

KANTAR MEDIA

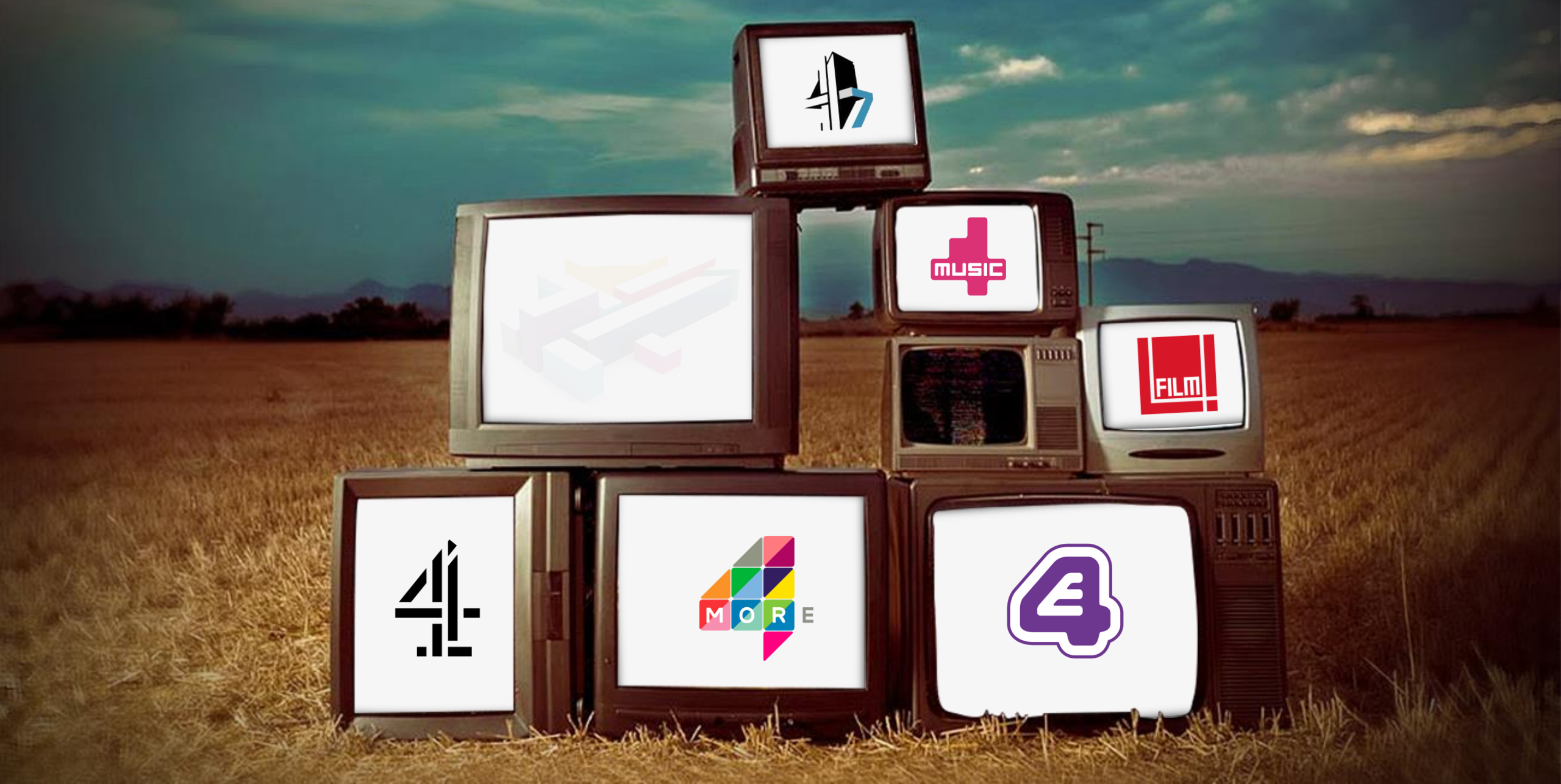
FUTURE

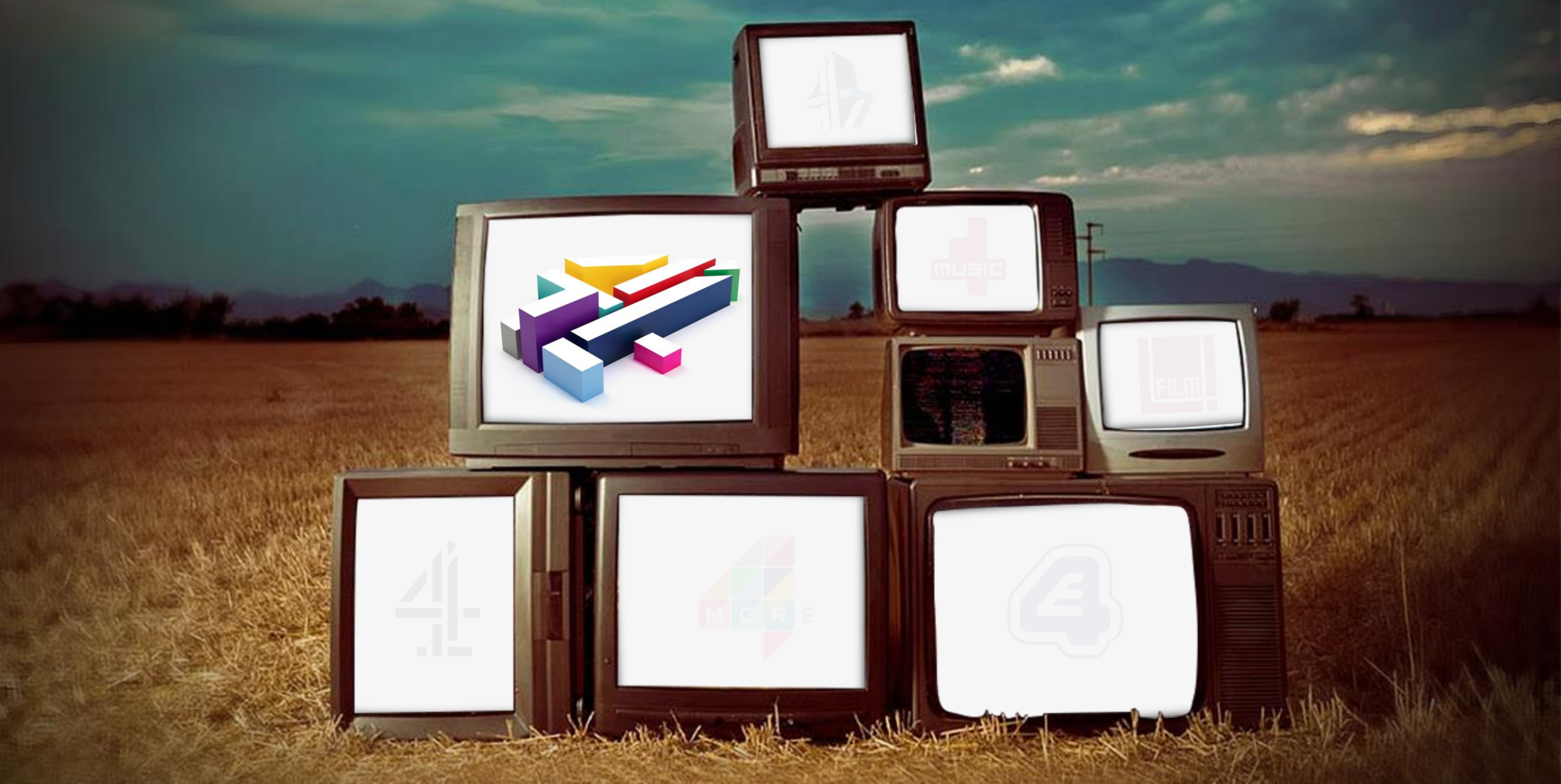
THE WORLD
AUDIENCES
SUMMIT 2017

Channel 4:
Let's get personal...

