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asi
conference

The 2012 European Television Symposium

In VOD we trust



8th – 9th November, 2012

@asi_radiotv

AUDIENCE DATA ON DEMAND:

MEASURING THE ADDITIONAL REACH OF 4oD TO
TRADITIONAL CAMPAIGNS

PRAGUE, NOVEMBER 2012

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Joe Beek, Manager, Audience Technologies and Insight, Channel 4



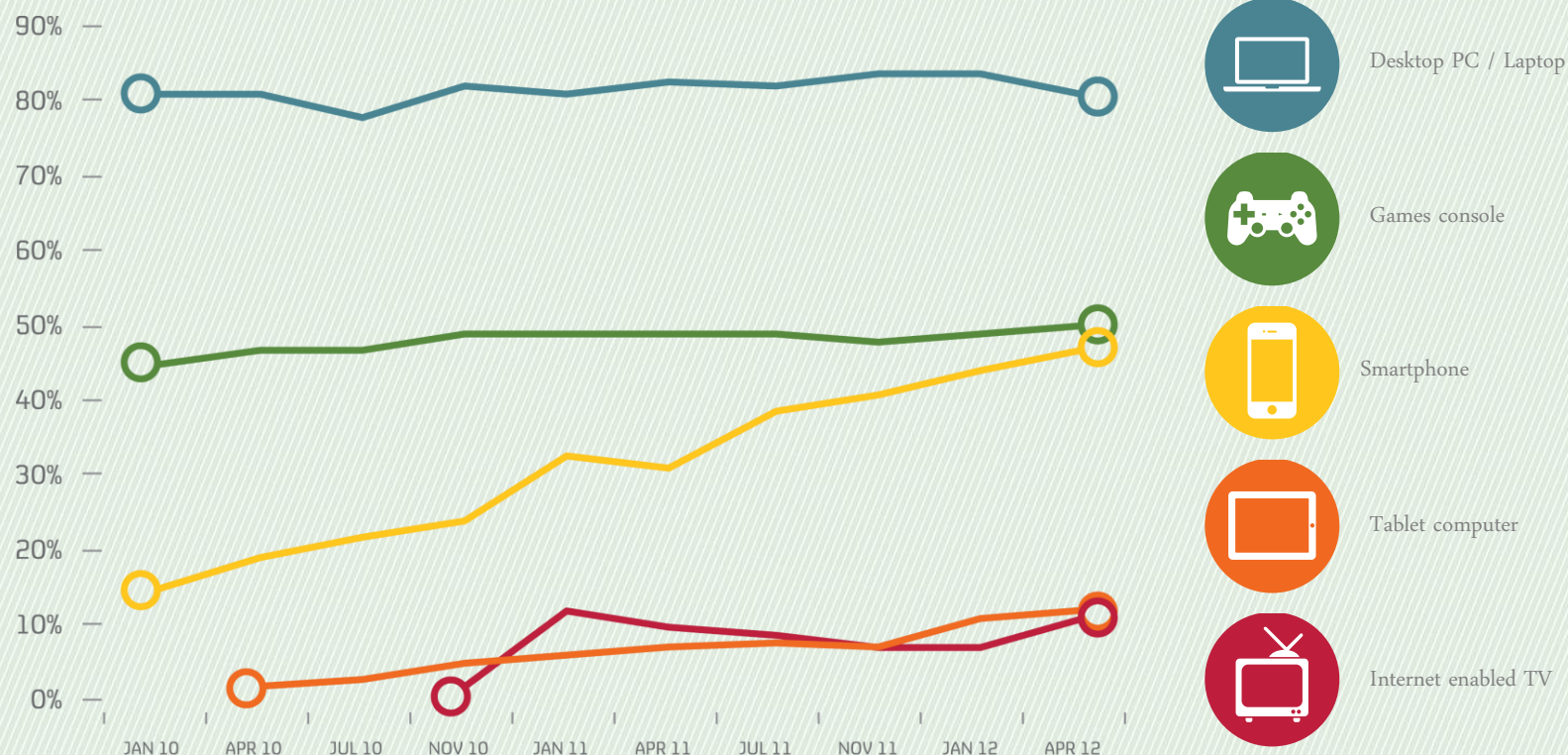
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Background



