

KANTAR MEDIA

FUTURE

THE WORLD
AUDIENCES
SUMMIT 2017

Living the Blueprint

Richard Asquith
Chief Product Officer
Kantar Media

RETURN
PATH DATA

CORE PANEL

ONLINE CENSUS
DATA

FIRST AND
THIRD PARTY
DEMOGRAPHICS

SET METER
PANEL

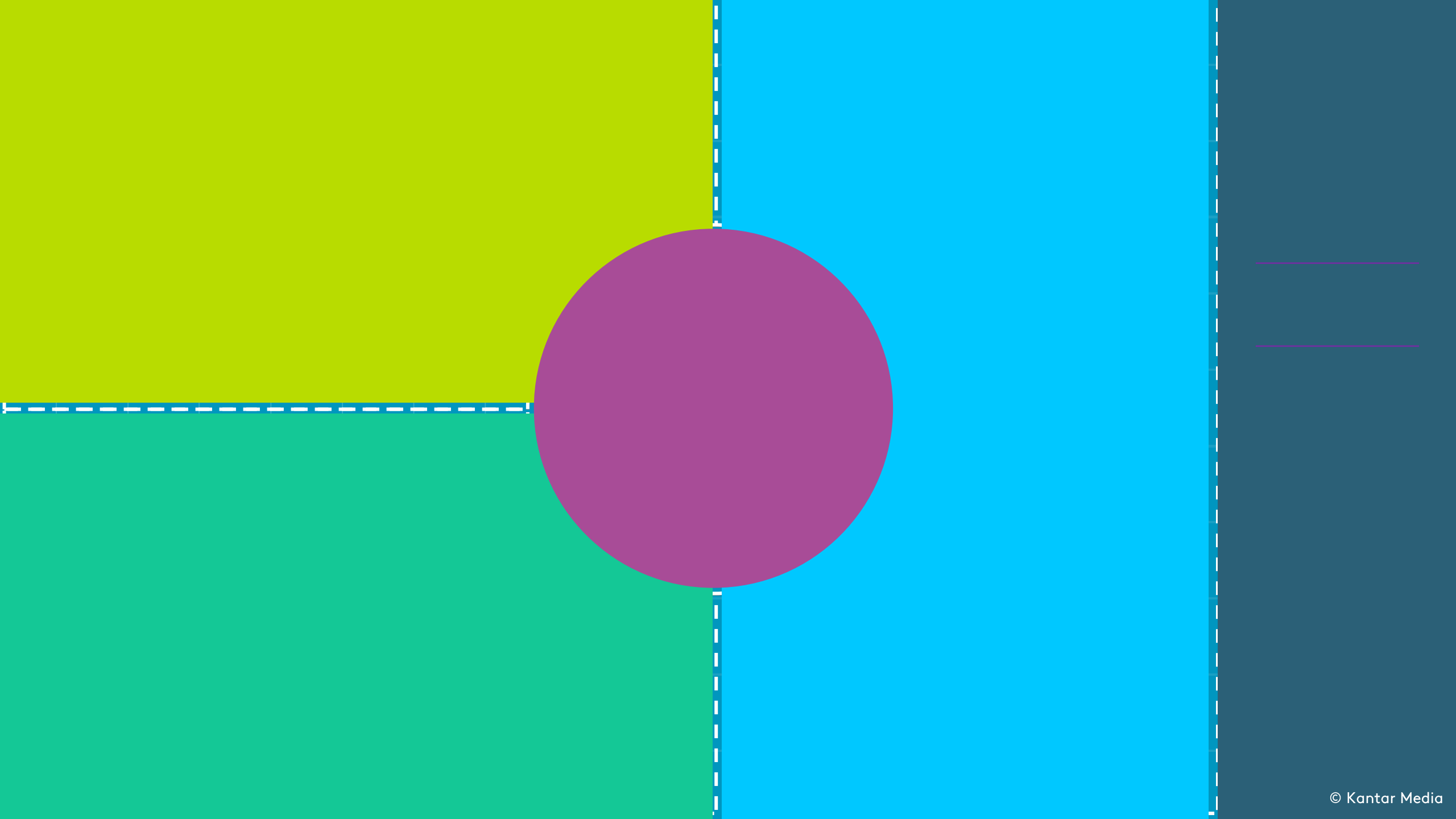


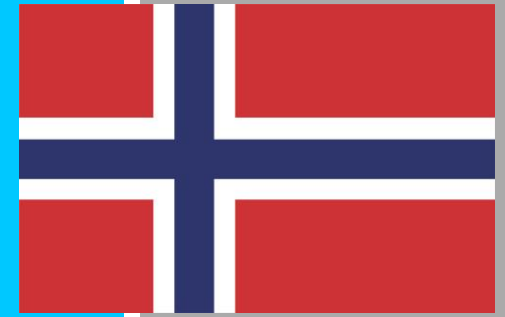
We have the **measurement system**

We don't forget the basic principles of measurement

We respect TAM cultural sensitivities

We are extending the value of TAM





RETURN
PATH DATA

OUT OF HOME
VIEWING



CORE PANEL

ONLINE CENSUS
DATA

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THIRD PARTY
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SET METER
PANEL



RETURN
PATH DATA



CORE PANEL



ONLINE
BOOST PANEL

ONLINE CENSUS
DATA

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PANEL
