

FUTURE

THE WORLD
AUDIENCES
SUMMIT 2017

From TV to TV The Dutch Deliver!

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Kantar Media

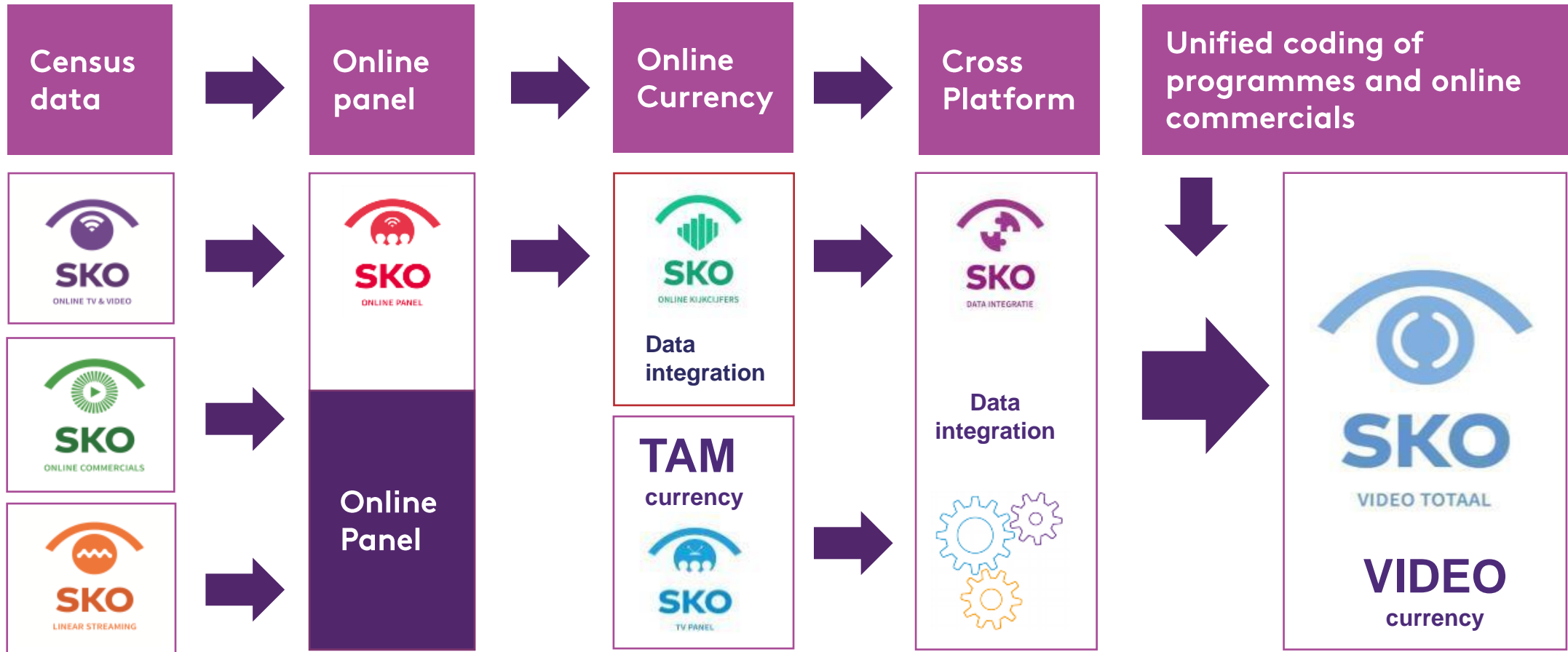
Frans Kok
SKO

The ratings factory runs at full turn



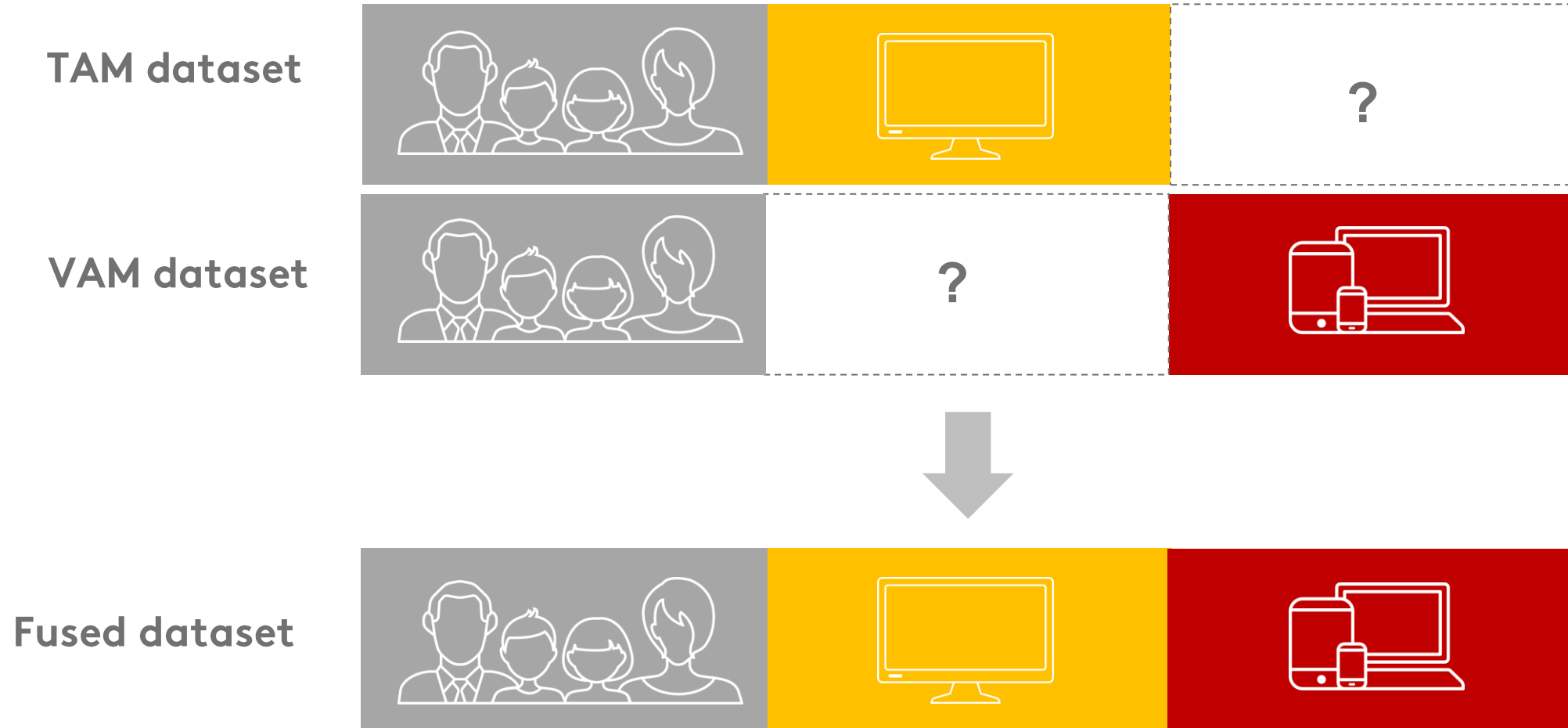
Video Data Integration Model

The Ratings Factory

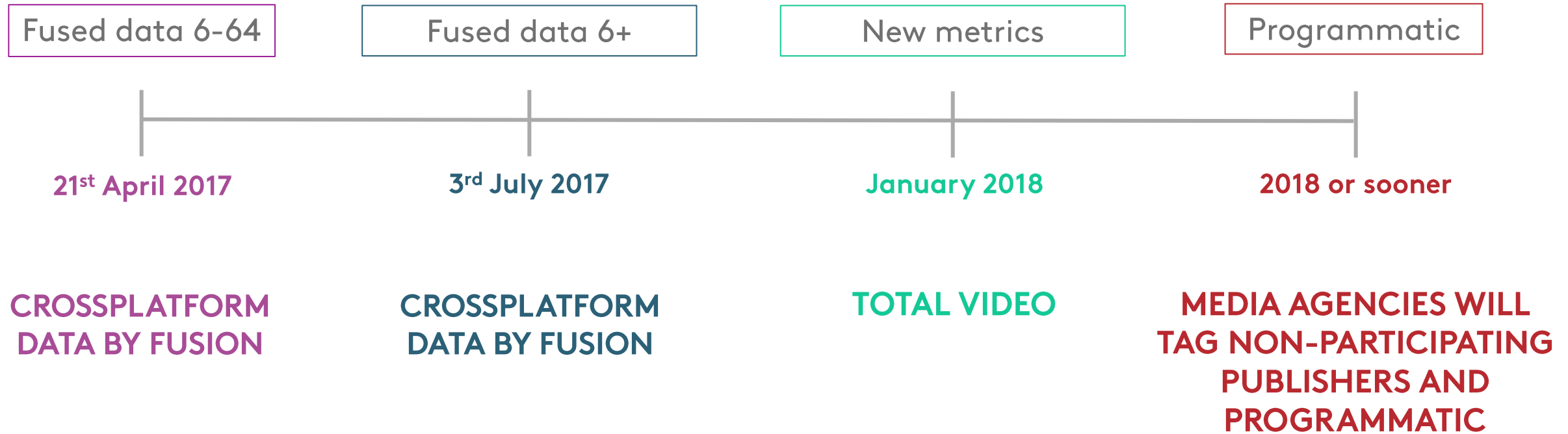


Data Fusion

Creating a full scale dataset



What's next?



New metrics for broadcast and video content

		Source					
Programme, Channel block, live streaming 24/7		TAM	TAM	TAM	Fusion or Online	Fusion or Online	Fusion or Online
TV overnight	Average ratings/ Share/Reach/ Time	LIVE	VOSDAL				
Broadcast overnight	Average ratings/ Reach/Time	LIVE	VOSDAL		LIVE	VOSDAL	
TV Total	Average ratings/ Share/Reach/ Time	LIVE	VOSDAL	TSV1-6			
Broadcast Total	Average ratings/ Reach/Time	LIVE	VOSDAL	TSV1-6	LIVE	VOSDAL	TSV1-6
Total Video (Viewing moment)	Average ratings/ Reach/Time	LIVE	All TSV Viewing moment	All 'other'	LIVE	All TSV Viewing moment	All 'other'



New metrics for campaigns

	Source			
CAMPAIGNS	TAM	TAM	TAM	Fusion or Online
TV overnight	LIVE	VOSDAL		
	Channels measured	Channels measured		
Online overnight				LIVE: LINEAR / PRE ROLLS VOSDAL LINEAR
				Publishers measured
Campaign total	LIVE	VOSDAL	TSV1-6	LIVE: LINEAR / PRE ROLLS VOSDAL LINEAR
	Channels measured	Channels measured	Channels measured	Publishers measured