Sarah Rose
Director of Consumer Insight
Channel 4







1. Personalisation

2. Monetisation

3. Universal cross-platform reporting







109,578,413

hours of views

15,000,000

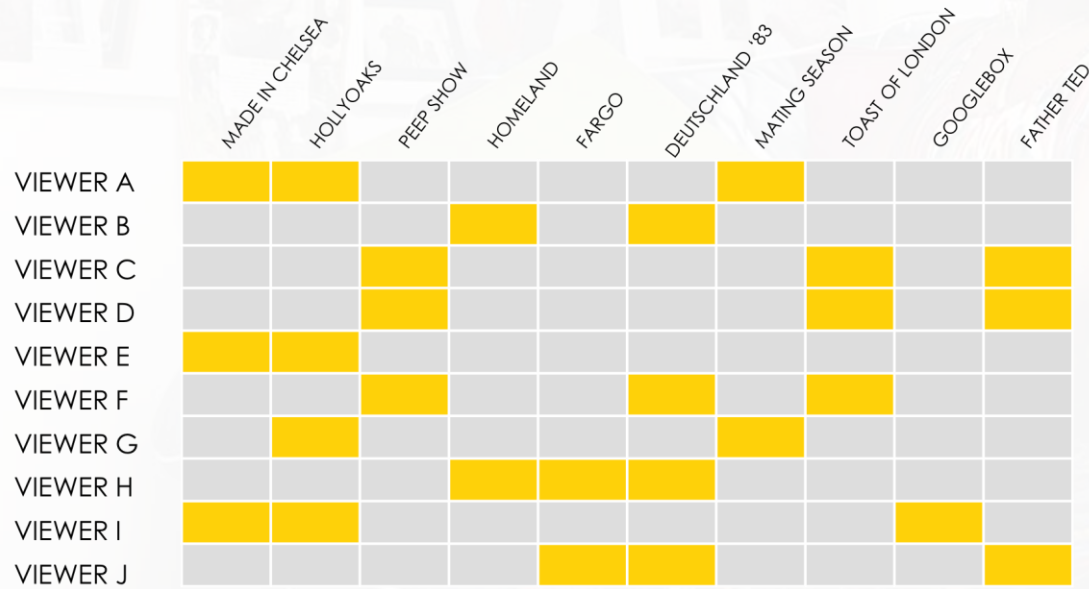
viewers

1835

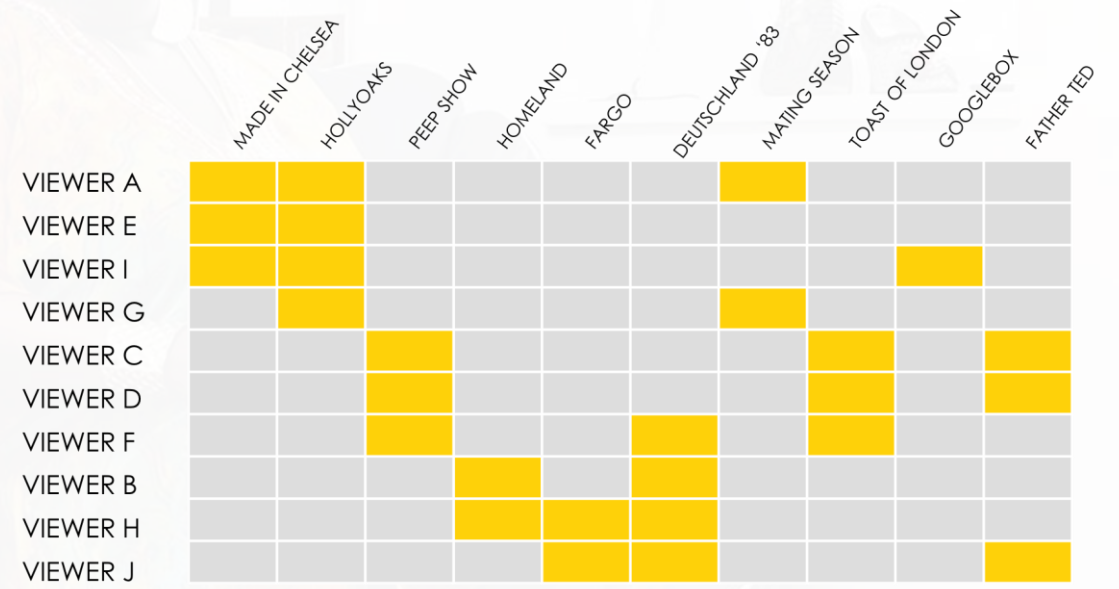
programme brands



The science



