

**KANTAR** MEDIA

FUTURE

THE WORLD  
AUDIENCES  
SUMMIT 2017

## Measurement challenges seen from a broadcaster perspective

New TV measurement in Denmark

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**DR**

## Background

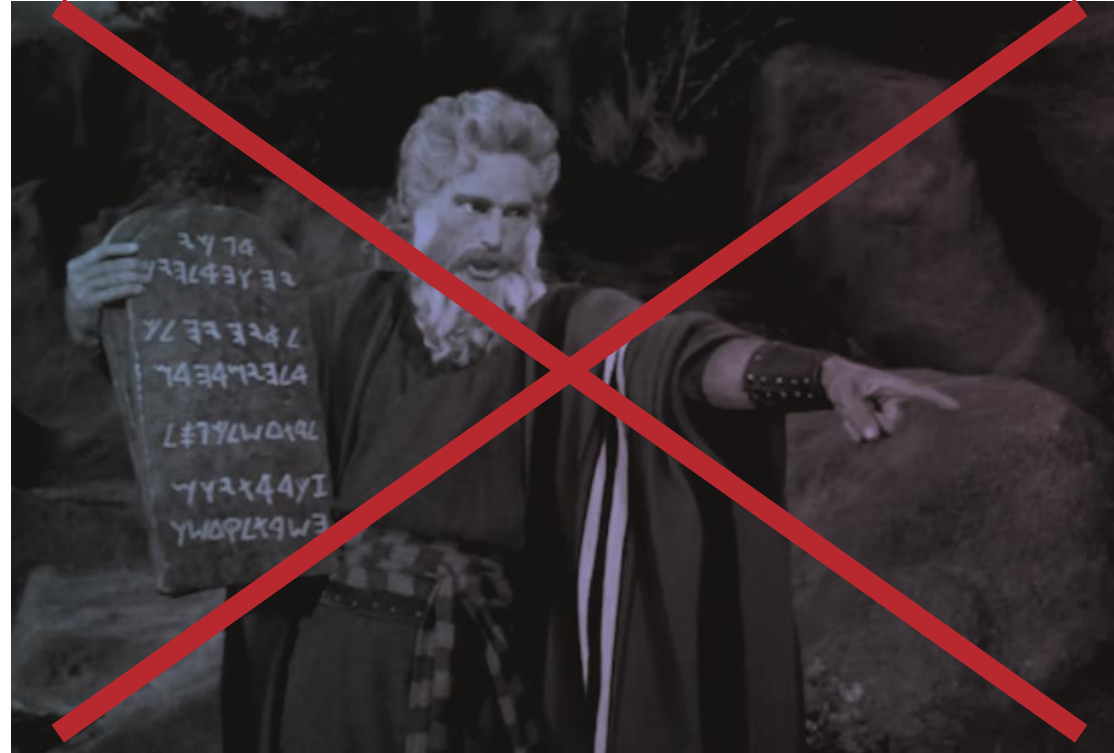
Why risk changing a winning concept?



# Background

Why risk changing a winning concept?

- We used to bring “the truth on stone slabs”
- The technological development has led to challenges to our methodology
- Tech-companies’ use of census data has pushed us into a defensive position
- We needed to provide an answer to the questions asked of us



## **The new survey**

How the magic happens – and what it looks like



# The new survey

How the magic happens – and what it looks like

## Basic Panel

- N = +1.200 households
- Measuring tv-sets
- Universe is tv-households
- Audio encoding



## Digital Panel

- N = 1.000 individuals
- Measuring PC, tablet and smartphone
- Universe is users of internet
- Tagging



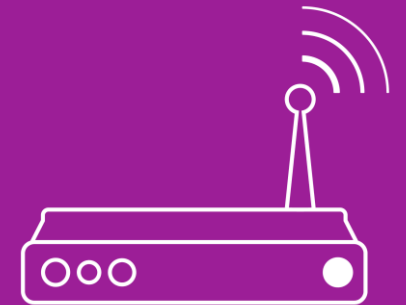
## Webprofile panel

- N = 27.000 individuals
- Based on cookie
- Webrowsers
- Adds demographics
- Universe is users of internet