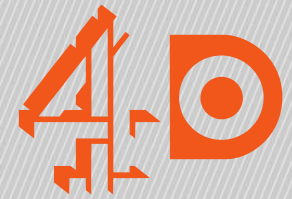
Rapid growth of new devices



Source: Ipsos Mori Tech Tracker
Base: circa 1,000 GB adults aged 15+ per wave

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More platforms more views



PC



Mobile/Tablet



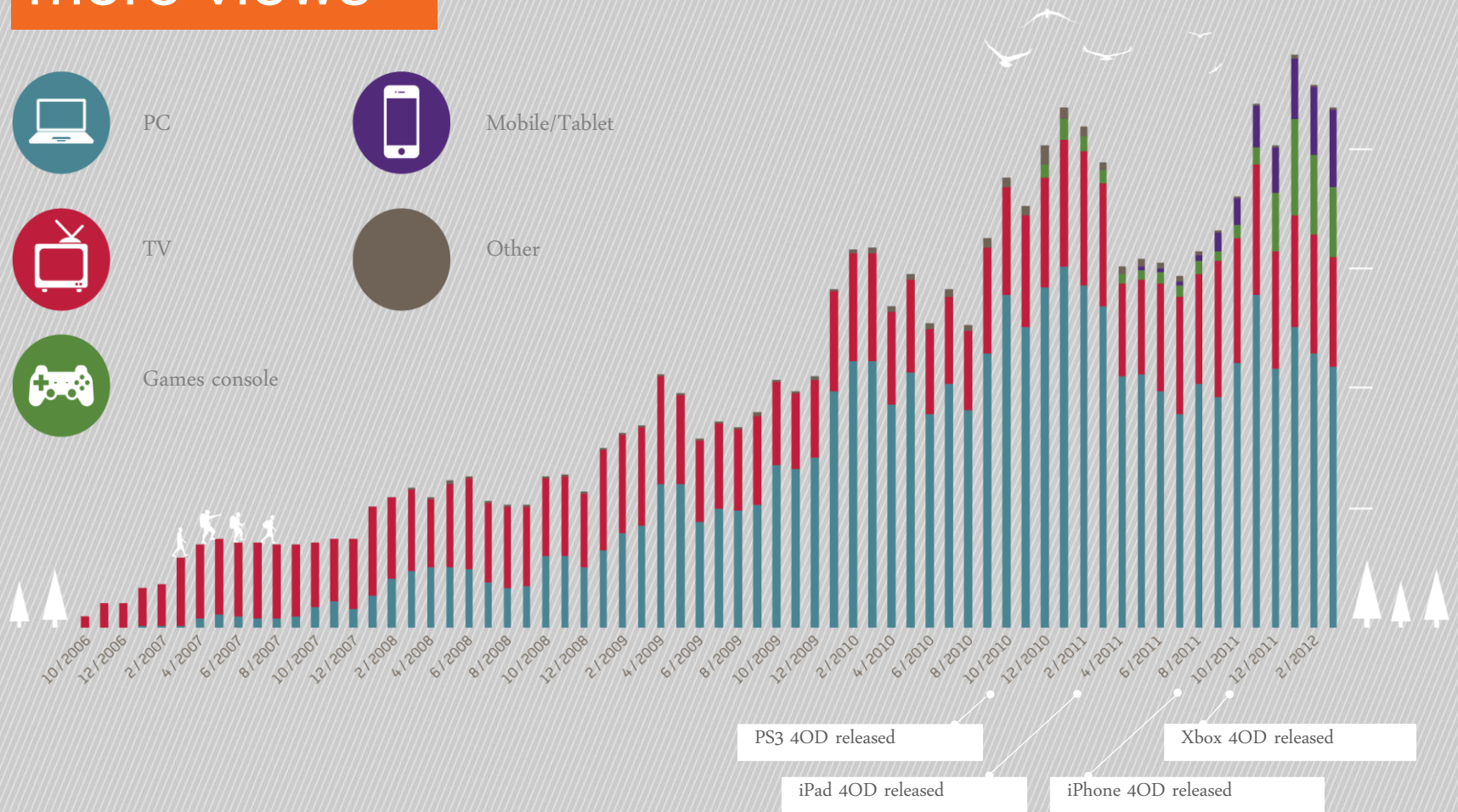
TV



Other



Games console



Source: Channel 4 internal data

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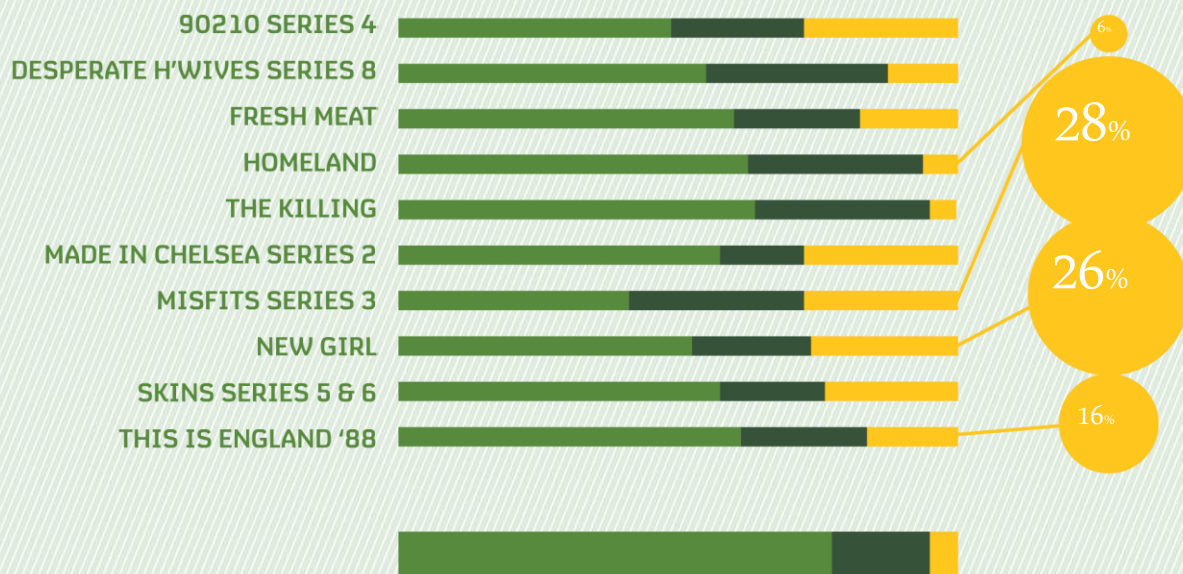