**Fused data: Online and TV
Market use!**



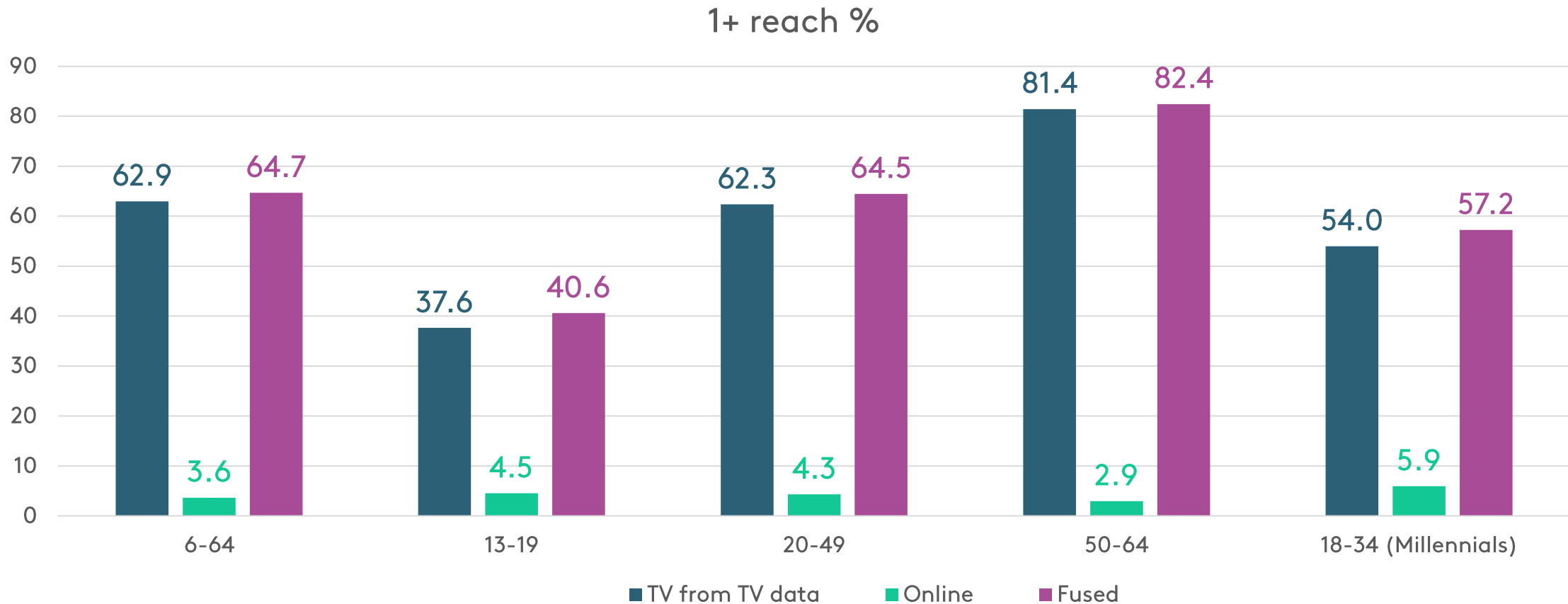
We deliver



- Daily cross platform currency for broadcaster video and commercials
- Standard tools available to all market participants:
 - AdvantEdge – Techedge
 - To be certified: MediaView – Media Buying Systems
- Alignment with TV calculation and reporting