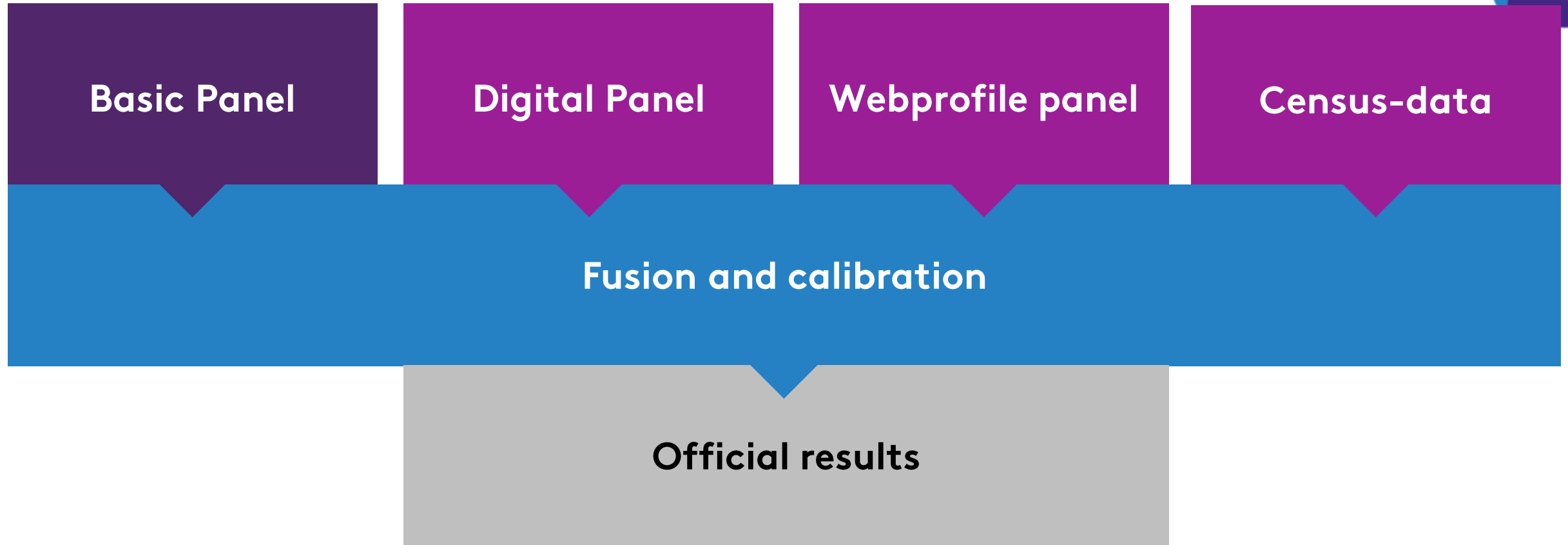
## Census-data

- Count of all digital content in tagged players
- Measuring "machines"
- Adds total volume, and granularity