4oD growth is having a significant impact on viewing of key shows

VoD

PVR

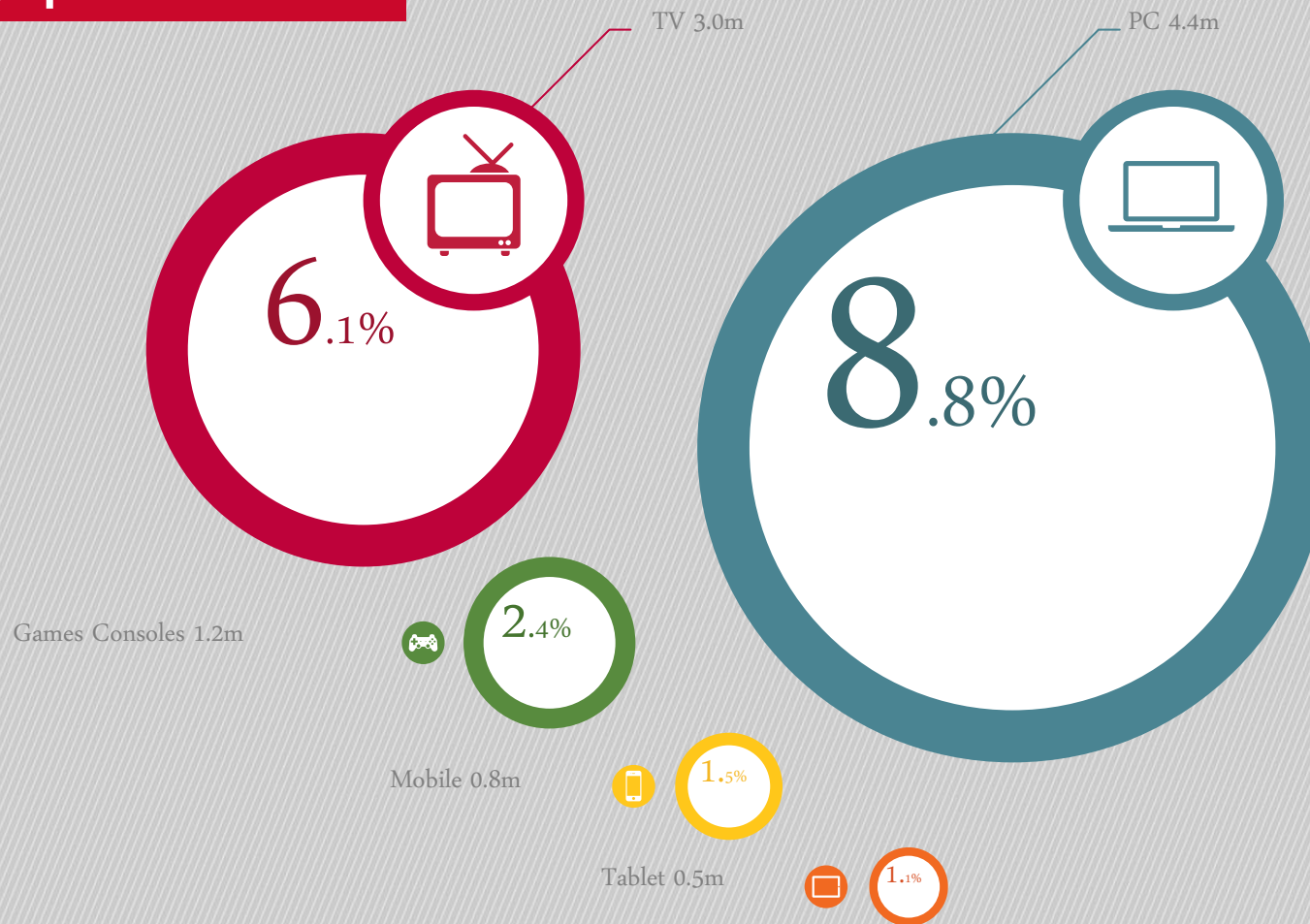
Live



Average top 100 programmes



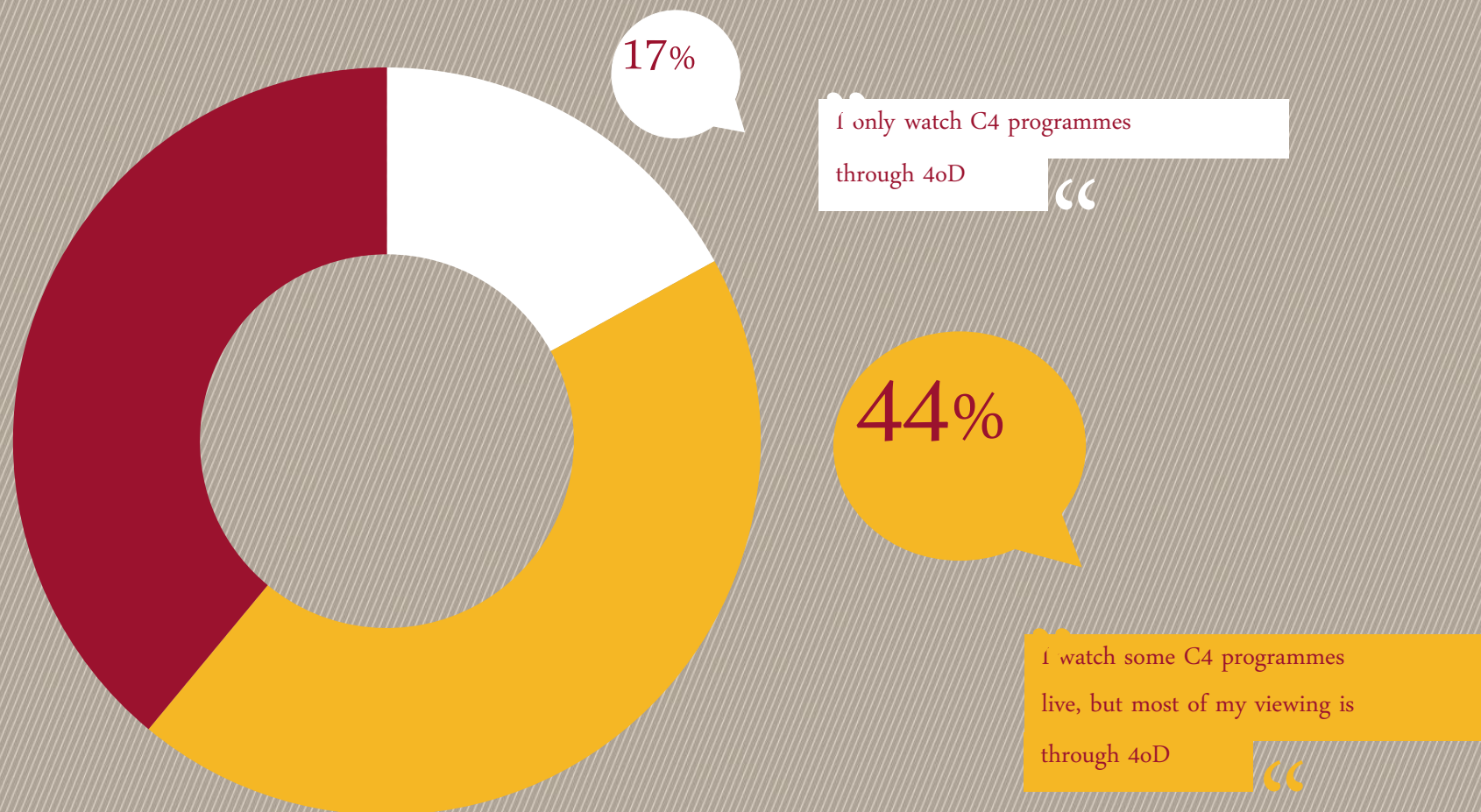
4oD monthly reach by platform



Source: C4 & Kantar Landscape Survey, May 2012
Base: 1,500 GB adults aged 16+

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5.7m 4oD Registered users



Source: C4 'Big Survey' amongst registered users, June 2012

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Some people just watch VoD



Claimed monthly reach

Adults

80%

+

C4 TV Channels

15%

4oD

82%

Watch

C4 TV & 4oD

16-24s

79%

+

C4 TV Channels

38%

4oD

84%

Watch

C4 TV & 4oD

Sources: C4 & Kantar Landscape Survey, May 2012
Base: 1,500 GB adults aged 16+

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Channel 4's brief to RSMB



Our audience is migrating across platform

- Channel 4 has made content available on demand across all new platforms
- This has greatly extended our audience reach from our original C4.com platform
- And ensured we continue to reach:
 - light viewers
 - the emerging group of viewers who choose to conduct all their viewing on demand (non TV households)

The business need:

- Advertisers want to accurately understand their Campaign reach & frequency across all platforms – TV online and mobile
- C4 aim to attract additional VoD spend not cannibalise TV revenue

