

Measurement through the Return Path

Creating an African Tapestry



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Owning the end to end system

Allow us to create new pictures



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Bringing different metadata together to attribute VOD to consolidated viewing

EPG Playout System



New Linked Database



VOD Playout System

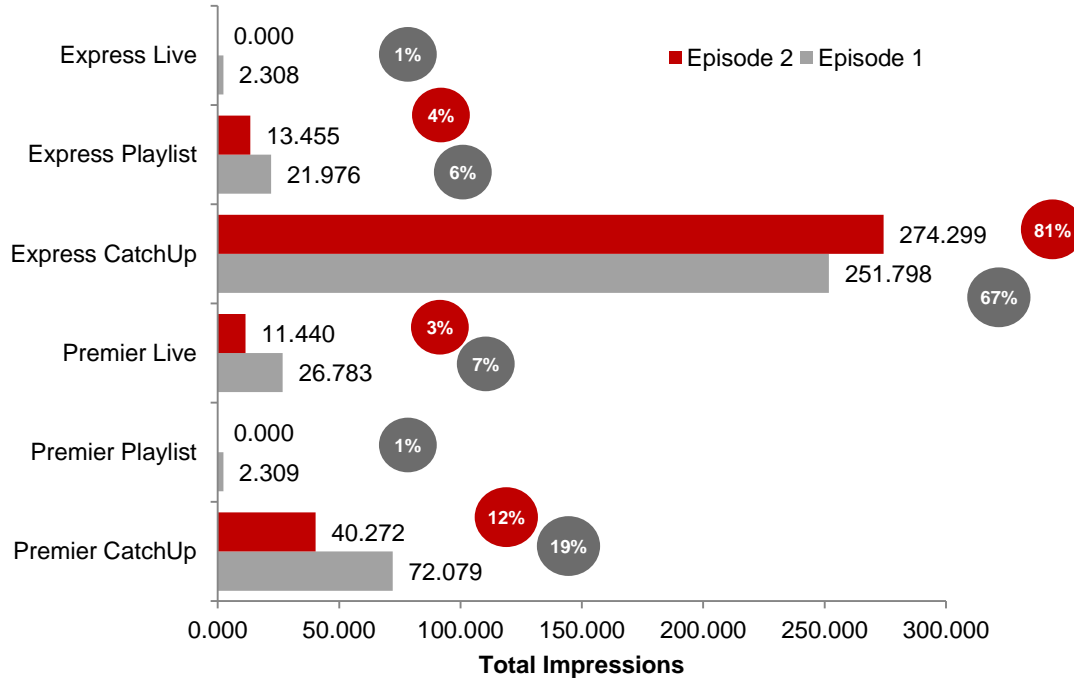


Bringing live TV and VOD into a single measurement

| | Total Impressions | Live | VOD | Playlist | Buffered | Consolidated |
|----|--------------------------|------|-----|----------|----------|--------------|
| 1 | M-Net | 44% | 21% | 28% | 7% | 48 338 |
| 2 | SuperSport 2 | 96% | 1% | 0% | 2% | 21 219 |
| 3 | SuperSport 1 | 91% | 2% | 2% | 5% | 20 771 |
| 4 | kykNET | 69% | 2% | 17% | 12% | 19 146 |
| 5 | Comedy Central | 82% | 2% | 10% | 6% | 14 850 |
| 6 | Discovery Channel | 82% | 0% | 14% | 4% | 14 349 |
| 7 | SABC 2 | 80% | 1% | 16% | 3% | 13 006 |
| 8 | SuperSport 3 | 94% | 3% | 0% | 2% | 12 863 |
| 9 | Vuzu Amp | 40% | 38% | 21% | 1% | 12 028 |
| 10 | eNCA | 97% | 0% | 0% | 2% | 12 020 |
| 11 | M-Net Movies Premiere | 76% | 18% | 3% | 2% | 11 887 |
| 12 | M-Net Edge | 40% | 46% | 13% | 1% | 11 611 |
| 13 | TRACE Urban | 97% | 0% | 0% | 2% | 11 346 |
| 14 | Total Zapper Interactive | 100% | 0% | 0% | 0% | 9 881 |
| 15 | SABC 1 | 92% | 2% | 3% | 4% | 9 653 |
| 16 | M-Net Movies Family | 92% | 4% | 2% | 3% | 9 596 |
| 17 | M-Net Movies Action+ | 90% | 6% | 1% | 2% | 9 345 |
| 18 | M-Net Movies Comedy | 92% | 3% | 2% | 3% | 9 026 |
| 19 | HISTORY | 77% | 0% | 19% | 3% | 8 302 |
| 20 | Nickelodeon | 89% | 3% | 6% | 2% | 8 230 |