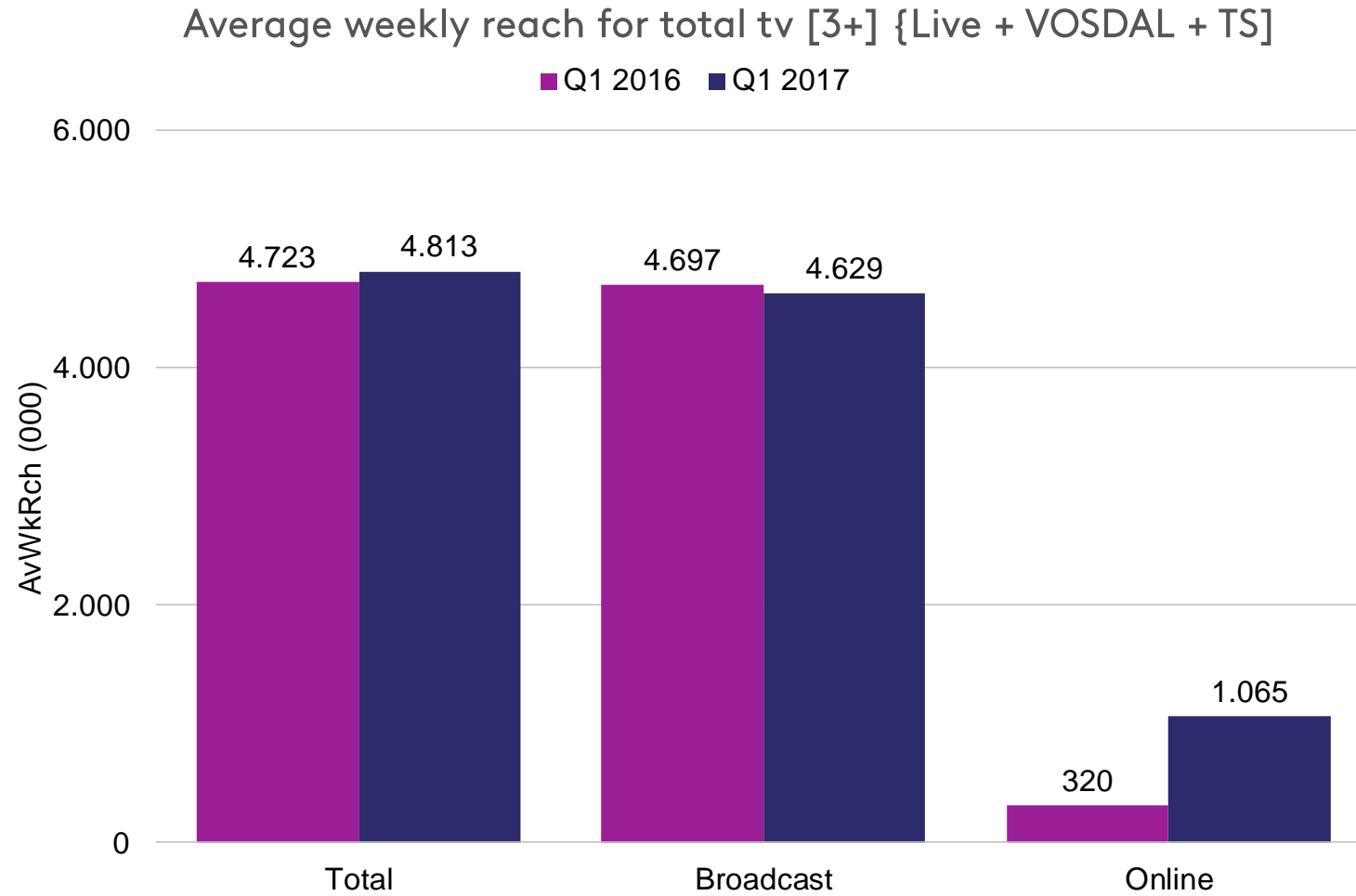
# The new survey

How the magic happens – and what it looks like