Programmes Reach % - day

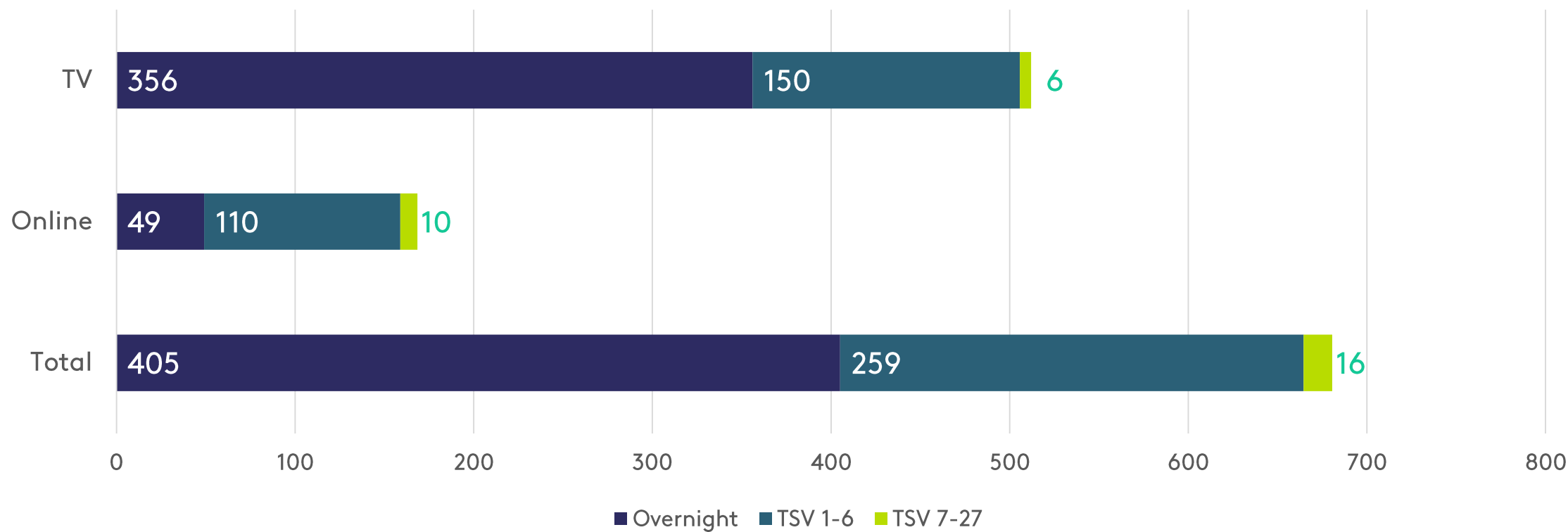
TV is still and by far the largest



Average Ratings (x1000) 6+

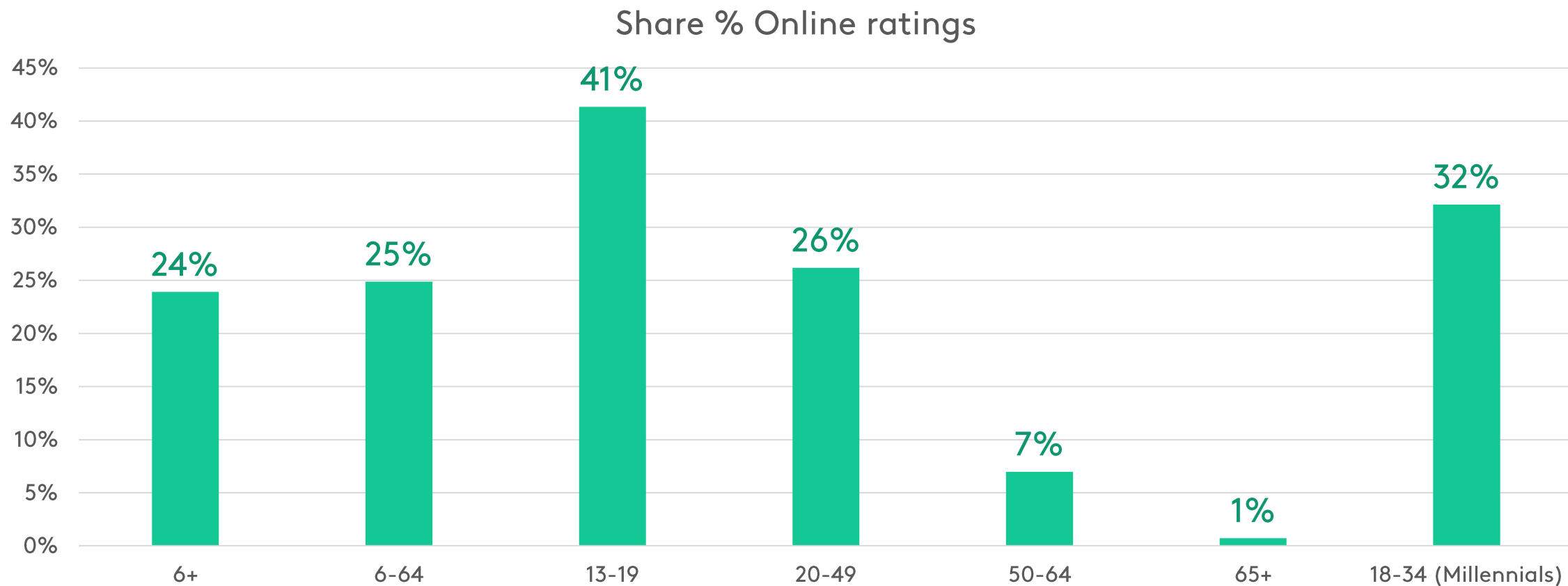
Online is adding reach

