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KANTAR MEDIA

# AUDIENCE MEASUREMENT: CHALLENGING PRECONCEPTIONS?

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# AUDIENCE MEASUREMENT: CHALLENGING PRECONCEPTIONS?

1. Will TAM and IAM converge?
2. Who will really own and control the audience data?
3. Will we have transparency or black boxes?
4. Will the schedule continue to rule reporting?







# TV IS CHANGING

BUT HOW FAR  
WILL IT GO?

The recommendation engine will show users... 'one or two suggestions that perfectly fit what they want to watch now'.

- *Neil Hunt, Netflix*



*HOLY T.V. SET!!!  
WATCH  
BATMAN AND ROBIN  
WEDNESDAYS &  
THURSDAYS AT  
7:30 P.M. ON  
CHANNEL 7*

- **89% of UK TV viewing is live**
- **8-28 day timeshift +1.5% total audience**

CORE PRINCIPLES  
WE IGNORE AT OUR PERIL

Representivity

Compliance





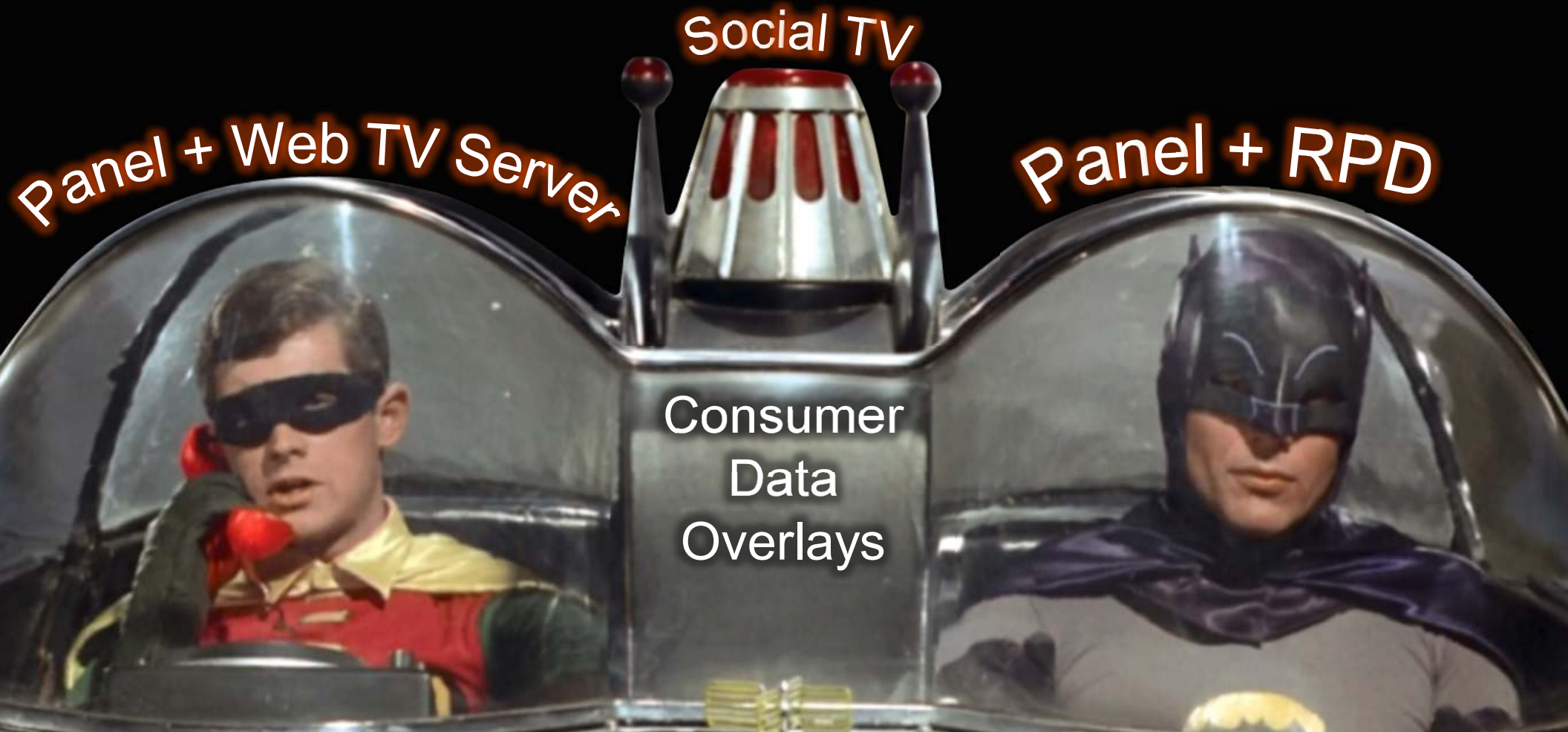
THE INEVITABLE SHIFT TO HYBRID

Panel

Census



# THE INEVITABLE SHIFT TO HYBRID



# TAM AND IAM CONVERGENCE

DATA



- Software applications
- OS, browsers, apps
- JIC independence?



# BLACK BOXES

BECOMING EVER BLACKER?



DATA DEPENDENT  
OWNERSHIP AND CONTROL

DATA

Technical support

Long-term data access

Auditing



# REPORTING

## UNDERMINING THE TIME SCHEDULE MODEL



- > VOD libraries, futurecasts, web-only exclusives
- > Linking content
- > Content ID system ...SMPTE and EIDR
- > Event-based reporting

# CHALLENGING OUR PRECONCEPTIONS



1. Will TAM and IAM converge?
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