Source: InfoSys & Explora , 4-Apr-1 may, Whole day excl 04:20-04:50. Reach: 30 seconds

Stitching viewership together Game of Thrones



| | % Contribution to Total | | | |
|-----------|-------------------------|----------|--------|-------|
| | Linear | Playback | VOD | OTT |
| Episode 1 | 7.63% | 6.37% | 84.90% | 1.11% |
| Episode 2 | 3.34% | 3.93% | 91.94% | 0.78% |



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Creating different texture: Return path under lock & key

The value of the data in totality is too powerful



FOX

TRACE

Access Summary

Fox
Fox Crime
Documentary Genre

Trace Sport Stars
Music Genre

Detailed Channel list

Fox
Fox Crime
Animal Planet
BBC Earth
C&I
Discovery World
ED
HISTORY
ID: Investigation Discovery
Ignition
NatGeo Wild
National Geographic Channel

TRACE Sport Stars
MTV Base
One Gospel
TRACE Urban
VH1 Classic



Advertisers have a custom view

The screenshot shows the Arianna software interface with a 'Version Matching Error' dialog box. The dialog box contains the following text:

Version Matching Error
Warning:
Arianna is not properly installed on this computer.
Please re-run the latest version of the Arianna setup immediately in order to avoid errors within the application. If you need assistance please contact your local Nielsen representative.

Below the dialog box, there is a table with the following data:

| Start Available | Available Days | |
|-----------------|----------------|-----|
| 7/04/2016 | | 528 |
| 8/04/2016 | | 502 |
| 7/04/2016 | | 501 |

Making the data functional

The screenshot shows the top navigation bar of the DStv Media Sales Stats 2 Go website. The header includes the DStv Media Sales logo, the Stats 2 Go logo, and the text 'EXPLORE OUR SALES OFFERING' with a reporting period of 'September 2015'. Below the header is a navigation menu with 'HOME', 'GLOSSARY', and 'GENRES' links, and a 'Contact us' link on the right. The main content area features a large blue banner with the text 'Welcome to STATS 2 GO'. To the right of the banner is a section titled 'At a channel level' with the sub-heading 'WE EXPLORE:' followed by a list of five bullet points: 'Overview and highlights', 'Socio-demographic profile', 'Key viewing measures', 'Most watched programmes', and 'Viewing preferences'. Below the list is a 'Headspace attitudes' bullet point. A blue arrow icon is positioned at the bottom right of the main content area. At the bottom of the page, a dark grey footer contains three pieces of text: 'Source data for September 2015 report:', 'DStv-i data: 31 August 2015 to 27 September 2015', and 'futurefact data: Annual report 2014/2015'.

DStv
Media Sales

STATS 2 GO

EXPLORE OUR SALES OFFERING
Reporting period: September 2015

HOME GLOSSARY GENRES Contact us

Welcome to STATS 2 GO

Elements of this site are 'copy and paste' friendly, so you can take certain graphics to use in your presentations and to develop your own insights.

We've also provided a definitions and glossary page that explains the tables and analyses used. On the data pages you can hover over key words for a pop-up explanation. Have fun exploring our sales offering. We welcome your feedback.

