Measuring Audiences Across Platforms
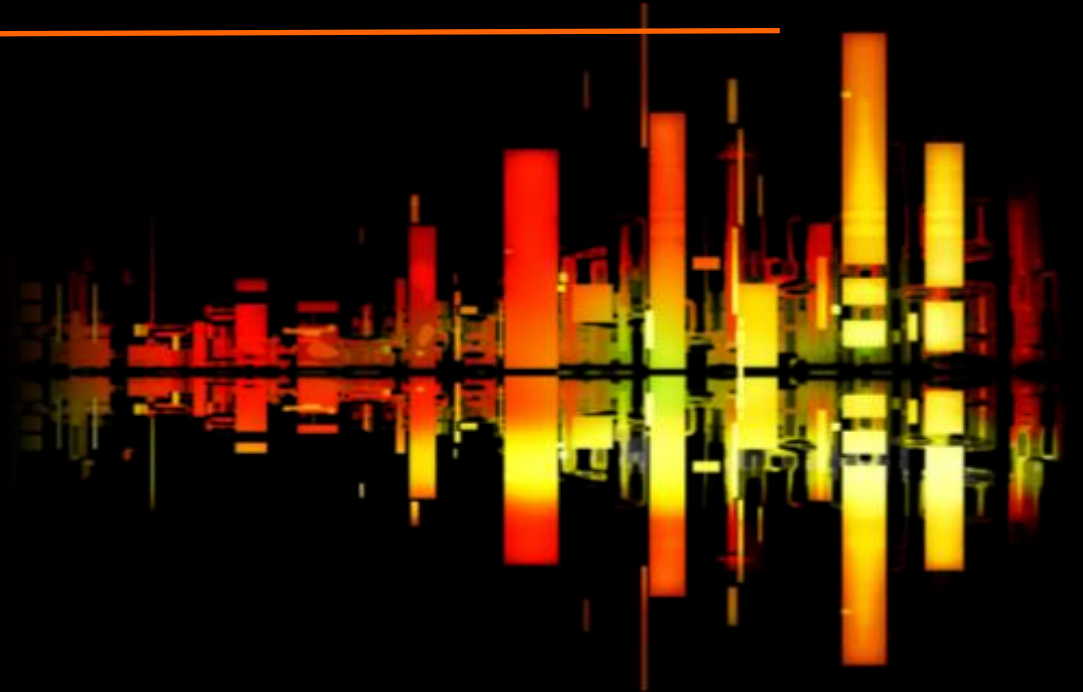
Presentation to BRAT
Bucharest
26 March 2014

Agenda

- What do we need to measure?

- What does that mean for print measurement?

- How do we measure new platforms – techniques & challenges

KANTAR MEDIA

What do we need to measure?

Mapping the territory

Providing a measurement, either directly or indirectly

Measurement of

Video, Audio and Text

media

Programmes, editorial and advertising

content

across all **platforms** and all **devices**

Unduplicated reach

Networks, Pay TV Operators, Channels, Stations, Publications, Websites, Apps etc.

"Original" devices – TVs, radios, print plus PCs, mobiles, tablets, games consoles

How do we do it?