Identifies programmes that each individual viewer has watched



Then looks for patterns of programmes that are watched frequently together



The science

TOPIC 1

MADE IN
CHELSEA

HOLLYOAKS

MATING
SEASON

TOPIC 2

PEEP SHOW

TOAST OF
LONDON

FATHER TED

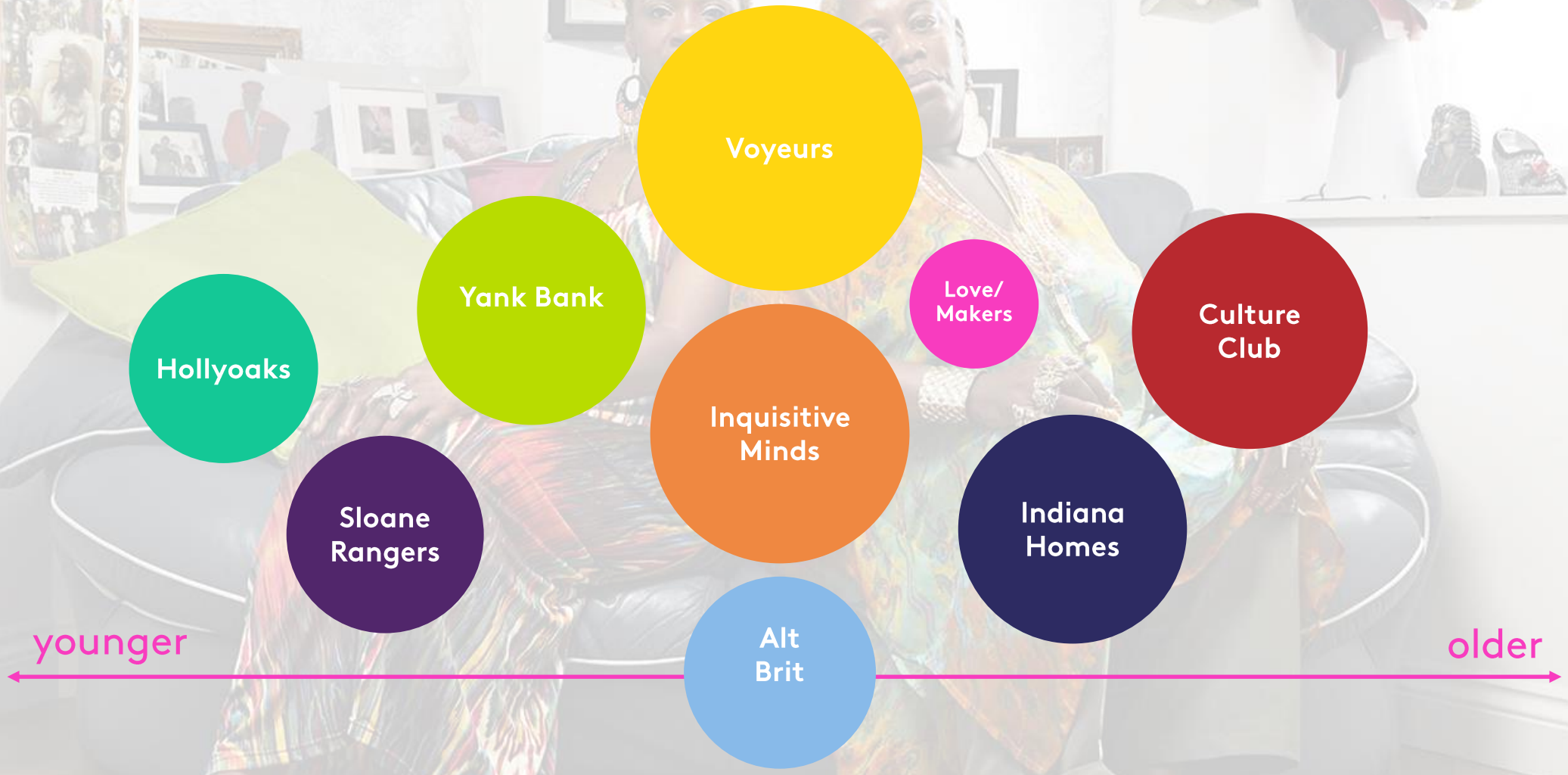
TOPIC 3

FARGO

HOMELAND

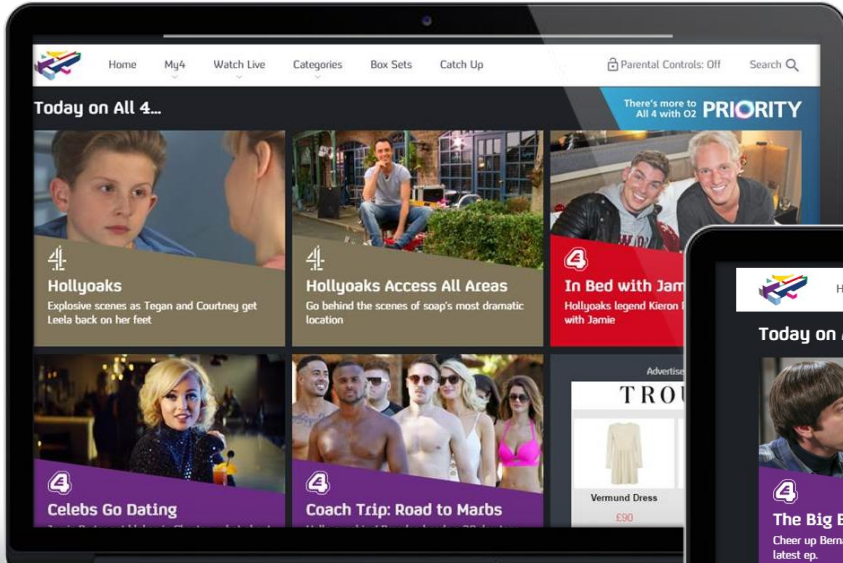