At a channel level

WE EXPLORE:

- Overview and highlights
- Socio-demographic profile
- Key viewing measures
- Most watched programmes
- Viewing preferences
- Headspace attitudes

Source data for September 2015 report: DStv-i data: 31 August 2015 to 27 September 2015 futurefact data: Annual report 2014/2015



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Making the data functional



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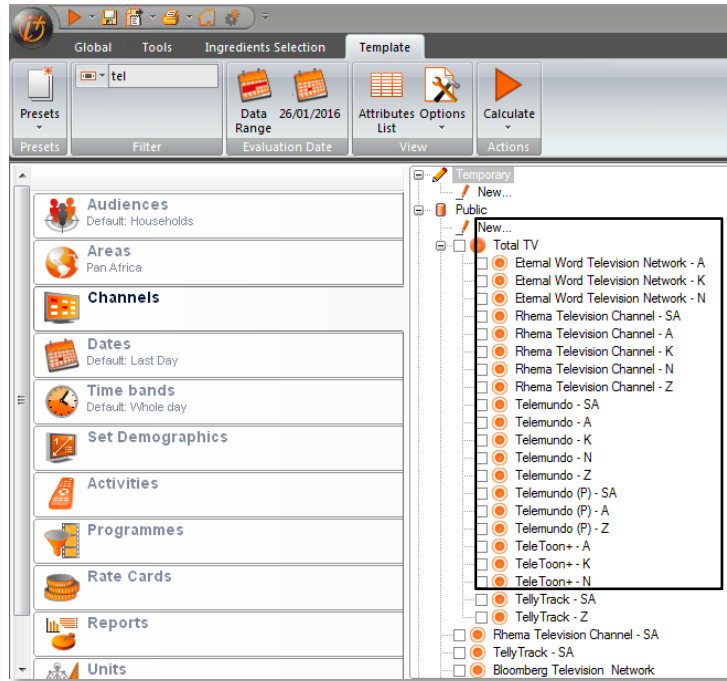
Building a new African Database



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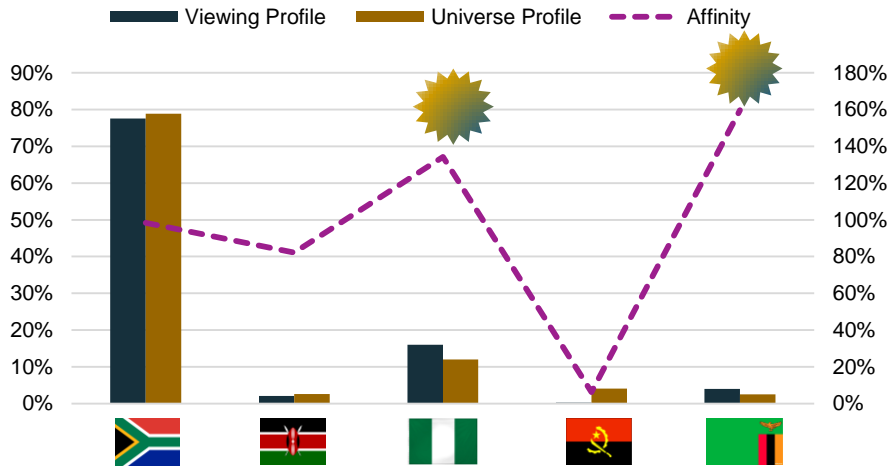
The building blocks



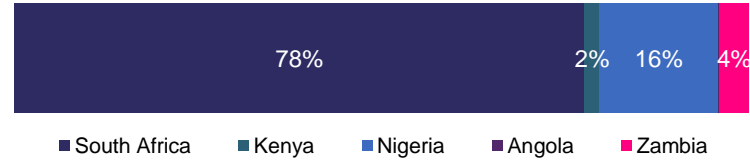
Threading viewing together across the countries