Currency Extension
Following the consumer to new platforms/devices

Publication

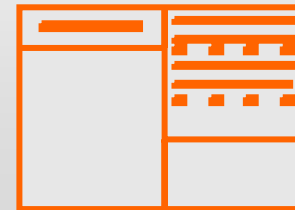Publication Website

Site/app on tablet

Site/app on mobile

Single Source Data

Currency Expansion
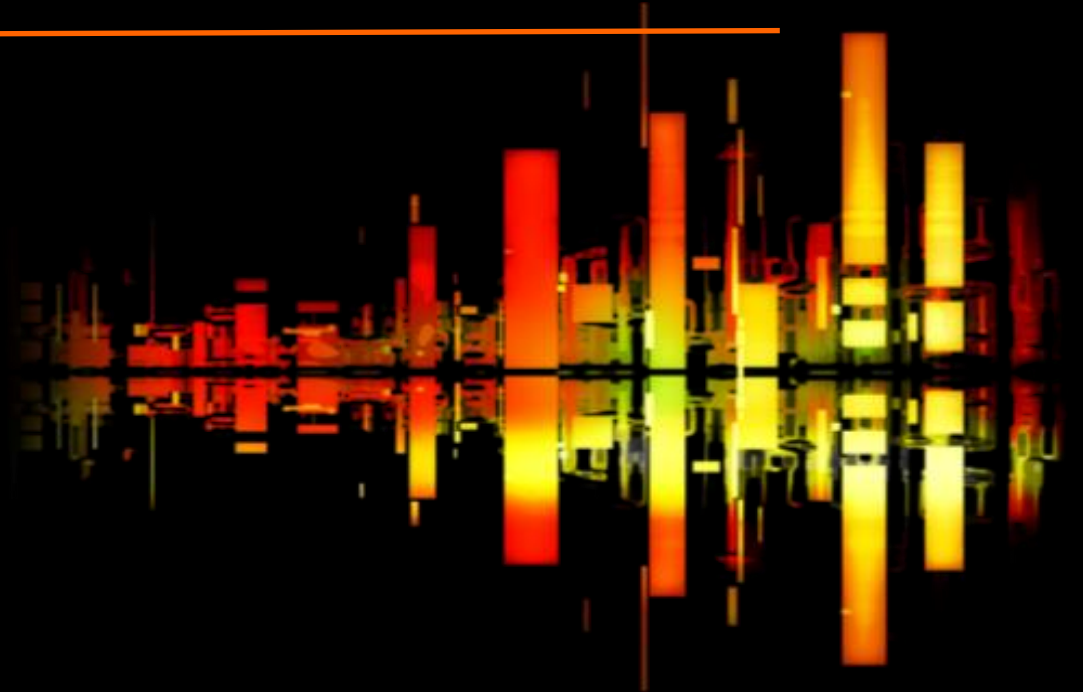Increasing the value of the currency by linking it other data sources
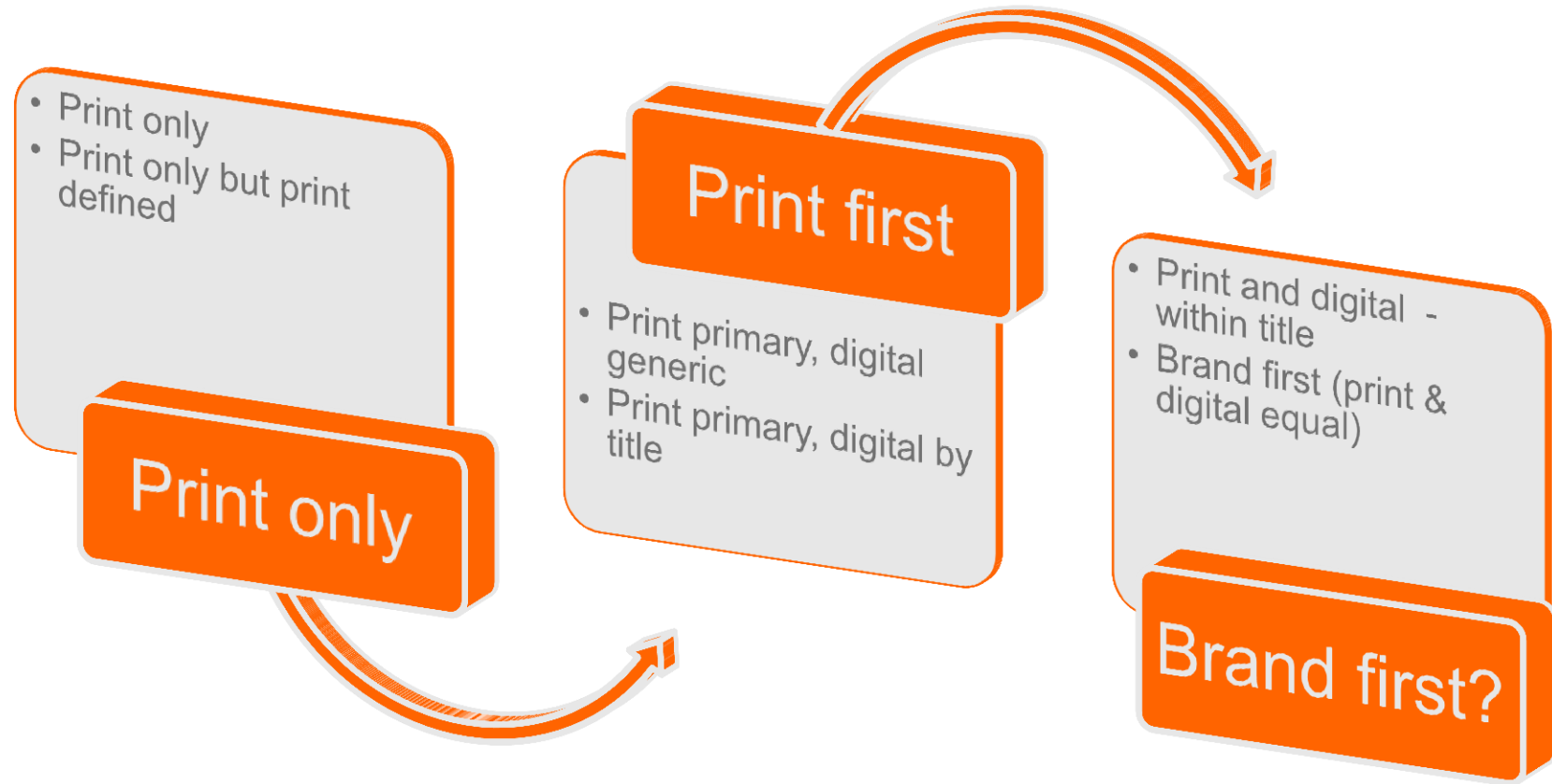
Readership data

