to sell their OOH data to the TV industry
- ♪ The TV Steering Committee agreed on using the OOH data from the Radio panel as a building block in the TV currency
- ♪ A Risk Taking attitude in the TV industry in allowing the building blocks of our ratings currency to be dependent upon an external survey for a different medium
- ♪ Good relationships and a strong culture for innovation and improvement of the measurement between the TV Steering Committee and Kantar

## Please, note:

1. Adding OOHV makes sense in a world of declining TV-viewing, where:
2. Sold-out situations exist, thus allowing for the immediate monetization of additional ratings.



Symphony

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