DEUTSCHLAND
'83

Taste segments overview

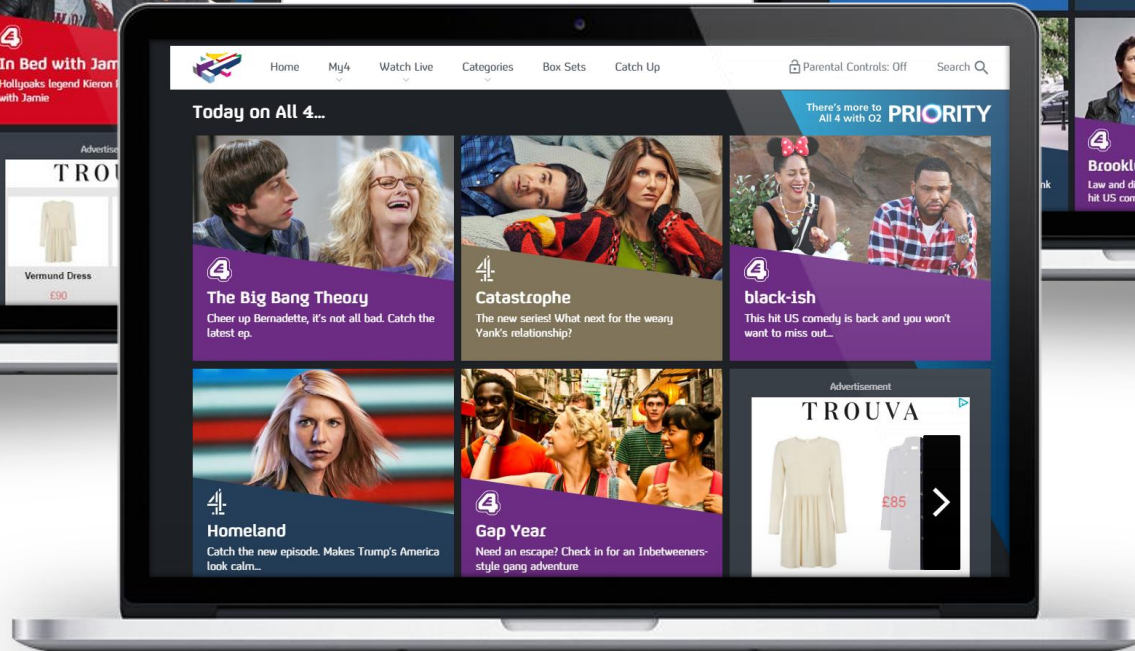


Smart curation

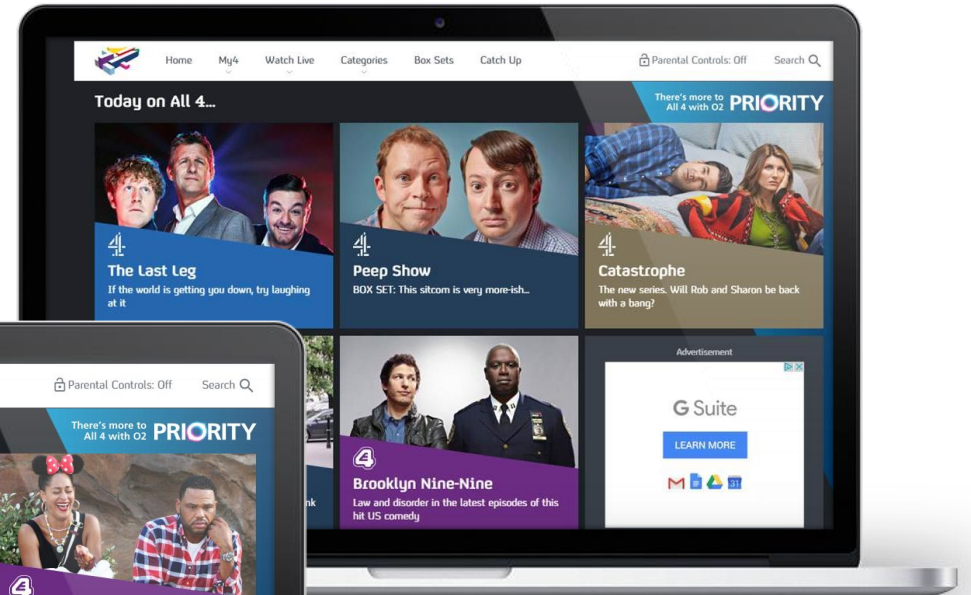
Hollyoaks



Alt Brit

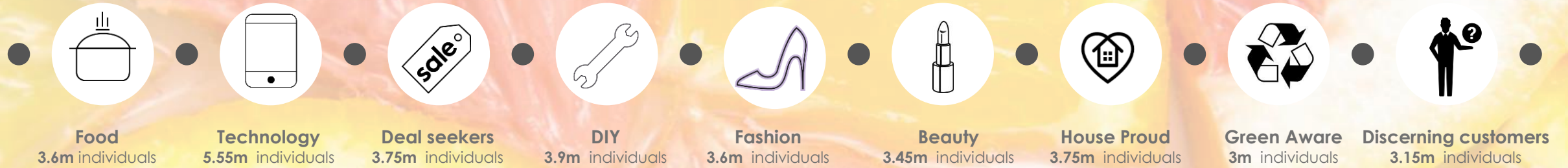


Yank Bank

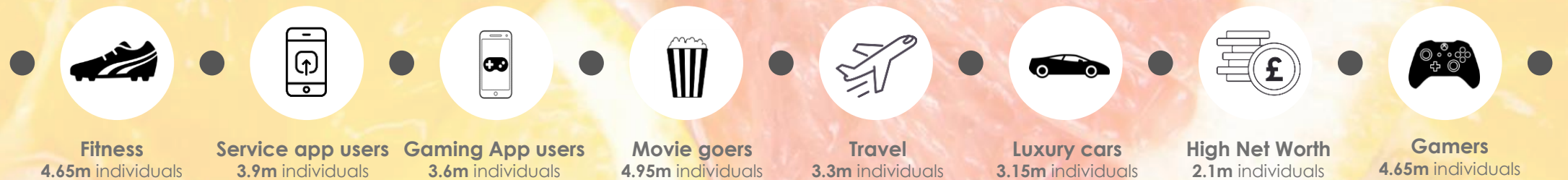


Interest based targeting

Existing segments



Coming soon ...