Internet data

Big Data

What does that mean for print measurement?

Currency extension for Print & Digital
Questionnaire stretching to new platforms/devices

- Print only
- Print only but print defined

Print only

Print first

- Print primary, digital generic
- Print primary, digital by title

- Print and digital - within title
- Brand first (print & digital equal)

Brand first?

Currency expansion for Print & Digital
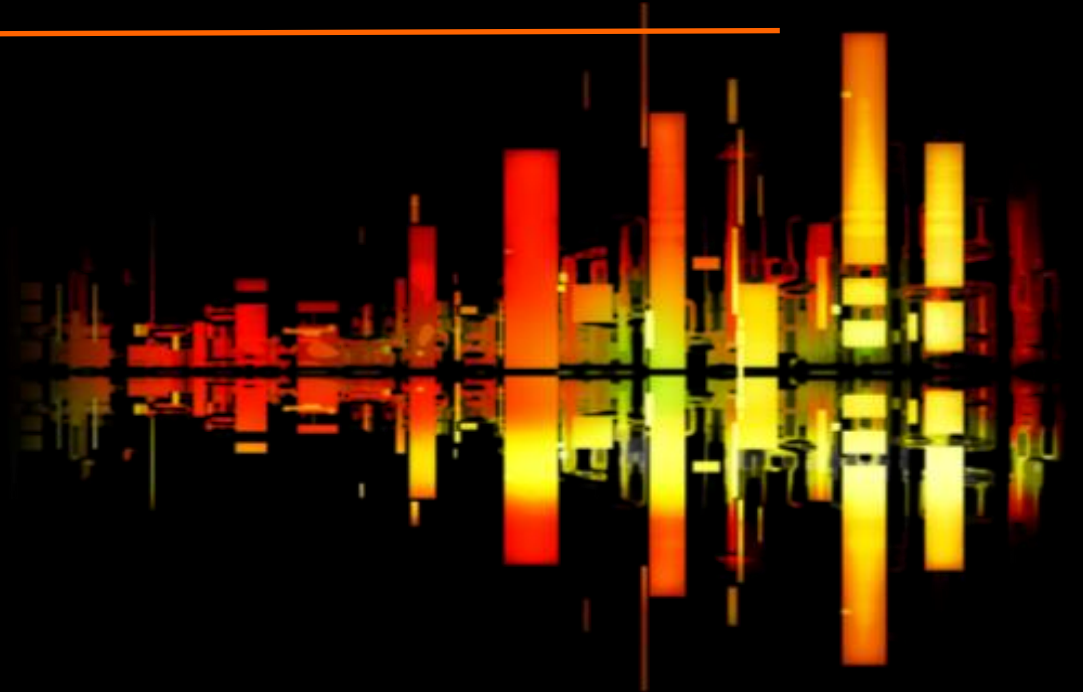

PMB Canada

NRS UK

EMMA Australia

How do we measure new platforms?

