

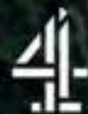


Measurement: The End of the F***ing World

Martin Greenbank
Head of Advertising Research &
Development



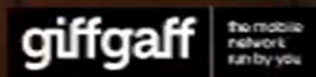
THE END OF
THE FXXXING
WORLD



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A woman with long dark hair, wearing a light-colored hoodie, is the central focus. The image is heavily stylized with a red and purple color palette. A large, semi-transparent red circle is positioned on the right side, partially overlapping the woman's face. A thick, diagonal red line runs from the top right towards the bottom left, crossing the woman's face. The background is a mix of red and purple tones with abstract geometric shapes, including a blue-outlined shape in the top right corner.

Timeline to launch #TEOTFW

Timeline of launch

TEOTFW



24-OCT-17

NOV

DEC

JAN

FEB

MAR

APR

MAY

EP1 Linear Tx on C4



All 8x episodes released onto All4

And held in the archive available for UK viewers

NETFLIX

All 8x episodes released onto Netflix (Global launch including UK)



A young man and woman are sitting on a dark-colored couch. The man is on the left, looking towards the right. The woman is on the right, looking towards the camera with her hand raised. The entire image is covered with a semi-transparent red filter. A large, thick red 'X' is drawn over the image, crossing from the top-left to the bottom-right and from the top-right to the bottom-left. The text 'Measurement Challenges' is written in white on the left side of the image.

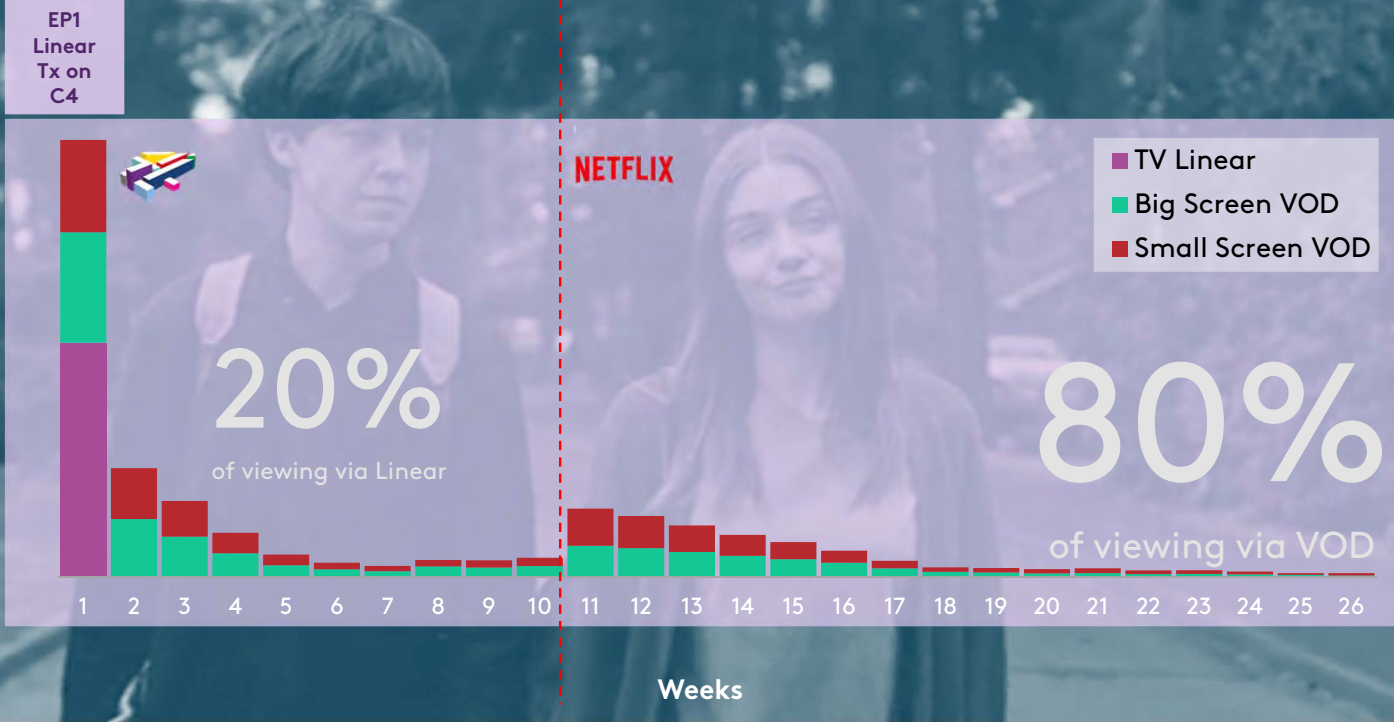
Measurement Challenges

Measurement Challenges

Linear & VOD



24-OCT-17 NOV DEC JAN FEB MAR APR



A man in a dark suit and tie is looking down and to the right. The image is overlaid with a semi-transparent purple and red gradient. A thick red diagonal line runs from the top right towards the bottom left. A thick purple curved line runs from the bottom left towards the top right. In the top right corner, there is a white line graphic consisting of a vertical line and a curved line that loops back to the left.