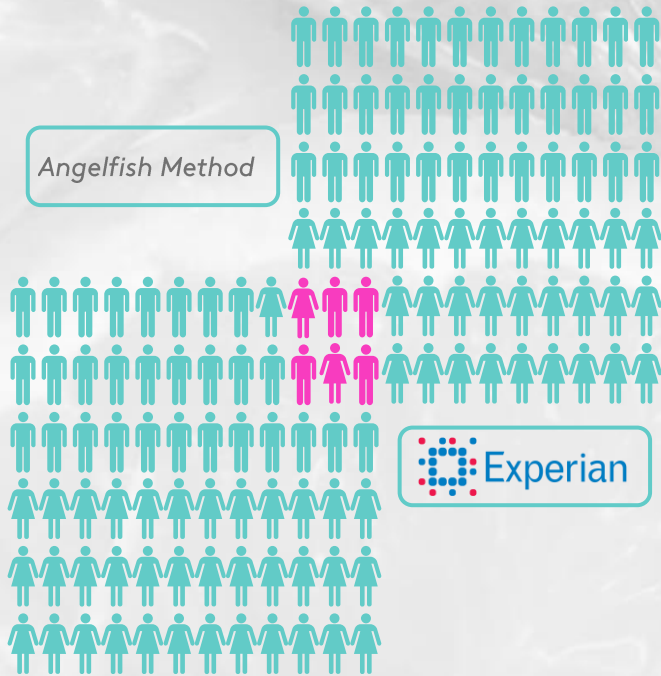


More science

Survey our Users

700k Research
Now Panel

Angelfish Method



15m All 4 Registered Users

Identify Behaviours



Made in Chelsea
Hollyoaks
Big Bang Theory
First Dates
Brooklyn 99

Lookalike Modelling



The results



ID identification

100%

EFFICIENCY EFFECTIVENESS

2X More likely to
be in market

2X Ad
recall

53% Usage Pre
To Post

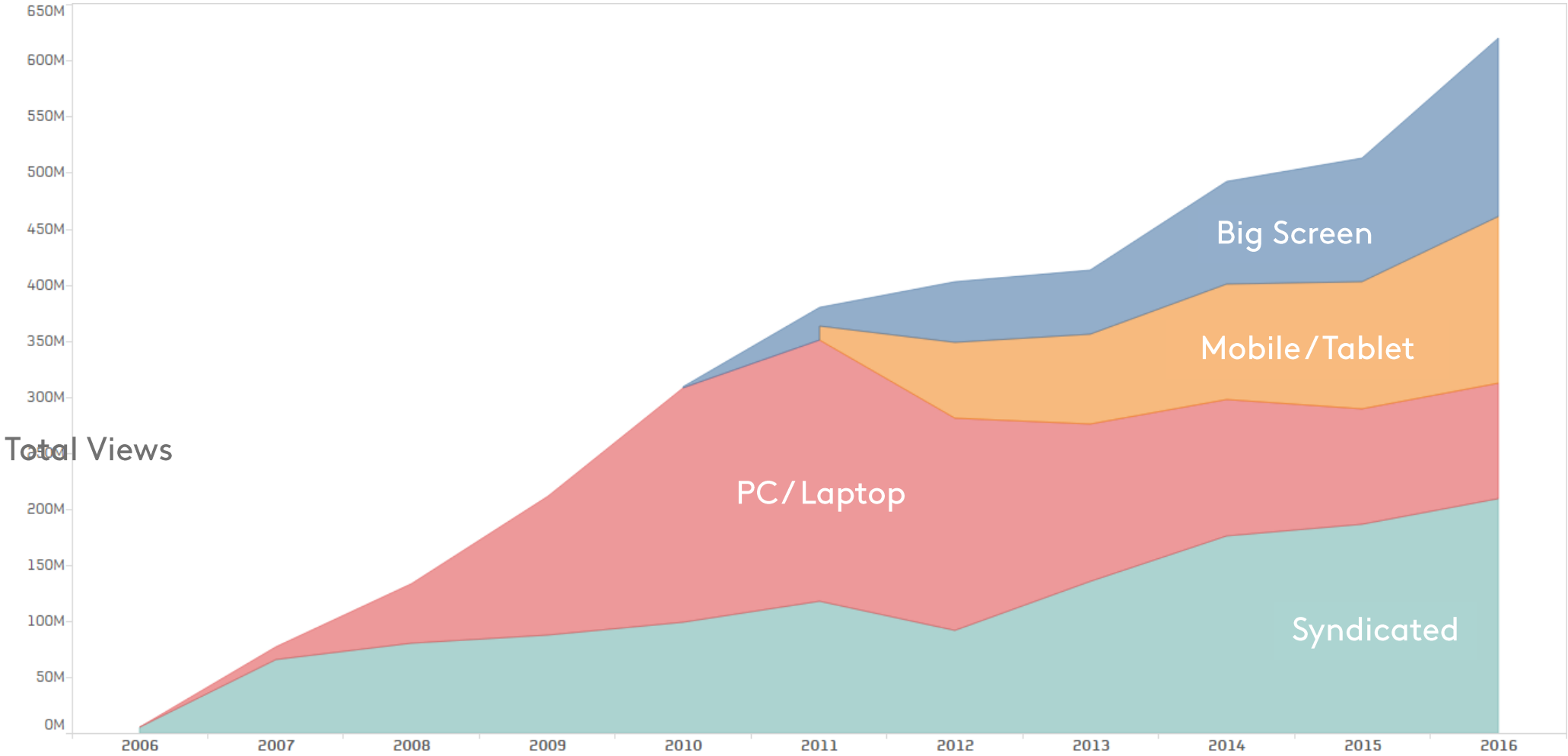
+30-50% CPM








But we don't always know who is watching



All4 Views by year by platform



Tarantula methodology: Leveraging data to trade shared device demos

Source	Process	Result
 <p>Channel 4 VOD (n >15,000,000)</p>	<p>Use Channel 4's unique viewer database to identify shows that skew ABC1 on VOD platforms</p>	<p>Triple-tested ABC1 inventory on shared-viewing platforms without C4 login yet</p>
 <p>What the world thinks</p> <p>16,000 Surveys</p>	<p>Confirm that these shows skew ABC1 on each of the shared-device platforms (e.g. Sky) Calculate the shared-viewing for each show on each platform</p>	<p>Covers 8 Platforms</p> 
 <p>Filter out shows that are not ABC1 on linear TV</p>	<p>Eliminate any shows that do not also skew ABC1 on linear TV</p>	
	<p>Audited by PWC before being traded</p> 	



Project Dovetail



Key deliverables:

1. Generate census data for online TV viewing
2. Determine how people watch on personal computers, tablets and smartphones