Temptation Island - 2 March 2017



Average Ratings (x1000) – Temptation Island

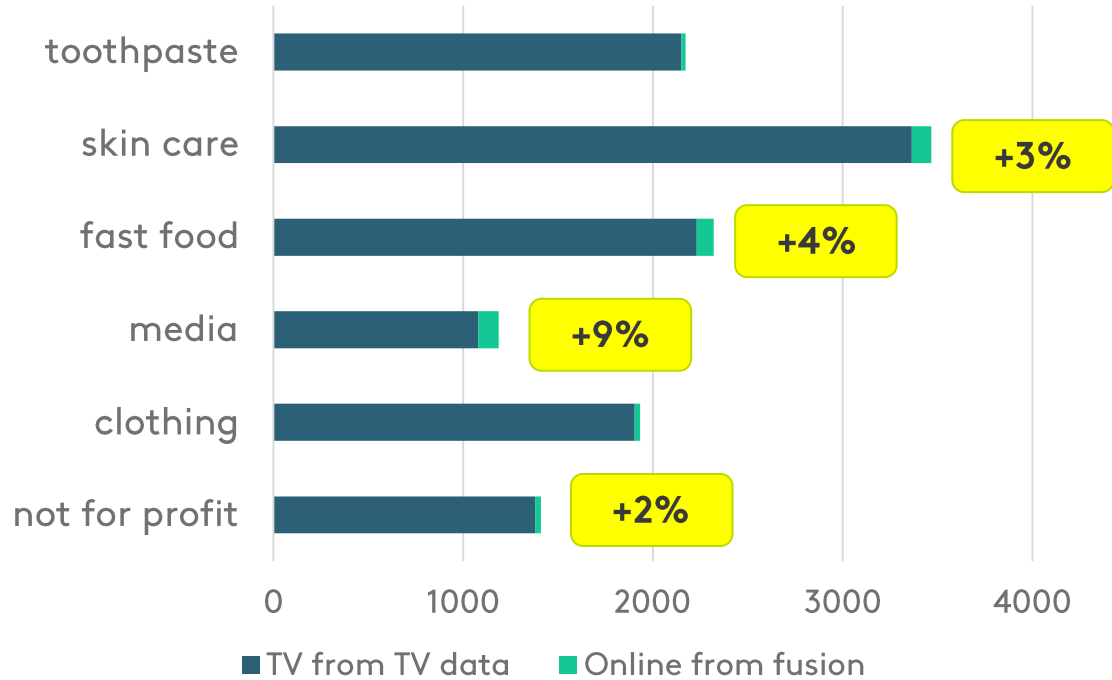
Among youngsters 41% of viewing time is online viewing