Measurement

Three components

Census

Panel

Integration
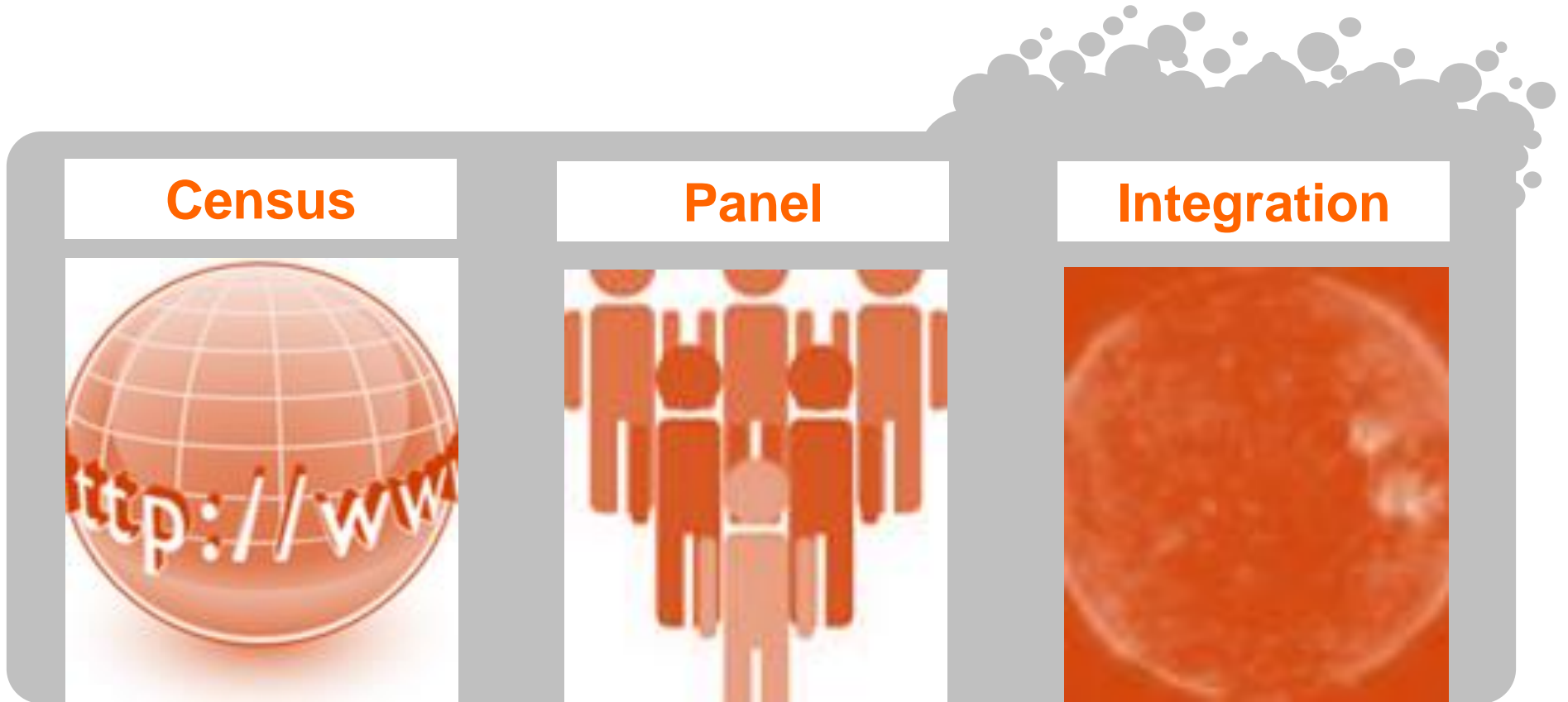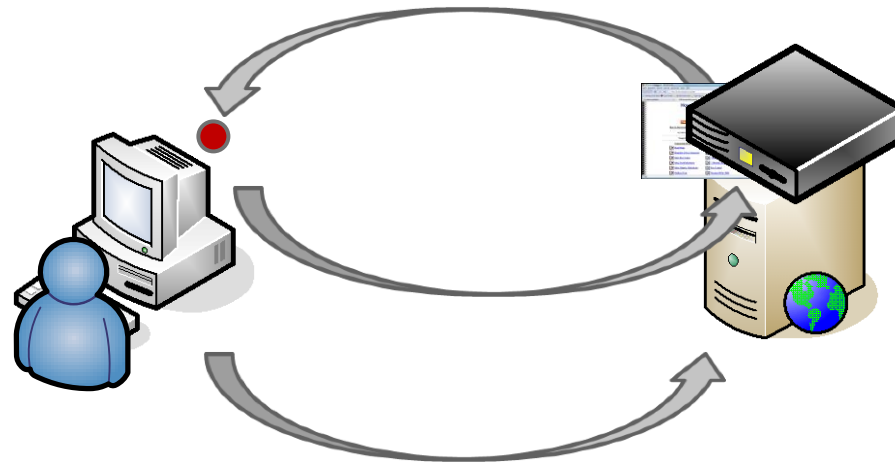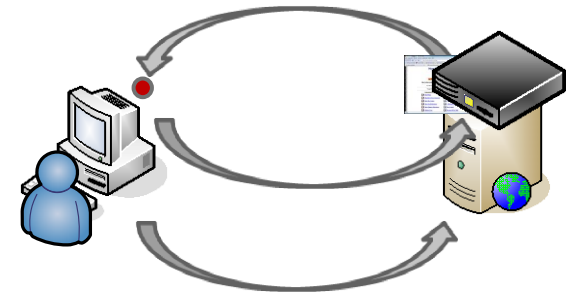
Components
Census measurement