# The new survey

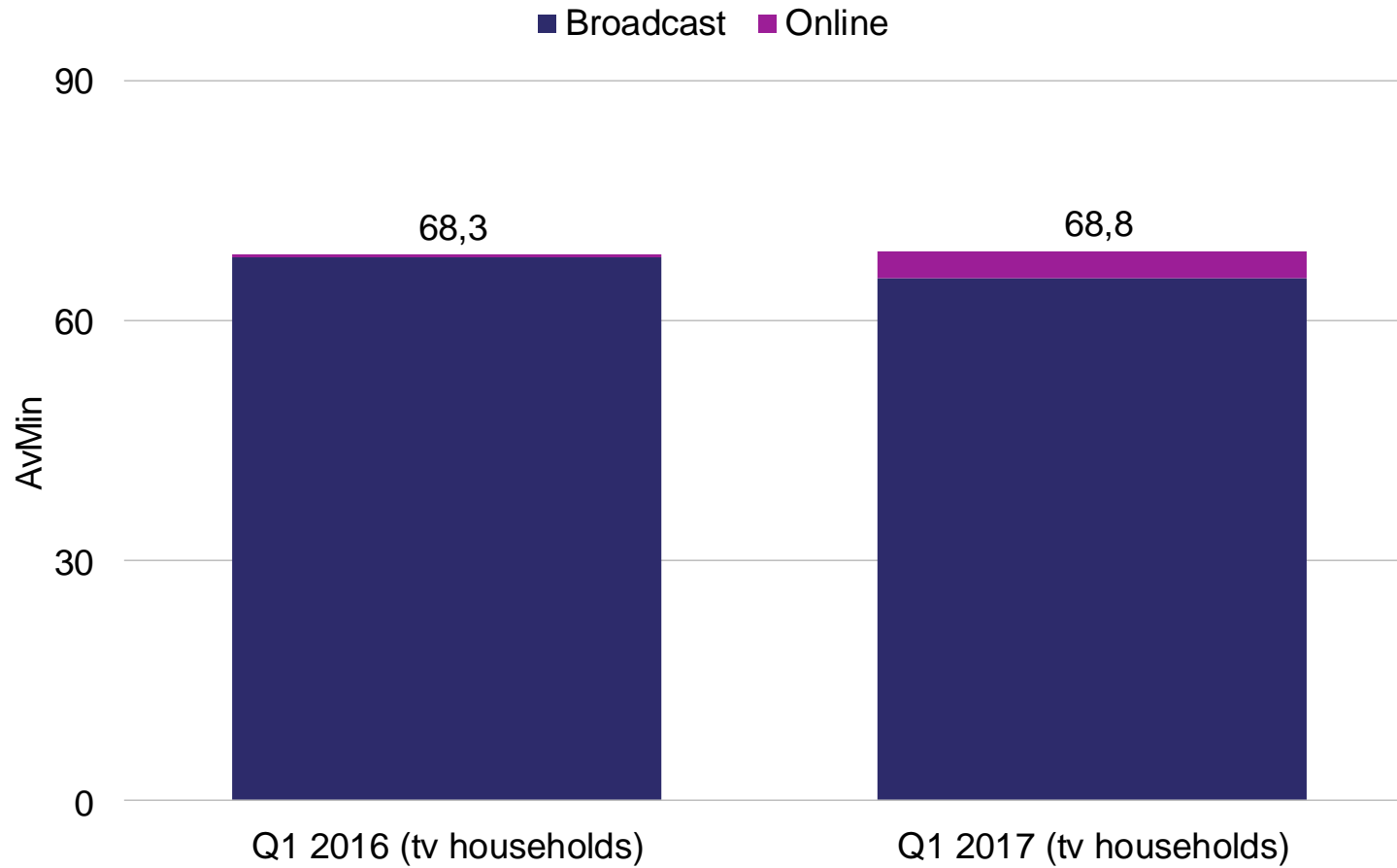
How the magic happens – and what it looks like



