



# Things you need to know about VAM: **Numeris' first iteration of our Video Audience Measurement Solution**

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## **VAM Markets:**

- Ontario and French Quebec

**Accompanying documentation to assist in understanding each data release is available via the Client Toolbox found on [www.numeris.ca](http://www.numeris.ca)**

## **1. Release note**

- Date range of correlating monthly release data
- Reportable markets
- Newly reported and /or deleted platforms
- Things to know when reviewing and analyzing data
- Recommendations on data analysis

## **2. Reported platforms overview**

- Identifies the tagged Broadcaster publishers' brands and sites and the correlating level of tagging information available
- Measured sites and applications to identify what is tagged at Desktop, Android and iOS applications
- Reported AVOD and SVOD platforms and level of tagging information if applicable

## **3. Entitlement Report**

- Available with each monthly dataset release
- Reports Total Hours/week, Share% and Average Weekly Reach% by viewing type
- Analysis of Total Video, Linear + BVOD and Pure Play
- Device reporting for Total Video, Linear + BVOD and Pure Play by various dayparts and demographics (2+, A18-34 and A25-54 by gender)



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## **4. Glossary of Terms**

- Standardized terminology to provide clarity and context around frequently used terms. Please refer to this document regularly.

**VAM provides the ability to compare linear to online consumption under standardized metrics and the dataset will continue to evolve with each monthly release. Below lists all the things you need to know to properly understand VAM data (whether through the software or from the Entitlement Reports).**

- Linear TV refers to live viewing on all platforms/devices + 7-day playback – Refers to TAM
- TV (PPM) available under device also refers to live viewing on all platforms and devices with 7-day playback (linear TV) as opposed to the big screen. In other words, the same information you currently have under TAM.
- Linear TV includes breaks (including PPM encoded live stream) while digital VOD excludes breaks (including tagged live stream under streaming).
- PPM encoded broadcaster live stream content is double counted. This will be eliminated with National Single Source Video Measurement.
- Program level data is available for Broadcaster Publisher content (see Reported Platforms document for full details) when tagged.
- If not tagged, Pure Plays can be analyzed to understand consumption including Average Minute Audience (000), Share of hours % and Total viewing time (000). Program level data is not available as programs are not tagged unless specified otherwise (refer to see Reported Platforms document for more details)
- Programs codes are assigned to content when some tags are missing
  - 999999 = season and episode tags not provided
  - 888888 = episode tag not provided
  - 777777 = season tag not provided