Africa magic epic's performance

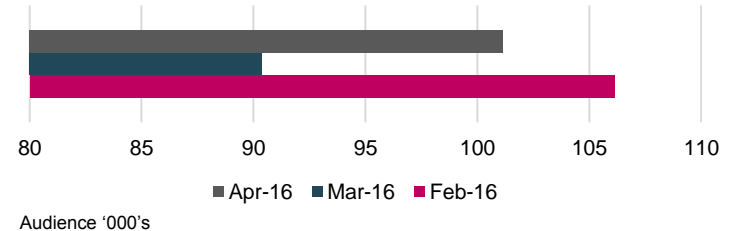
Viewing profile vs Universe profile (Feb 16-Apr 16)



Contribution by Country (Feb 16 – Apr 16)



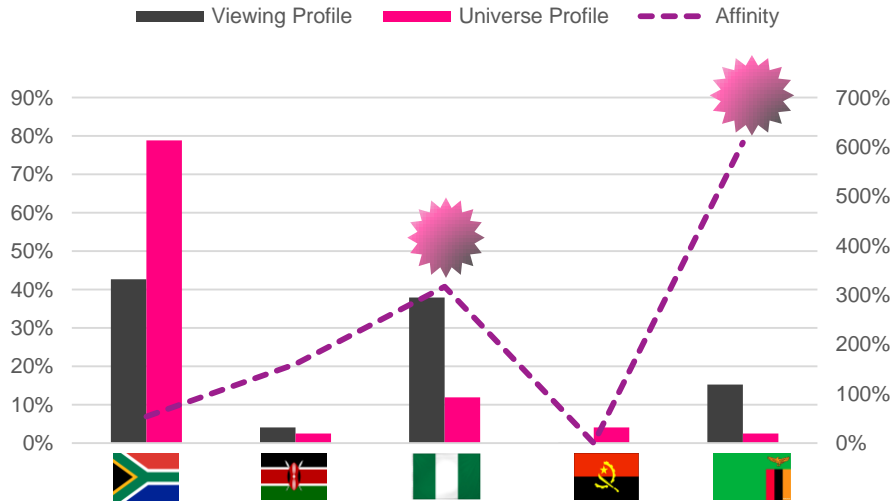
Performance by Month Across Pan Africa



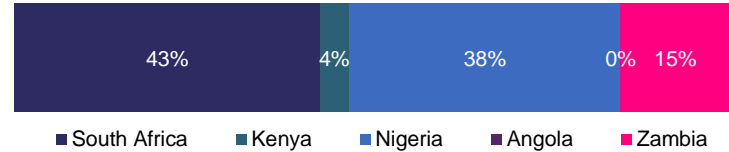
Return path the tapestry of viewing

Telemundo's performance

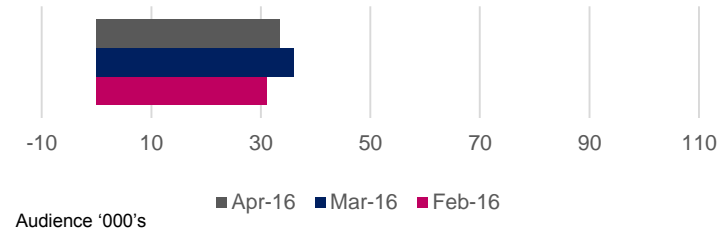
Viewing profile vs Universe profile (Feb 16-Apr 16)



Contribution by Country (Feb 16 – Apr 16)



Performance by Month Across Pan Africa



Source: Pan Africa, 06h00-24h00, 01 Feb 2016 – 30 Apr 2016 Total households

The same broadcast performs differently by market



Norwich vs Sunderland

16-Apr-16

Start time

End time

HH TVR



2.00



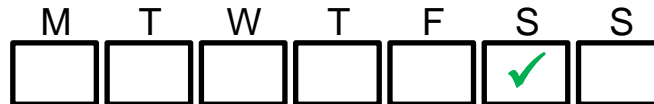
3.22



4.73



2.33



Newcastle vs Palace

16-Apr-16

Start time

End time

HH TVR



2.50



3.81



4.24



1.96



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Extending the tapestry



Add on more territories

Further alignment in TV and OTT viewership measurement

Introduce new metrics to our channel partners

Build new norms

Enrich our meta-data as a tool to encourage content discovery



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