# The new survey

How the magic happens – and what it looks like

AvMin for Danish Broadcasting Corporation [3+] {Live + VOSDAL + TS}





# The new survey

How the magic happens – and what it looks like

4,5 M watch DR  
during a week

6 % of  
viewing

900.000 stream from DR

5 %  
gained

200.000 only stream

## The challenges

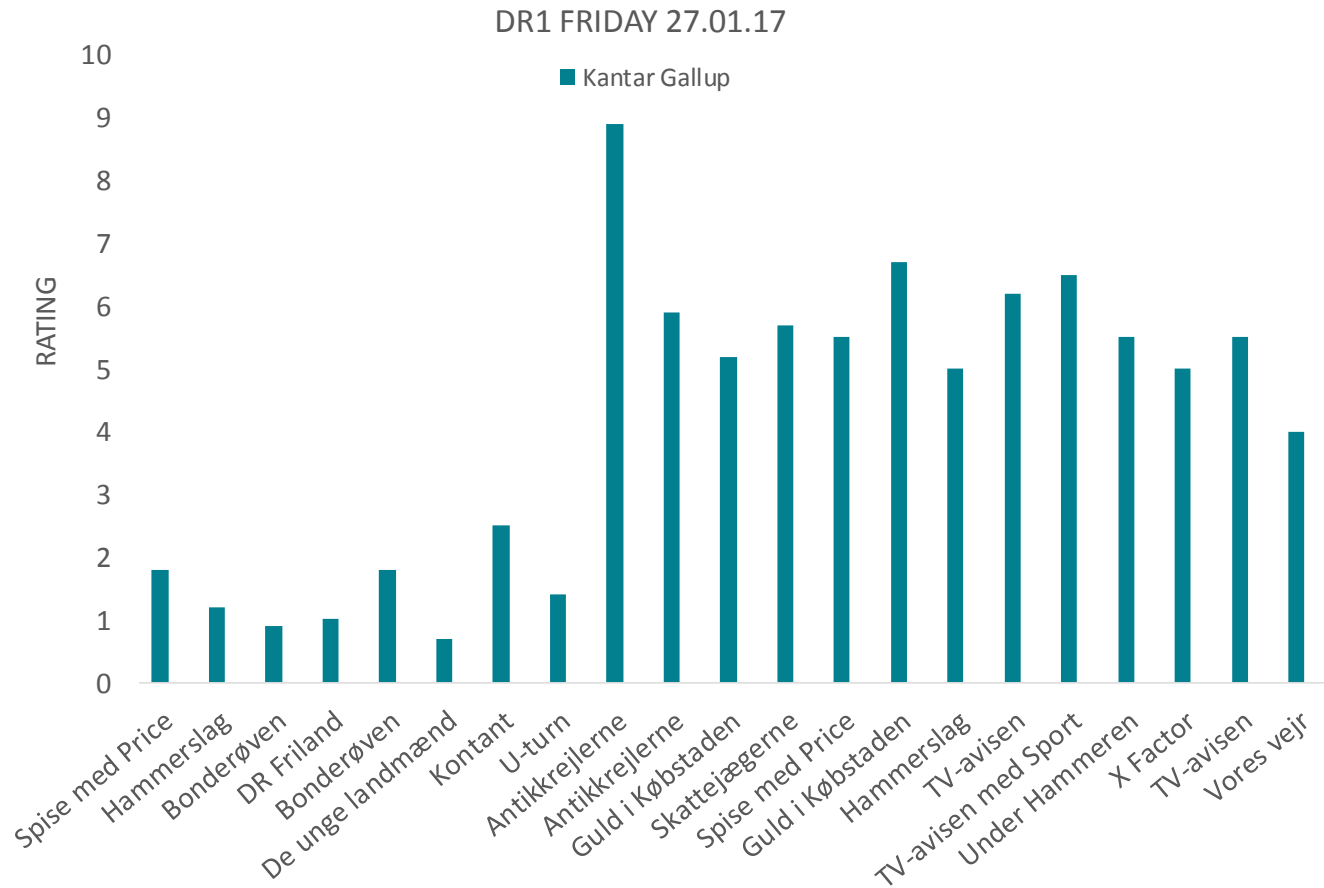
Segal's Law (no, not that Segal)



