



Finnish TotalTV Measurement

First results and key learnings

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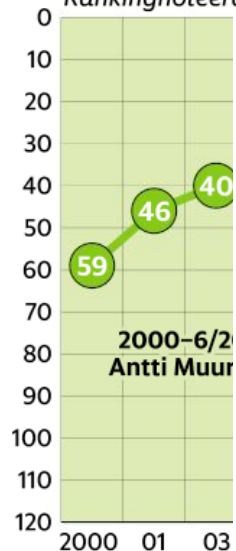
Finland is the happiest country in the world, says UN report

Nordic nations take top four places in happiness rankings, with annual study also charting the decline of the US



Huuhkajien Fifa-ranking on vuorokauden

Rankingnoteeraukset ja valmentajat



Finland Is the Happiest Country in the World, and Finns Aren't Happy about It

They tend to downplay positive emotions, which could paradoxically increase their satisfaction with life

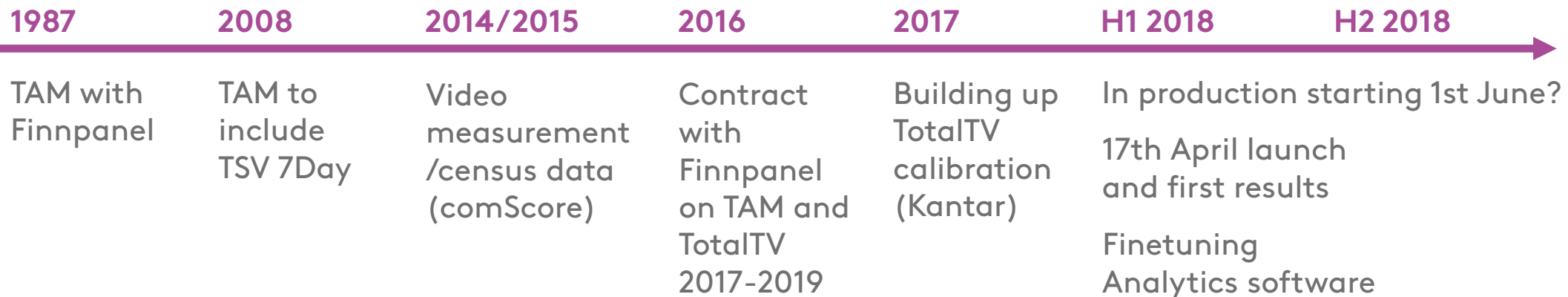


▲ Lake Vuohijärvi in Finland. The country has topped the UN's happiness rankings. Photograph: Alamy

Finland has overtaken Norway to become the happiest nation on earth, according to a UN report.

Timeline

From TV to Total TV





Total TV Measurement

TotalTV Measurement

TAM panel with Focal Meter & census data from TV companies (via comScore)