Internal Comms


Key Stakeholders need key different messaging

Programme Commissioners



Advertising Sales



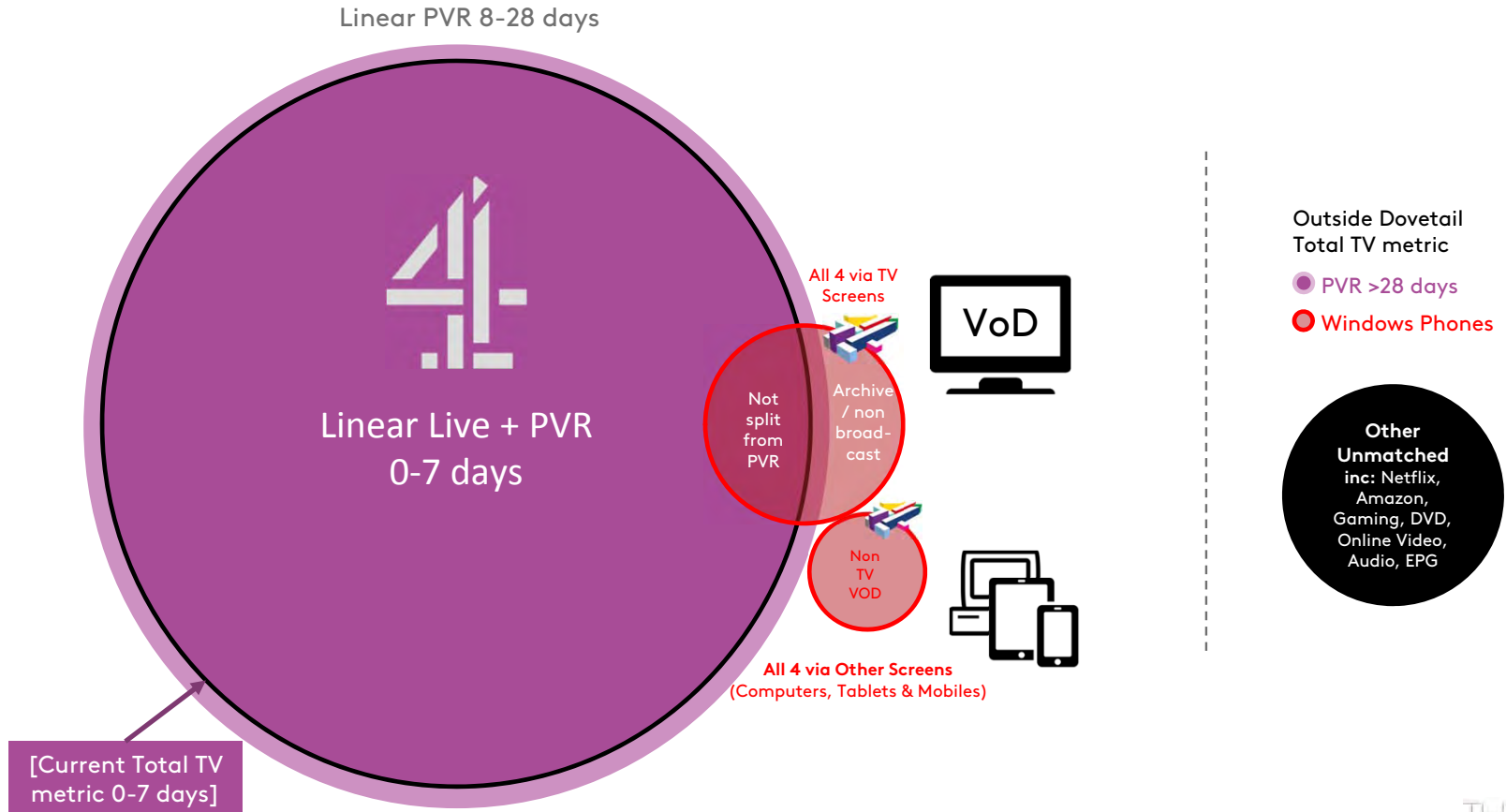


*Which
Screens?*

Understanding what's measured

The challenge is explaining it to people who only want one number

Project Dovetail in the UK





So is this really **The End Of The F***ing World?**

Preparing for the future



Thank You! 

#kmsummit