# The challenges

Segal's law

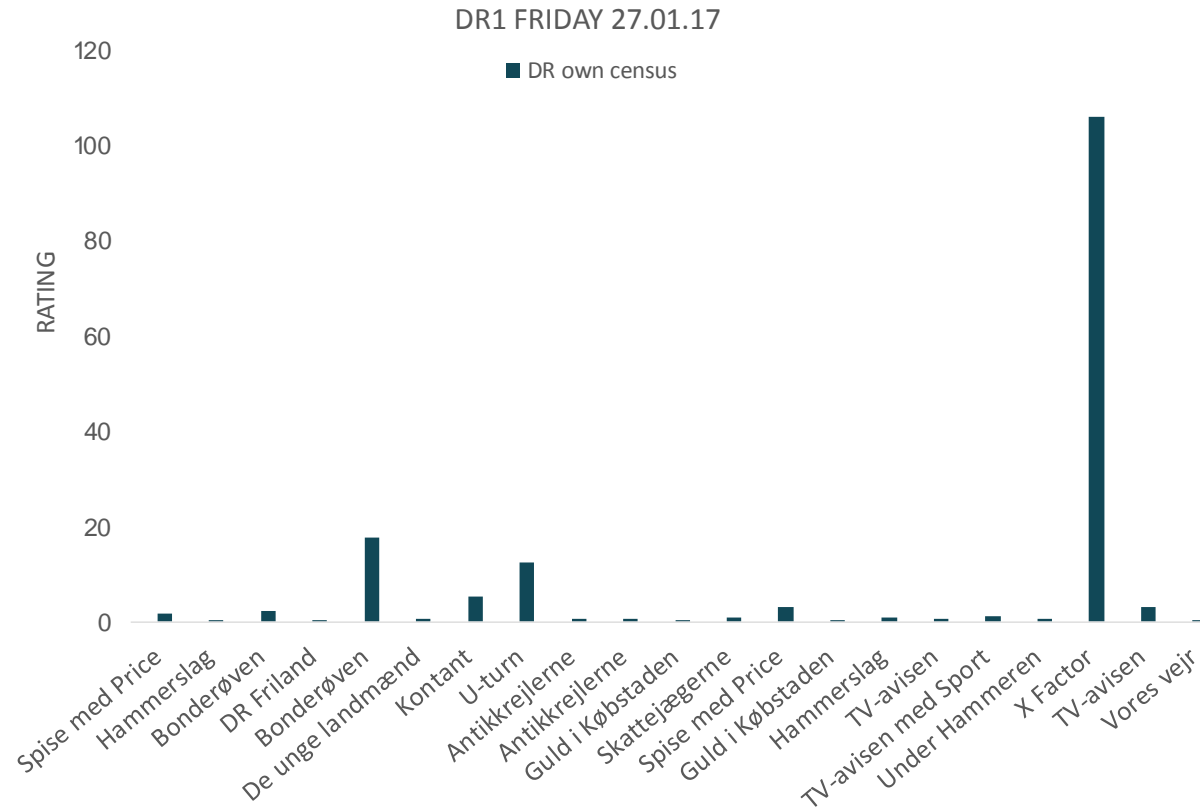
## ON DEMAND FROM TAM A SPECIFIC DAY



# The challenges

Segal's law

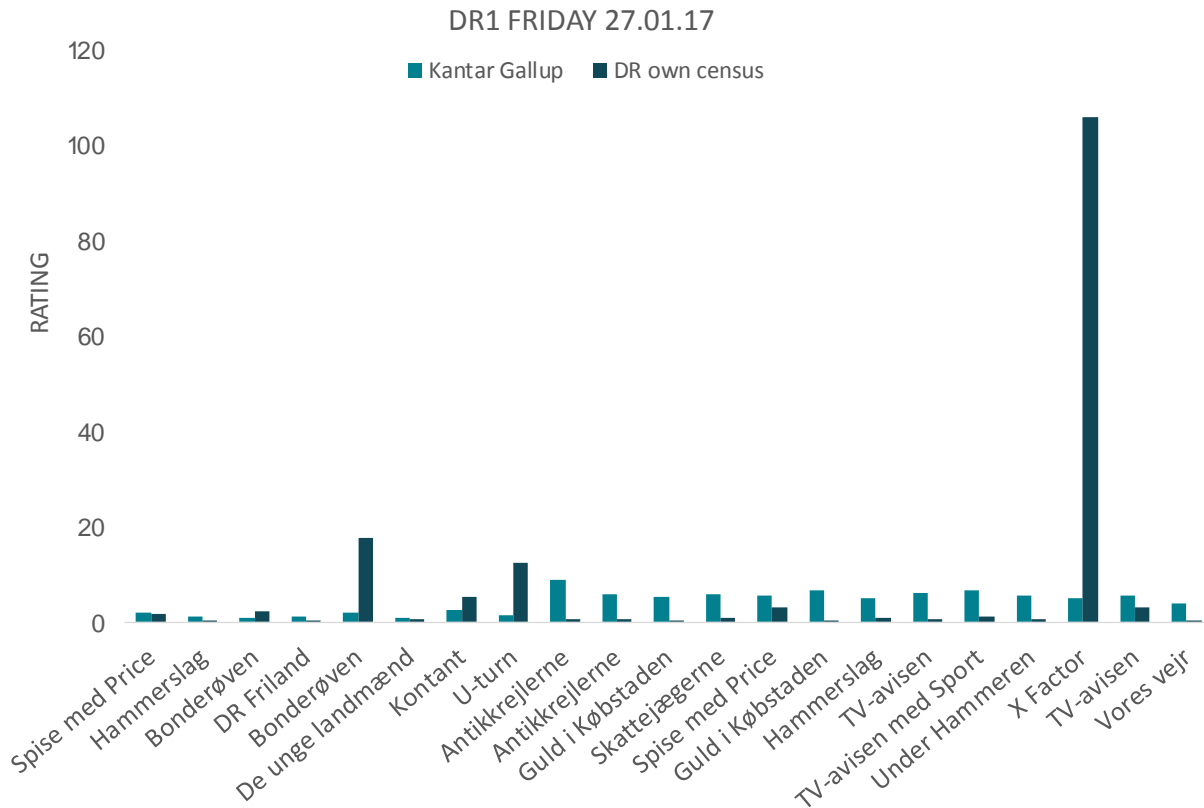
## ON DEMAND FROM DR-CENSUS THE SAME DAY