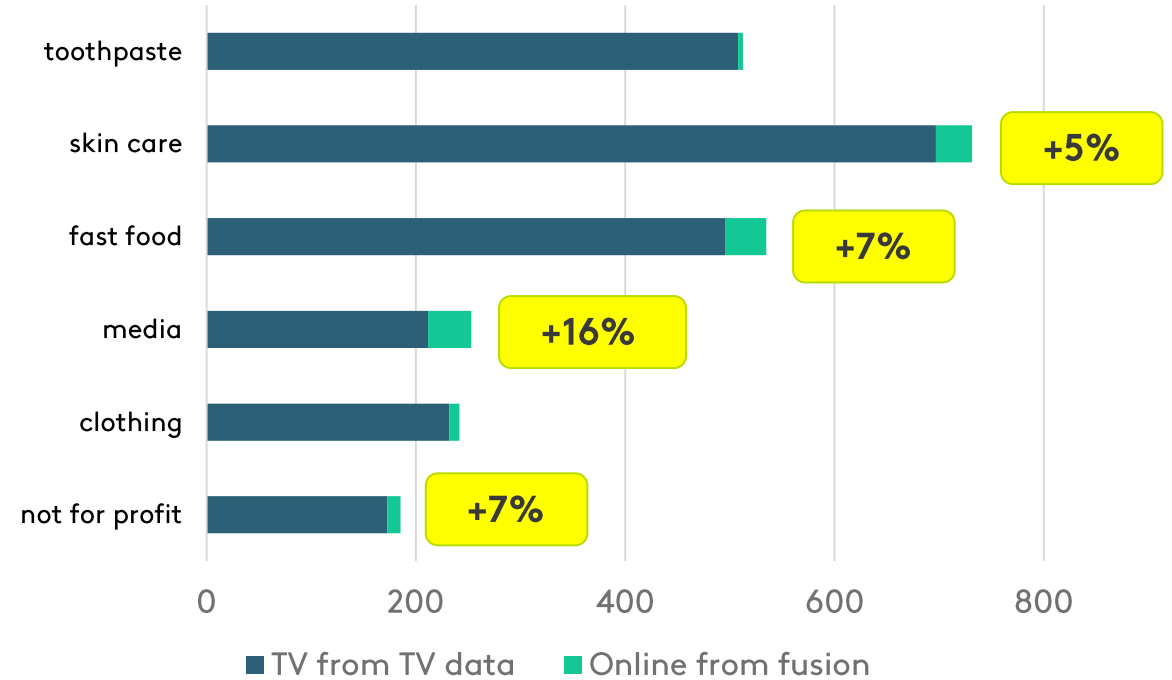
Campaigns Reach (000)