3. Establish a fusion methodology
4. Work with return path data



TV Player Report

Generating census data for Online TV Viewing



Viewing data ▾ News Project Dovetail ▾ Trendspotting ▾ Resources ▾ About us ▾ Login



Aggregate viewing time by TV player

Year Month Week Display data as Show total [View figures](#) [Download CSV](#)
[More information](#)

Filter by name [clear](#)

		Total viewing time (minutes)			
		All platforms	Android app	Apple iOS app	Website player
All TV players	TOTAL	1,130,987,189	141,173,531	533,315,891	456,497,765
All TV players	Live streaming	319,250,021	25,872,227	155,156,627	138,221,166
All TV players	On-demand	811,737,168	115,301,304	378,159,264	318,276,599
All 4	Live streaming	17,069,670	2,120,185	6,451,585	8,497,900
All 4	On-demand	109,654,579	12,774,519	48,970,600	47,909,459
BBC iPlayer	Live streaming	125,237,003	10,591,001	41,100,515	73,545,487
BBC iPlayer	On-demand	488,162,327	78,028,166	207,706,585	202,427,576
ITV Hub	Live streaming	43,330,300	7,285,782	19,405,558	16,638,960
ITV Hub	On-demand	110,731,858	17,909,127	51,287,483	41,535,248
My5	On-demand	10,805,834	0	5,991,061	4,814,773
S4C Clic	Live streaming	123,181	0	0	123,181
SkyGo	Live streaming	132,862,313	5,875,259	87,571,415	39,415,638



Viewing data ▾ News Project Dovetail ▾ Trendspotting ▾ Resources ▾ About us ▾ Login



Top 100 programmes in latest week (all platforms)

[Download CSV](#) [More information](#)