The Problem - no cross platform measurement

- Split metrics for TV and VoD
- VoD data is siloed by platform
- Online industry measures do not capture all platforms- only half of C4 views

The RSMB challenge

- Cross platform campaign reach & frequency across all C4 platforms

The Ideal Solution

- Extend the BARB TAM panel to provide:
 - single source measurement of traditional TV, VoD and internet delivered TV
 - comprehensive identification of viewing to programmes, commercials, delivery source, revenue agent
 - across all platforms and devices
- Integrate with RPD (Server Data) to provide:
 - robust measurements of fragmented audiences
- Nothing should deflect from this ambition

In The Meantime?

- Just wait?

- Take a pragmatic approach
 - make the best of the data available
 - in conjunction with a sound probability based approach
 - to produce credible multi-platform reach and frequency analysis
 - in a familiar format
 - via a convenient analysis system
 - CONSISTENT WITH BARB GOLD STANDARD

Important Things to Achieve

- Fit into BARB universe and reporting structure
- Analyse real traditional TV campaigns
- Don't change BARB gold standard reach and frequency analysis
- Convert 4oD impressions to BARB traditional TV equivalents

What have we got to work with?

- BARB TAM panel
 - full reach and frequency functionality
 - for real advertising campaigns
 - can segment by platform/service availability
 - traditional TV viewing only (not quite true!)
- 4oD impressions (server data)
 - TV delivered
 - online delivered
- Kantar Media Landscape survey
 - can match BARB segmentation
 - claimed overall viewing to traditional TV
 - claimed overall viewing to 4oD
 - TV vs. online delivered

The Modelling Process

- Framework and background data
- Campaign reach and frequency components
- Probability distribution
- Calculation of integrated reach and frequency analysis
- Planning system

Framework and Background Data

- Segment BARB TAM panel to identify homogeneous groups who are most likely to view 4oD:
 - 4oD platform ownership
 - demographics
 - weight of viewing to traditional TV
- Convert server data impressions to Adult audiences/impacts
 - online 4oD x 1.2
 - TV 4oD x 1.3
- From Landscape survey calculate:
 - monthly reach to all 4oD in each BARB segment
 - share of all 4oD viewing in each BARB segment
 - separately for online and TV 4oD

Campaign Reach and Frequency Components

- Calculate traditional TV campaigns reach and frequency analysis:
 - for each BARB segment
 - gold standard methodology
- Input 4oD campaign impressions and allocate to BARB segments:
 - according to Landscape survey shares
 - defines a probability of exposure to the 4oD campaign for each person
 - Landscape monthly reach determines that a % of the segment have zero probability

Probability Distribution

- BARB gold standard methodology includes a probability model:
 - Negative Binomial Distribution
 - describes campaign reach and frequency
 - parameters vary by campaign
- Used to compensate for panel turnover and to include guest viewing:
 - scale parameter is increased according to additional impacts required
 - NBD ensures that each frequency is changed by an appropriate amount

Calculation of Integrated Reach and Frequency Analysis

- For each segment of the population which is allocated 4oD impacts:
 - increase the NBD scale parameter for the traditional TV campaign
 - in proportion to the combined traditional plus 4oD impacts
 - use the adjusted NBD and standard BARB methodology to calculate a new integrated campaign reach and frequency
- Aggregate the segments

Planning System

- Works in the TripleS campaign planning system
- Originally developed by RSMB for Channel 4 in 1998
- Reasonably straight forward software enhancement
- Only 2 additional user inputs for each campaign:
 - online 4oD campaign impressions
 - TV 4oD campaign impressions

Model Development

- The model and system provide a controlled basis for development:
 - add traditional TV weight of viewing to the segmentation
 - enhanced hub survey data
 - break out more 4oD platforms /delivery services
 - server data analytics/registration panels to refine demographic profiling and R & F modelling
 - increase planning system functionality
- At some point the measurement services will exceed the ambitions of our model:
 - we think it will have a reasonable shelf life



