



The Importance of SCALE

THE ONGOING SHIFT IN AUDIENCES TO AN INCREASING NUMBER OF PLATFORMS AND VARIOUS FORMS OF DIGITAL DISTRIBUTION REQUIRES TODAY'S MEASUREMENT SOLUTIONS TO BE SCALABLE BY DESIGN.

For Cross-Media, Cross-Platform measurement solutions, scale means leveraging both panels and big data to increase the breadth and depth of measurement. Breadth is necessary to capture and compare audiences across all devices and platforms, and to fully understand audience behaviours. While depth is needed to improve granularity and stability of measurement through the integration of large datasets.

Let's hear more about the importance of scale from two of Numeris' experts.



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“ Pre-pandemic, as more and more platform and device options were made available, the Canadian media landscape was already highly fragmented with audiences migrating to streaming services and digital platforms. It's clear that the last 2 years of pandemic accelerated these trends in how audiences consume media, here and around the world. Trying to measure this shifting landscape with audience measurement techniques and methodologies that were designed to only support the broadcast content distribution model, is no longer viable.

For example, in broadcast-only media measurement, panels were typically used for measurement. Today, with increased consumption fragmentation and audiences moving from one screen to another continuously, measurement from a panel alone is more challenged. To capture all these behaviours would require a panel size that would just be cost prohibitive. So, we need to apply the same methods as those used for digital measurement; scale with the help of big data. This requires a 'census-based' approach in which viewing and listening data is collected from a very large proportion of the total audience.

By combining both big data (i.e. what is consumed) and people informed multi-platform panel data (i.e. who is

consuming and on which device), Numeris can deliver the scale needed today to truly understand audience behaviours.

With Enhanced Television Audience Measurement (TAM), this is exactly what Numeris will deliver. Enhanced TAM, as the name implies, is an incremental improvement of Numeris' existing TAM service. This is aligned with Numeris' goal to increase the depth of measurement, in that it allows measurement at greater granularity than was previously possible. It also contributes to Numeris' breadth of measurement goal in that it will allow program-level audience estimates for niche and spill stations that are not available in current TAM audience data. ”

“ Today, stations or programs with low tuning are inherently difficult to measure using only panel-based measurement techniques. This is because traditional panels are too small to capture the fragmented media landscape we live in. Large-scale data helps overcome these issues by increasing the effective sample.

For example, for Broadcast TV measurement, large-scale machine data in the form of Set-Top-Box (STB) Return-Path-Data (RPD) may be combined with TAM to yield more robust audience estimates. STB data in this case means the total of all viewing of BDU content that is consumed via a wired set-top-box*. This data is, via complex research methods, combined with pre-existing TAM data to achieve Enhanced TAM.

Besides audience stability and increased granularity, another main advantage of this enhancement is the ability to report the complete Broadcast TV landscape. In current TAM, we know that some unencoded Specialty stations and US stations available via Canadian cable providers are currently not reportable as they cannot be detected by the PPM system. With Enhanced TAM however, we will be able to report all viewing of all stations consumed via set-top-boxes of participating BDUs.

And because we are enhancing our current TAM solution, metrics available via Enhanced TAM will be the same as for current TAM. They will just be more stable and complete. ”

*Note: It does not include over-the-air viewing via antenna, or satellite or internet viewing. It also represents in-home viewing only.



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ENHANCED TAM

is just the beginning of our journey towards complete and more robust audience measurement solutions.

Stay tuned for more updates and insights!

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