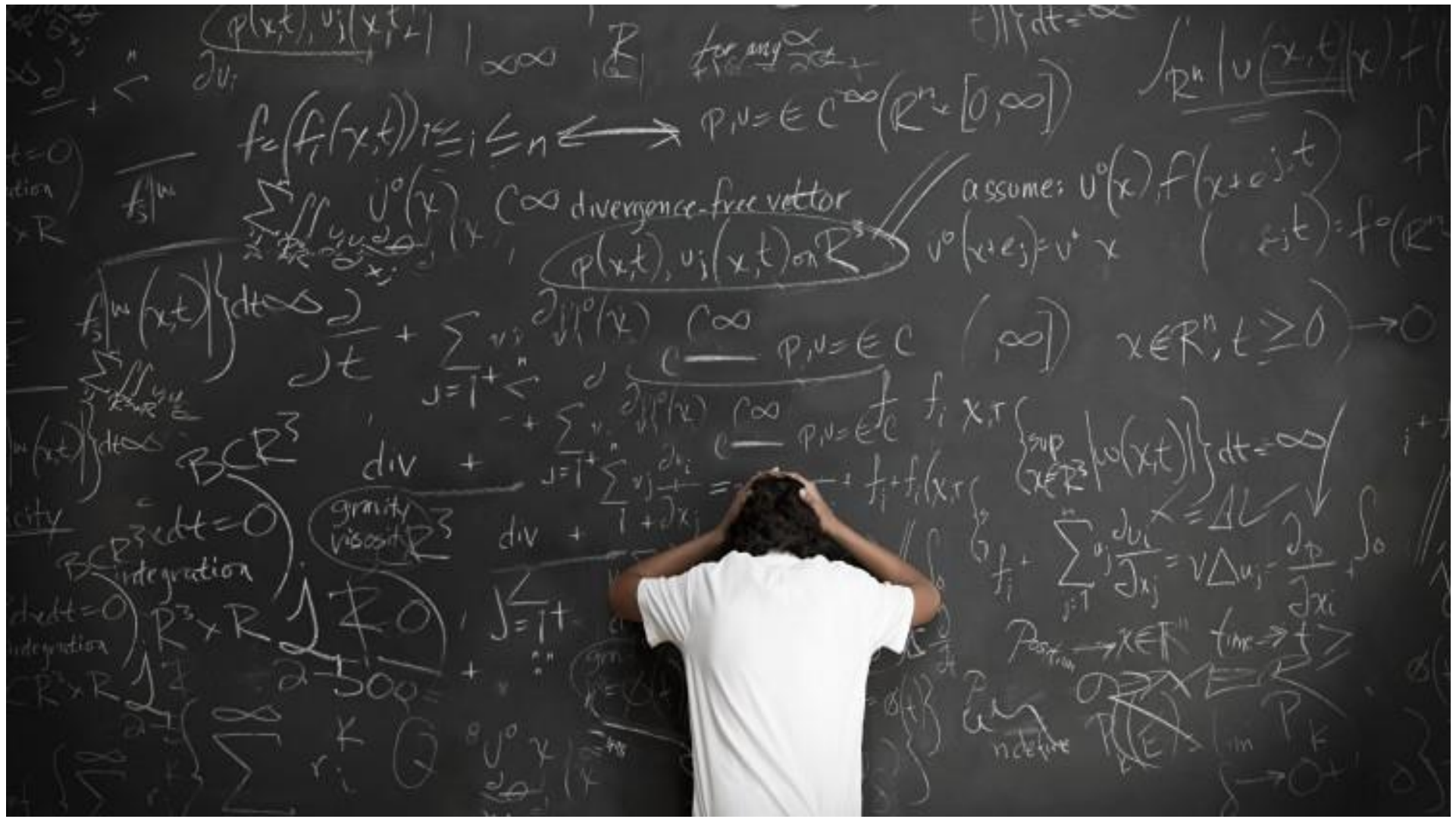
Report for week ending: 21 May 2017

Rank	Programme name	Average programme streams (000s)	Activity
1	THREE GIRLS S1E1	611.29	On-demand
2	THREE GIRLS S1E2	516.11	On-demand
3	THREE GIRLS S1E3	424.35	On-demand
4	EASTENDERS S1E5494	302.22	On-demand
5	EASTENDERS S1E5495	297.71	On-demand
6	EASTENDERS S1E5493	282.33	On-demand
7	EASTENDERS S1E5496	261.69	On-demand
8	MADE IN CHELSEA S13E9	227.10	On-demand
9	STACEY DOOLEY INVESTIGATES S1E12	199.03	On-demand
10	LITTLE BOY BLUE S1E4	196.75	On-demand
11	HAVE I GOT NEWS FOR YOU S53E5	170.67	On-demand
12	THE NEXT STEP S4E26	155.52	On-demand
13	DOCTOR WHO S10E6	154.62	On-demand
14	CORONATION STREET S58E101	118.49	On-demand
15	CORONATION STREET S58E98	118.25	On-demand



- 
- A photograph of two young children, a girl on the left and a boy on the right, both wearing white lab coats. They are sitting at a table with various colorful plastic science experiment kits, including beakers, test tubes, and flasks. The boy is wearing clear safety goggles and is smiling broadly at the camera. The girl is looking down at a purple object she is holding. The background is a bright, slightly blurred indoor setting, possibly a classroom or a play area.
- 1. Personalisation**
 - 2. Monetisation**
 - 3. Universal cross-platform reporting**





FUTURE

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THANK YOU