

**KANTAR** MEDIA

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## In Focus: Integrating demographic first and third party data in Hong Kong

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comScore

 comSCORE.

**CSM**<sup>®</sup>  
Media  
Research



香港廣告商會  
THE ASSOCIATION OF ACCREDITED  
ADVERTISING AGENCIES OF HONG KONG



Update the Core TAM sample

Incorporate as much online video viewing as possible alongside traditional broadcast TV viewing to deliver **Total Audience measurement**

Enable mixed offline-online video campaign measurement



## Measuring all TV

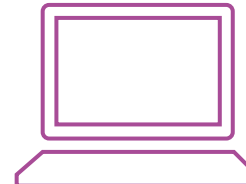
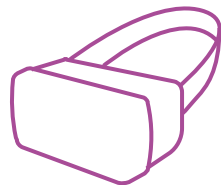
- Live, catch-up, timeshift, VOD
- TV & online
- TV sets & mobile devices
- In-home and out of home



Establishment Survey  
 Panel management  
 Service operation  
 Data publication

Meter technology  
 System delivery  
 Data integration

Tagging/SDK technology  
 Census data  
 Census demographics



# Single source panel

## Hong Kong TV measurement

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**ONLINE CENSUS  
DATA**

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**Monitoring of content consumption**  
Tag/SDK embedded within  
Broadcasters media players/websites

**CORE PANEL  
1,000 homes**

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Measurement of TV in-home

Measurement of  
PC/Mobile Device  
(In and out-of-home)

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**FIRST AND  
THIRD PARTY DEMOGRAPHICS**

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ONLINE CENSUS  
DATA

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CORE PANEL

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FIRST AND  
THIRD PARTY  
DEMOGRAPHICS

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Partners in the industry  
(e.g. Spotify)

Clients own source  
(e.g. broadcasters or media owner)

at least age and gender linked  
to a cookie or a device on  
comScore Census Network  
(aggregation of all tagged content and ads)

# FIRST AND THIRD PARTY DEMOGRAPHICS

## Source

ideally from registration  
data, declared by the users

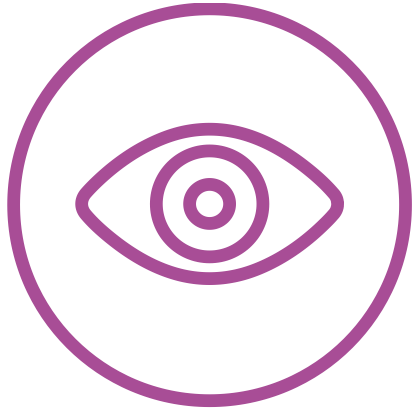
## Trust

the reliability of first and third  
party demographics is scored  
against the metered panels.

The data is not taken at face value.

# First and third party demographics: Model overview

All available information used to make demographic assignments



The demographic profile of the **sites on which that user views content or ads**

+



The demographic profiles of **ALL sites visited by that user** – before and after exposure

+

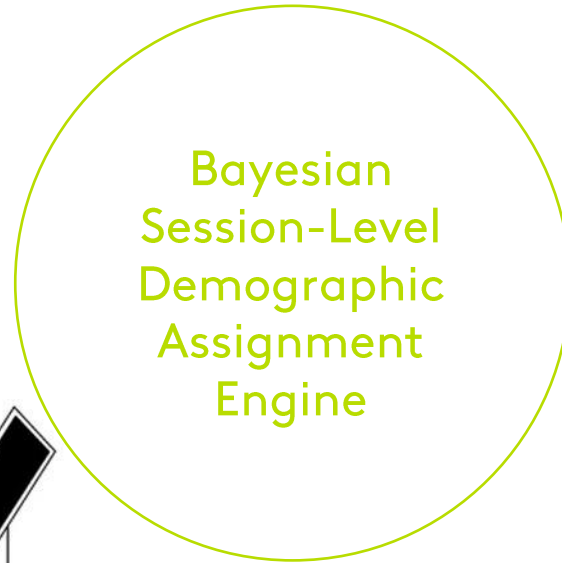


Demographic insights from **1st and 3rd party Demographic partners**

# Panel-Informed Census Demographics

How 1<sup>st</sup> and 3<sup>rd</sup> Party Demographics can enhance media measurement

Panels = Source of Truth



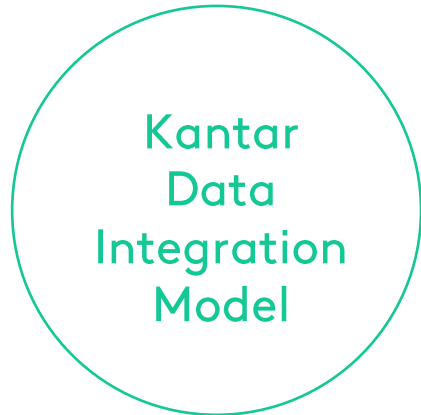
Tagged TV  
Video & Ads



1<sup>st</sup> & 3<sup>rd</sup> Party  
Demographics



Other Online  
Tagged Content



Viewing Census Totals with  
Demographic Distribution





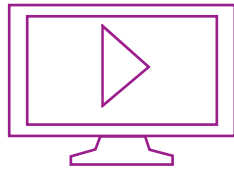
# Panel-Informed Census Demographics

The Practical Impact:

Panels =  
Source of Truth



Tagged TV  
Video & Ads



**x million**  
minimum  
impressions

Panels =  
Source of Truth



Tagged TV  
Video & Ads



Other Online  
Tagged Content



1<sup>st</sup> & 3<sup>rd</sup> Party  
Demographics



**xx-xxk**  
minimum  
impressions

## Current Data Partners



Opportunity?

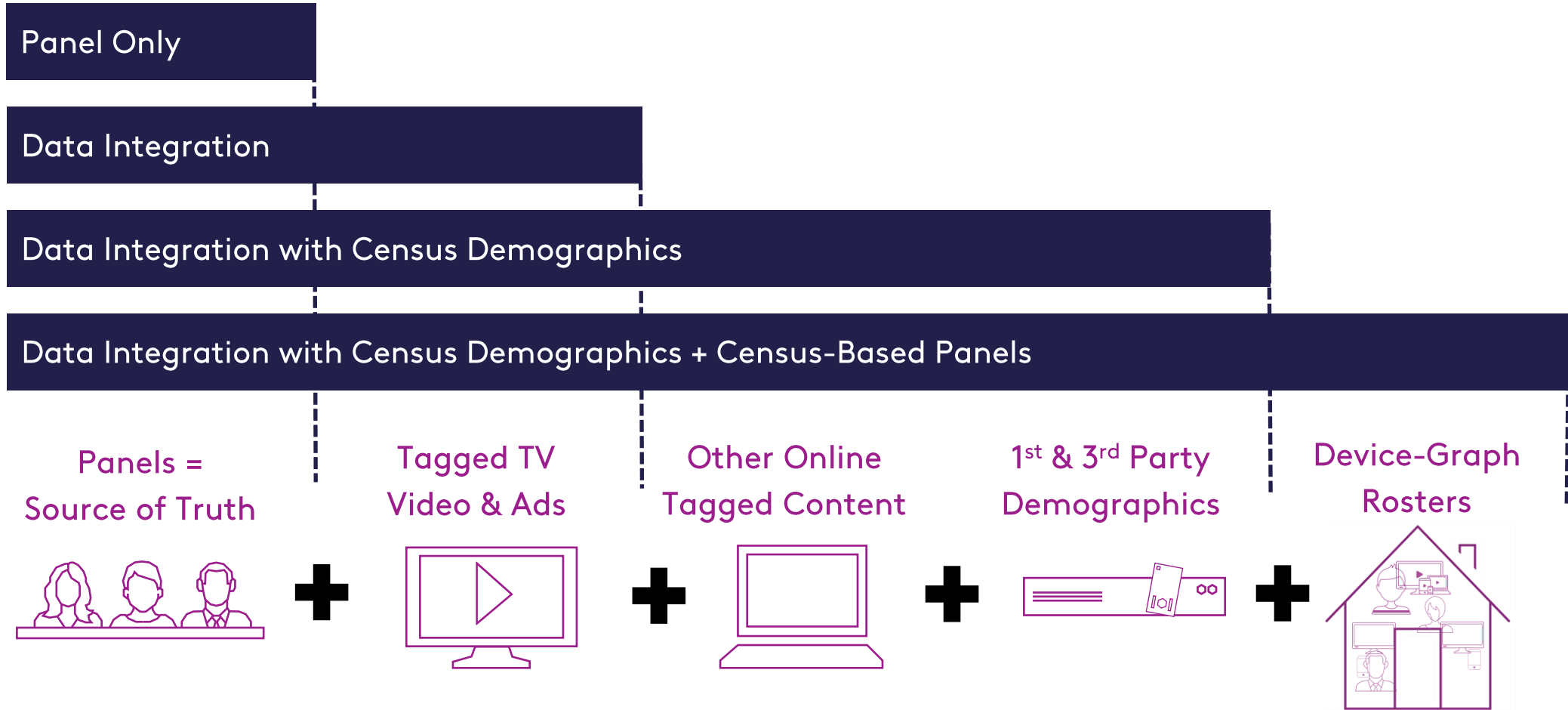
Broadcaster 1  
Registration Data

Broadcaster 2  
Registration Data

Broadcaster 3  
Registration Data

# Roadmap

From Census Demographics to Respondent-Level data from Census Based Panels



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THANK YOU