1100
households

2300
individuals

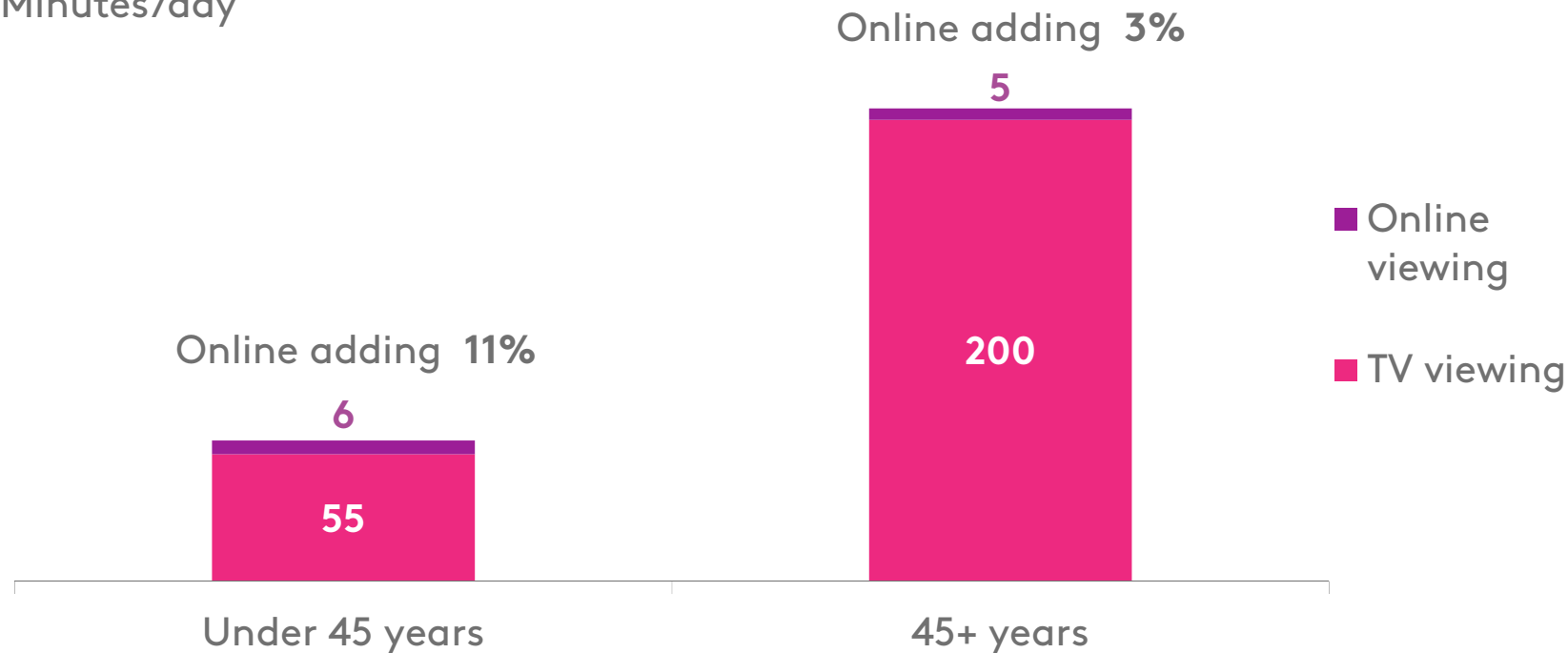
1500
televisions

4150
other
devices



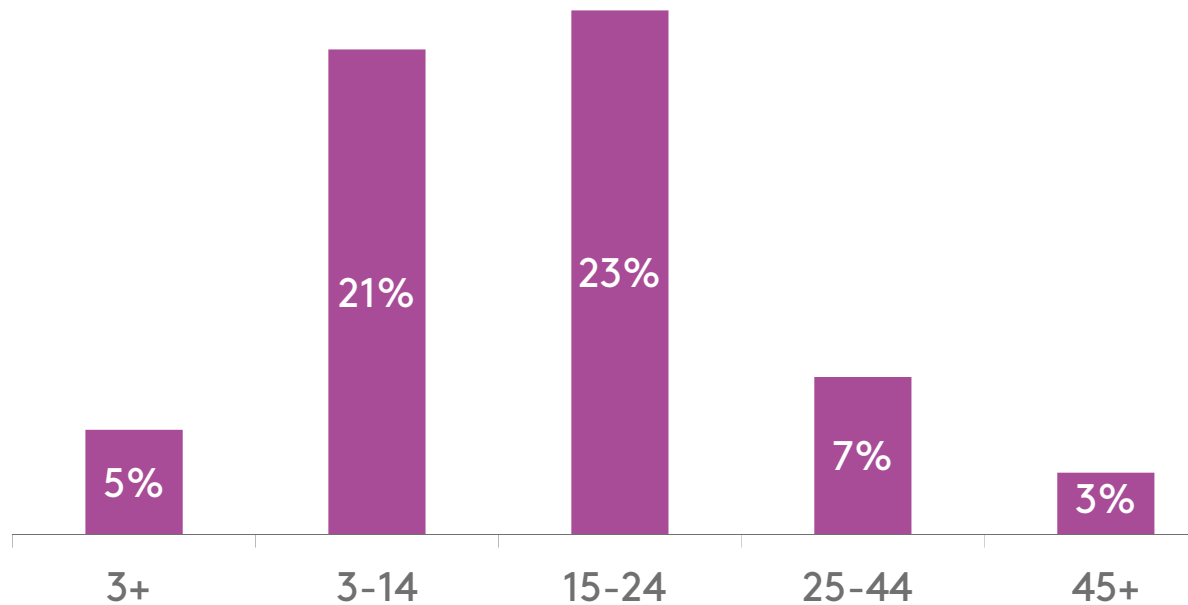
TV and online viewing during weeks 13-14 (2018)