- Tags (small pieces of code) embedded into websites/pages

- When a web page is requested, the tag sends a signal to the measurement system

Components
Census measurement

Advantages

- Full census for all measured sites

- Rich and granular data source

- Includes all locations & devices

- Can be extended to cover video and apps through library plug-ins

- Works best with "user-centric" measurement

Disadvantages

- Does not cover all sites

- Counts requests, not people

- No profile data (unless surveyed)

- Does not define location

- Requires full co-operation of site owners

- Can affect site loading times

Components
Panel measurement

- Representative sample of the population – with detailed demographic information
- But panel size limits granularity

Cookies/tags
- Panel members register all devices and are served a cookie
- Panel cookies recognised in census data

Meters
- Panel members download a software meter to their devices

Components
Panel measurement

Cookies/tags

Advantages

- Sits alongside census measurement (including video and apps)

- Less intrusive

- @ work coverage

Disadvantages

- Only covers tagged sites/content

- Cookie deletion

Meters

Advantages

- Covers all sites

Disadvantages

- Higher respondent resistance

- Restricted use out of home and on mobile devices

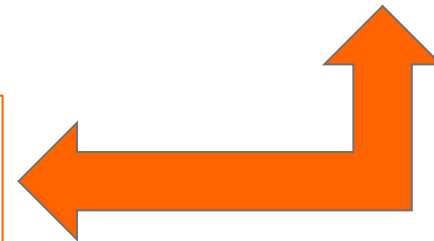- May not measure video

Components
Data integration

Translating device/agent level census data onto respondent (household/individual) level

Media Currency

```
1216728868360652        =159506681      2       Other Data      Jobs       10/14/08         Tue       15:00     08:49     06:35
1216728868360652        =159506681      2       Other Data      Other Data 10/14/08         Tue       15:00     08:49
12167288683
12167288683
12167288683
11896802538
11896802538
11896802538
11896802538
11896802538
118968025389036         6       Other Data      Network Front   10/07/08         Tue       16:00     02:12     00:50
118968025389036         6       Other Data      Politics        10/07/08         Tue       16:00     02:12     00:34
11896802538900036       6       Other Data      Network Front   10/07/08         Tue       16:00     02:12     00:07
```

Challenges

Completeness
Sites
Browsers
Operating systems
Usage occasions
Platforms
Devices
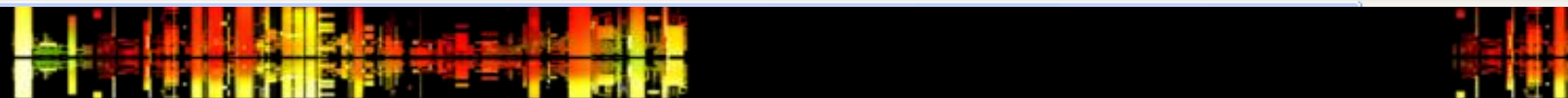
The long tail

Speed of change

```
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:10
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:25
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:10
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:11
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:25
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      02:23
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:15
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      02:49
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:03
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:09
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      03:53
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:16
119958992350244      16      Other Data      Sport      09/13/08      Sat      19:00      32:57      00:21
```

KANTAR MEDIA

Questions?