# The challenges

## Segal's law

### THERE'S A BIG DIFFERENCE...



- No new stone slab: Multiple stone slabs...
  - How do you tell – which is right? Census or panel?
- Broadcasters inability to support the survey
  - Tagging challenges
  - Metadata challenges
- Black boxes
  - No 1:1 relationship between result and panellists
  - Will the boxes become more transparent?

## Further thinking

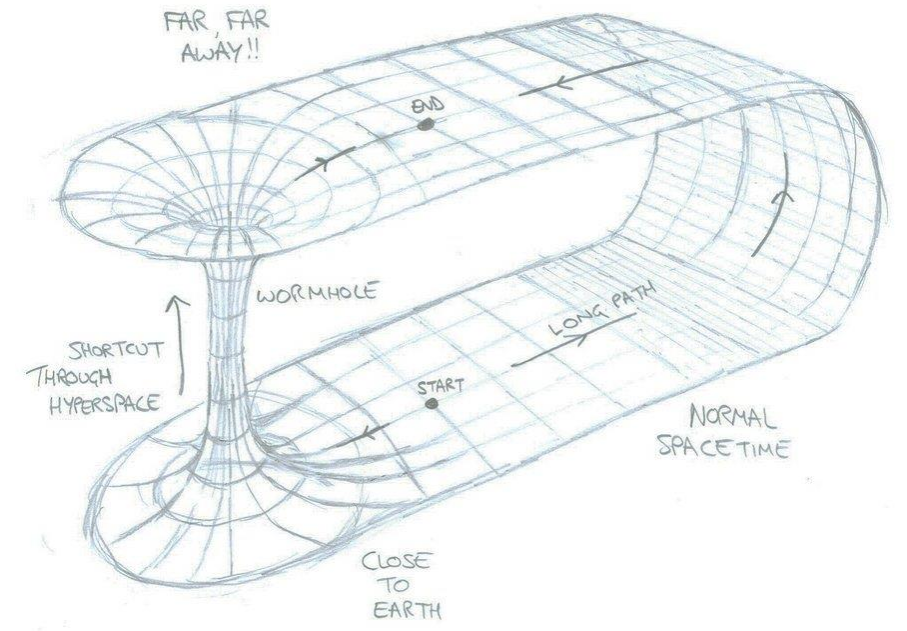
Changes in the space/time continuum (of TV)



## Further thinking

Changes in the space/time continuum (of TV)

- One thing is the technical challenges of the new measurement – another thing is wrapping your head around new media habits not linked to broadcast time
- From 'everything aired' to 'everything consumed'
- From 'content is scheduled' to 'content that is available'
- From 'live+vosdal+tsv' to 'Live or OD'
- How much time do you get to be successful?
- When 'Schrodinger's cat' is a tv programme
- Viewing across generations



# FUTURE

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THE REVOLUTION HAS TO BE BOTH  
TELEVISED AND STREAMED

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