Output from the model

TV campaign example



Campaign: Video game launch
Audience: Men 16-34
Period: March – April 2012
TVRs: Approx. 250

M 16-34 universe



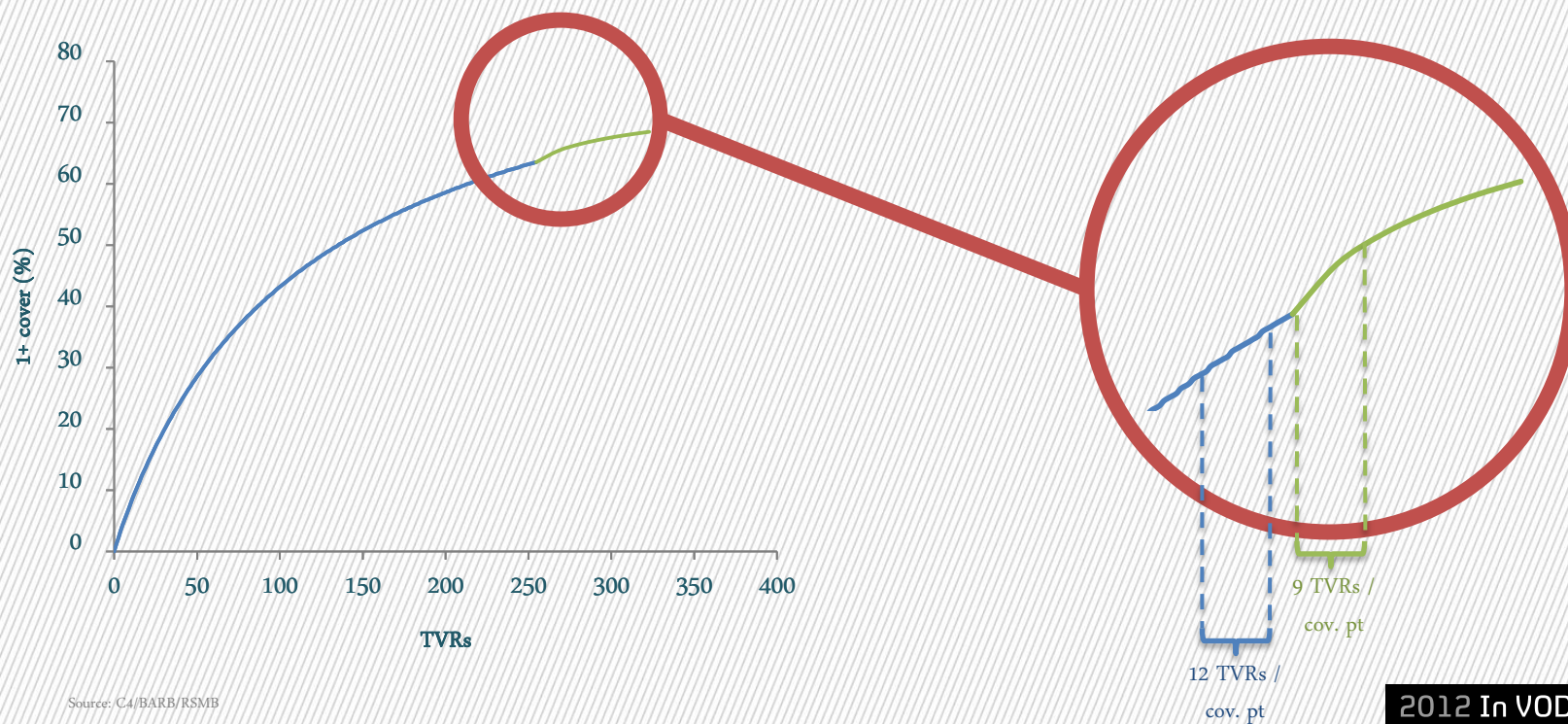
TV Homes

7,434,000 → 1+ = 68.4%



ALL Homes

7,928,000 → 1+ = 63.2%



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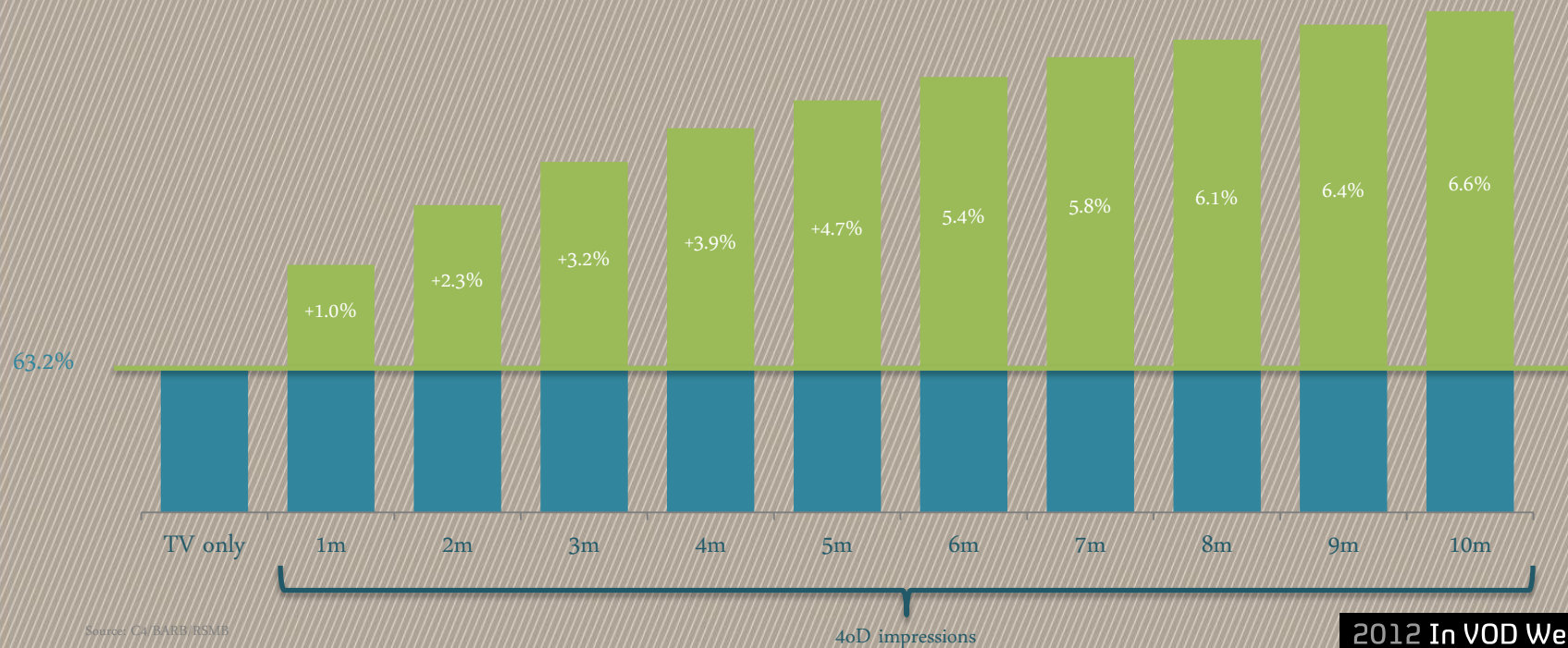
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Business Impact & Next steps



Business impact

- In VoD We Trust 2012 presented to all major media agencies
- High levels of engagement with both the TV buyers and agency digital teams:
 - Unaware of the growing proportion of (young) adults with no TV in the household
 - And unaware the extent that campaign Reach & Frequency drops when the universe includes non TV households
- Channel 4 now able to make and justify recommendations re the appropriate incremental investment advertisers should make in 4oD

Next steps:

1. Refine the model to improve accuracy
 - Factor in TV weight of viewing
 - Include C4 server data
2. Create an interactive industry planning tool for cross platform planning and post campaign reporting