Online is certainly contributing to TV, but it is small

Share % Online 1+ 25% reach (000) 6-64

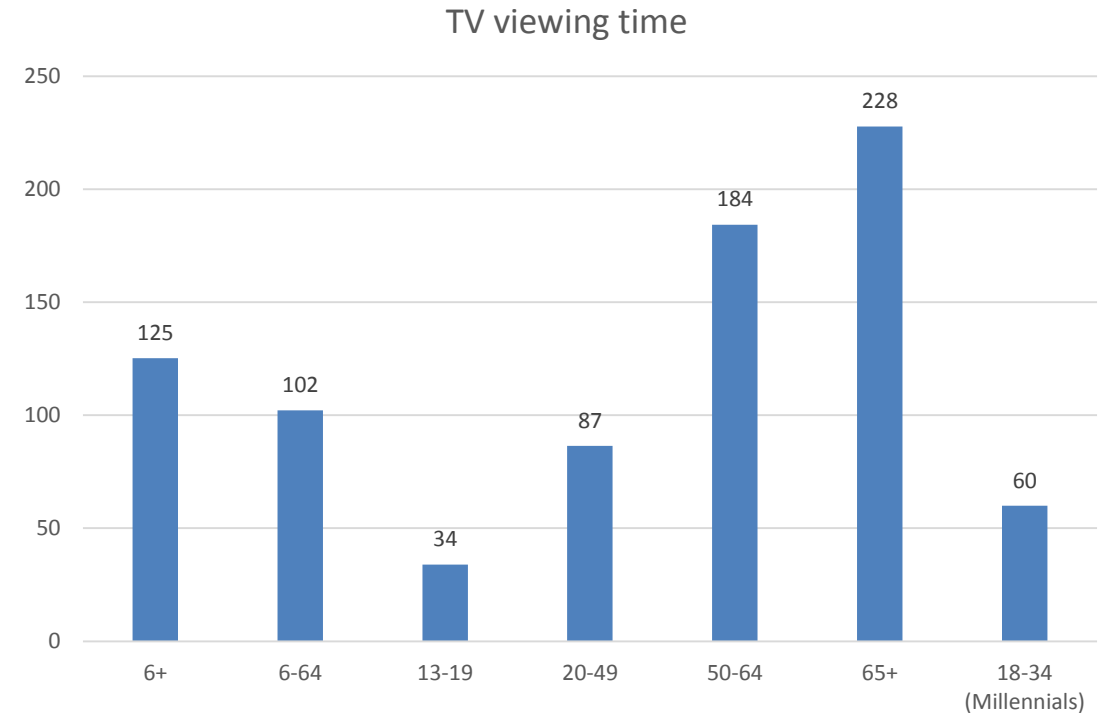
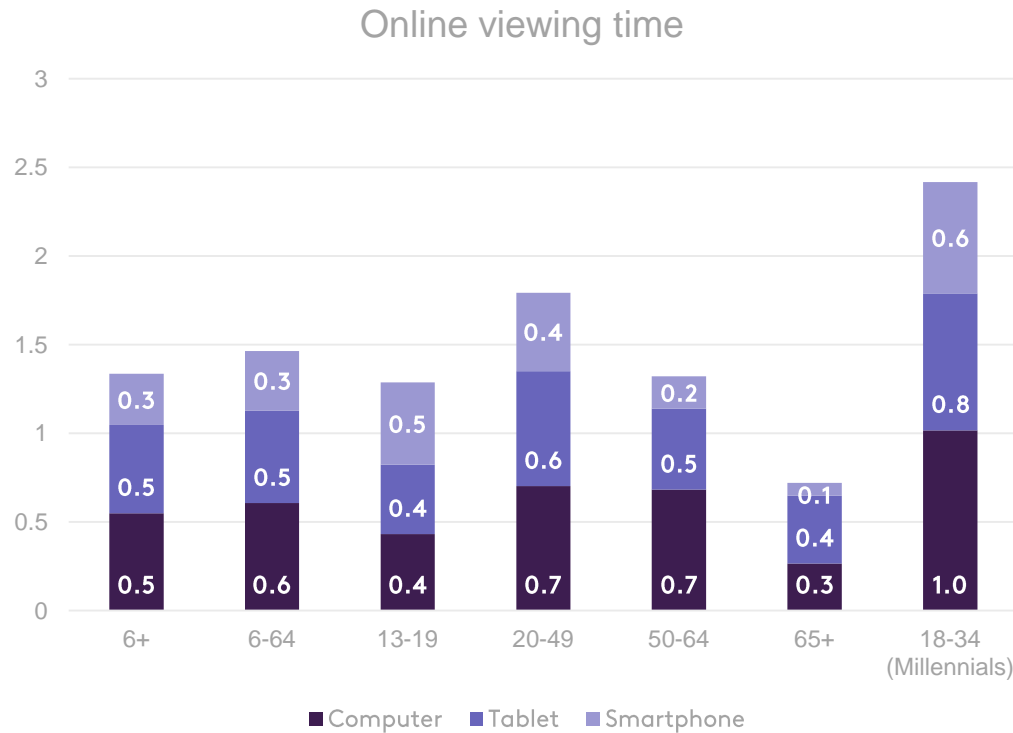


Share % Online 1+ 25% reach (000) 18-34 (Millennials)



Average Viewing Time

On average online viewing is less than 1.5 minute per day (TV = 125 minutes per day*)



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The FUTVRE



You have (almost) reached your destination

We are reaching our final destination: Total Video.

That seems great, but what about:

- The ROI of online video
- The other 80% of the market?
- The value of untagged measurements?
- Programmatic?
- Competition of other data sources?