Minutes/day



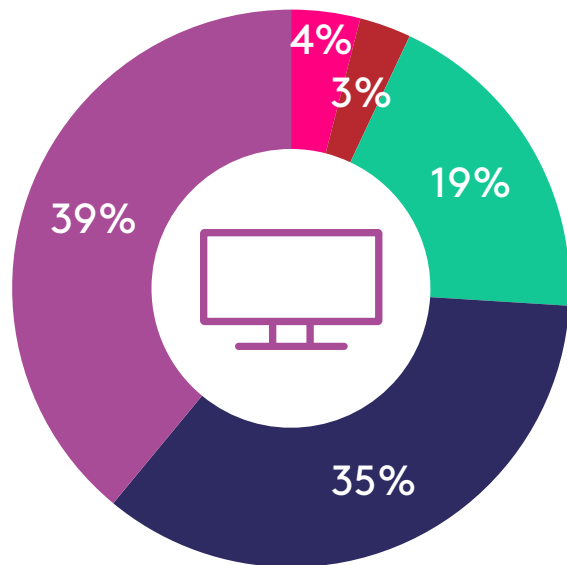
Additional viewing time from computers, tablets and smartphones – the biggest increase in the youngest age groups.

Increase in viewing time %

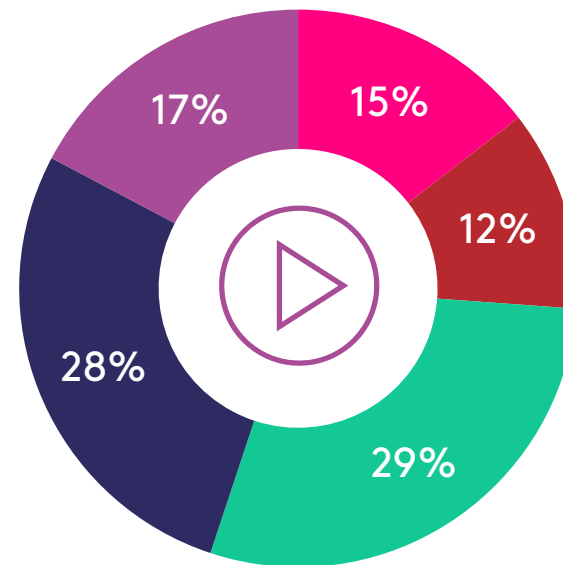


Online viewing profile is younger than linear TV

Viewing Profile for TV



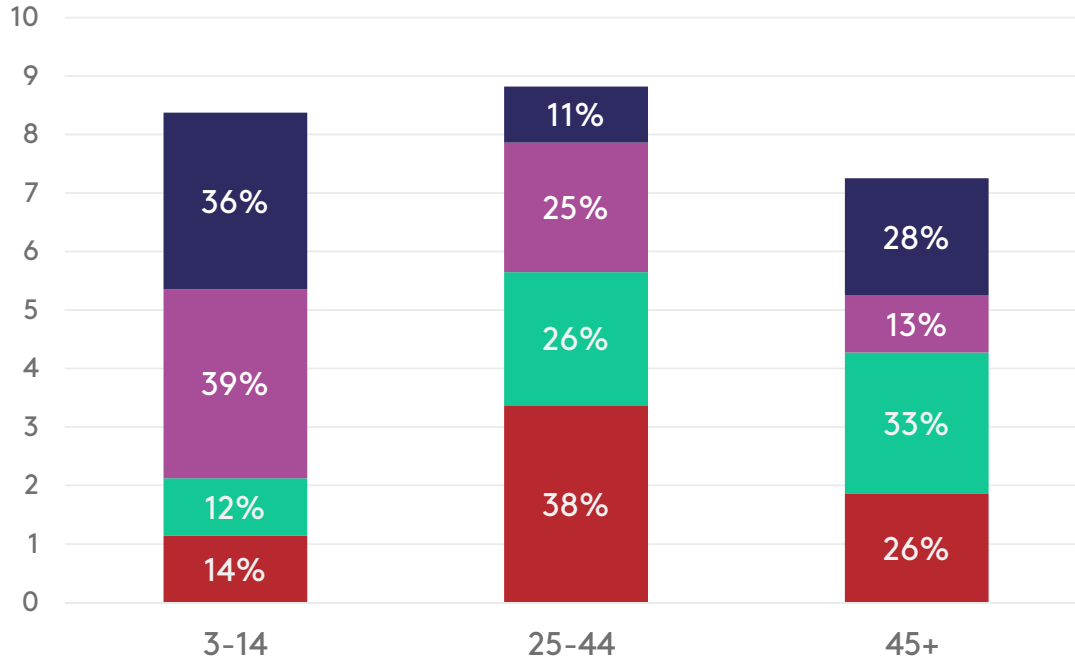
Viewing Profile for Online



- 3-14
- 15-24
- 25-44
- 45-64
- 65+

Device usage varies by age group

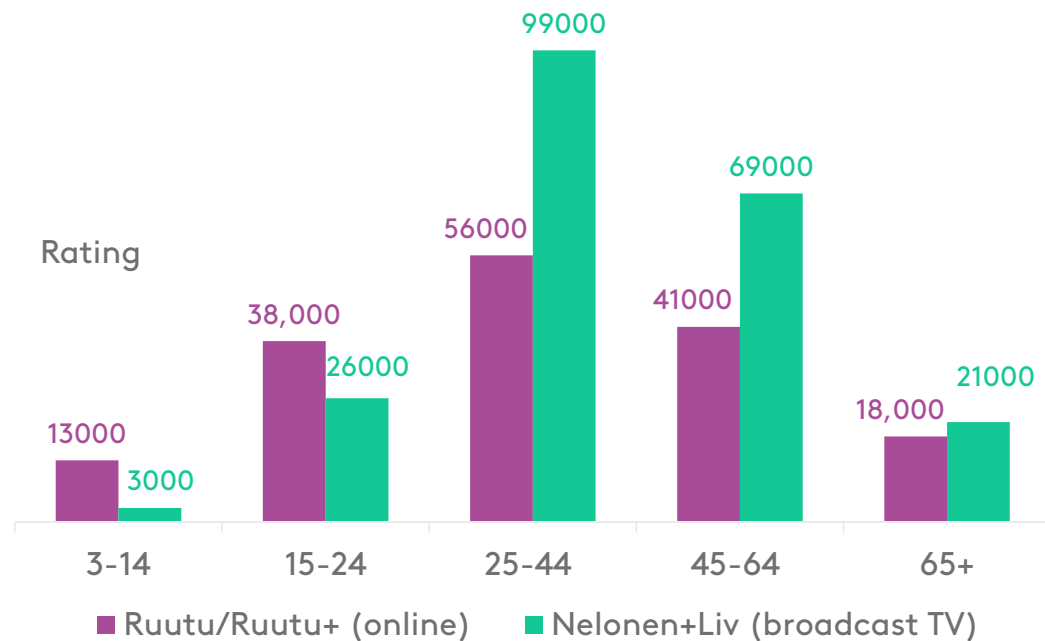
Minutes/day



- Tablet
- Smartphone
- Computer
- Big screen



Temptation Island Finland: Episode "Kukas muikkeli tänne tuli?" Online rating 166 000



Key learnings

1. Consistent, stable, quality census-measurement is crucial.
2. Using the data:
 - Program level vs. advertising
 - Sorting out AVOD and SVOD content
 - Trading vs planning currency?
3. Comparability and extensiveness: who are participating and to what extent?
4. Producing target group information from a small panel is difficult and not as exact as we are used to. The size of your TAM panel makes a difference.
5. It is more complex and It will take longer than you expected. 😊

Next steps

- Improving the metadata on programs: consistent and complete, especially program genre
- Improving the calibration model with data of registered users
- Using census-data from different providers: common rules for video measurement & auditing
- Publishing the data – market (agencies and advertisers) reaction
- Measuring advertising?

Thank You!

#kmsummit