Besides:

- TV ≠ Online, planning and trading are different
- Funding is becoming an ever-increasing challenge



The four B's of surviving in a disruptive market

- 🐝 **BE SMART:** join forces with other JIC's (radio, print, outdoor and online)
 - Share methods, panels, data: crossmedia and efficiency
 - Share resources, knowledge, staff
- 🐝 **BE OPEN:** explore working with others, like Google
- 🐝 **BE CREATIVE:** make use of new and innovative approaches
 - RPD-data and -panel
 - Router-data
 - Login-data of publishers
 - Creating profiles of censusdata
- 🐝 **BE BRAVE:** learn by doing!



I ❤️ MIAMI

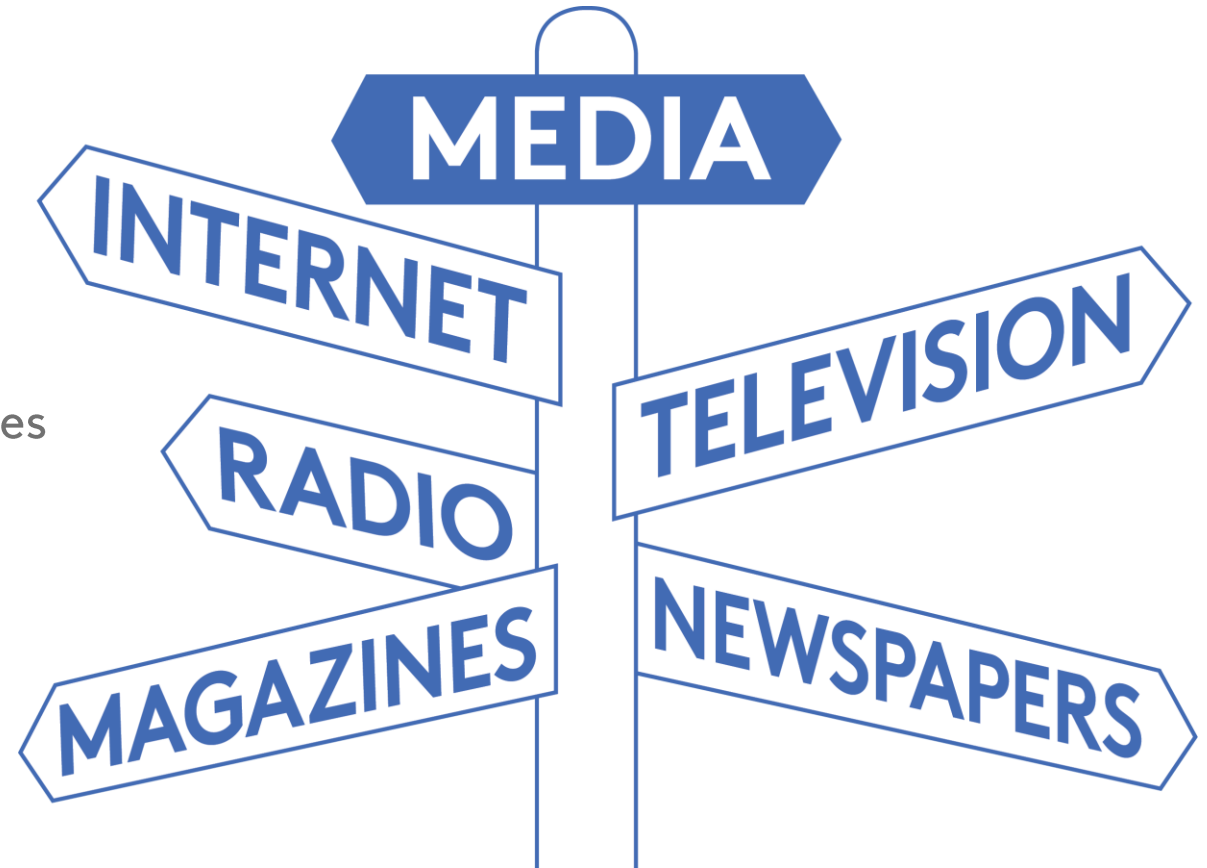
The next step in evolution: Media Audience Measurement

Meet MAM: the Mother (of all) Audience Measurements

TAM → VAM → MAM

- JIC's join forces
- Media owners join forces
- Research agencies and data providers join forces

Next destination: Total Media?



Co-ops Work