



measurement

Enhanced TAM – Insights from a full year

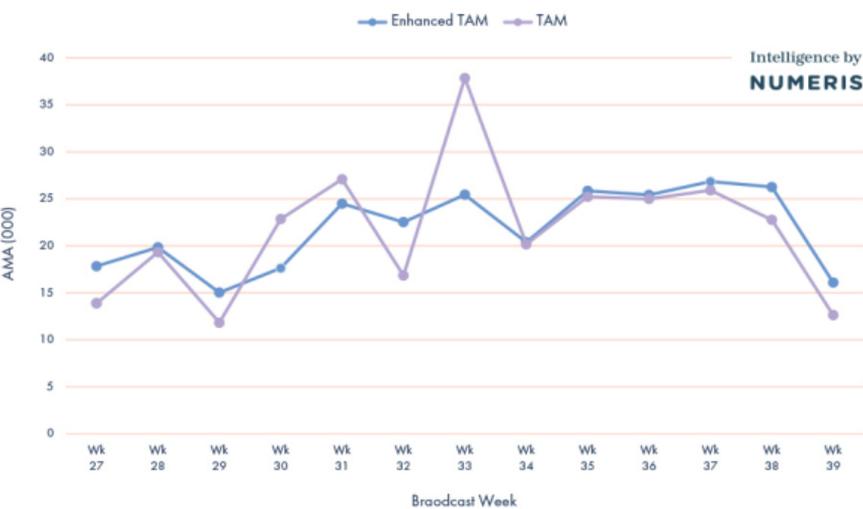
Enhanced TAM, Numeris' Hybrid Measurement solution, is the result of incorporating Big Data (Return Path Data from Set-Top-Boxes) to Numeris' trusted and reputable Panel data (TAM). An innovation in measurement, it directly addresses the ever-growing audience fragmentation challenges faced by the industry today.

Enhanced TAM introduces greatly expanded sample which in turn provides greater stability, inclusion of more stations, fewer zero ratings, and more granularity, all of which lead to more complete TV landscape reporting. While still evolving, and data improving steadily, we now have a full year of data to illustrate the value and advantages it offers. Is this powerful dataset delivering on its promises?

It Begins with an Expanded Sample

Big Data + Panel Data implies inclusion of more viewing data and Enhanced TAM delivers this in spades. Overall, at a 2+ level, the effective sample size expanded by over 25,000 (or 20,000+ for A18+). And as the sample expands, each panelist now represents hundreds rather than thousands of viewers as in TAM, which means reduced variability and fewer fluctuations in the data. It also lessens the impact from extreme behaviours such as very heavy or very light viewing. In the example below, the TAM audience has greater peaks and valleys, while the Enhanced TAM audience shows much more stability during the same period.

Panel + Big Data (Enhanced TAM) vs. Panel (TAM) Enhanced TAM Stability Amidst TAM Volatility An Hour Program in Primetime – Specialty Network X in Spring 2024

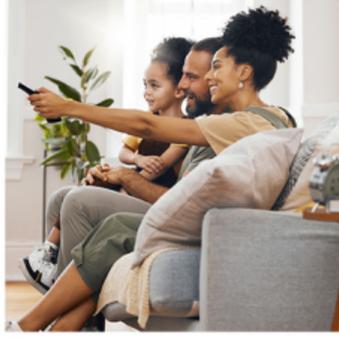


Source: Numeris Panel + Big Data [Enhanced TAM] vs. Panel [TAM], Total Canada, Specialty Network X, A25-54, 2/26/2024 to 5/26/2024, Mo-Fr 7p-8p, AMA[000]

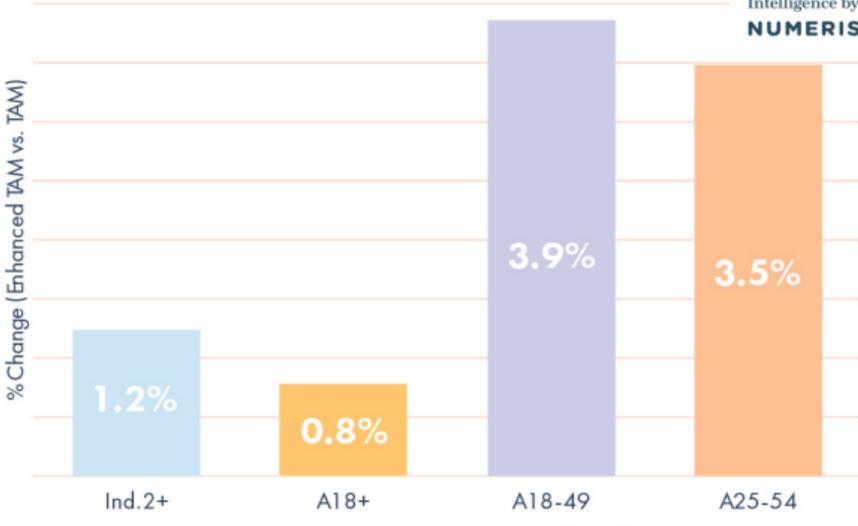
Complete TV Landscape Reporting

With expanded sample and the stability it brings, it also brings more precise and granular measurement. More viewing data organically increases Total Television overall. When comparing Enhanced TAM to TAM for A25-54 and A18-49, both demographics experienced increases of approximately 4%.

Enhanced TAM also includes 40+ new stations not currently encoded in Numeris' TAM solution, which means viewing to those previously unmeasured stations, such as smaller niche stations, are now reported.



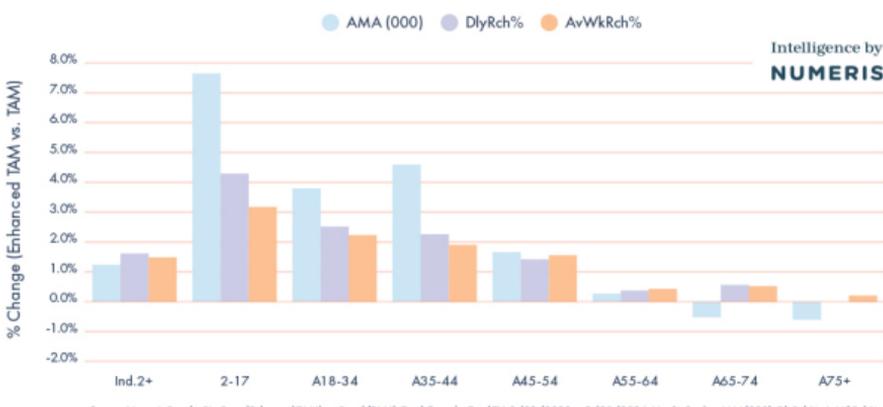
Panel + Big Data (Enhanced TAM) vs. Panel (TAM) Change in AMA – Broadcast Year 2023-24



Source: Numeris Panel + Big Data [Enhanced TAM] vs. Panel [TAM], Total Canada, Total TV, 8/28/2023 to 8/25/2024, Mo-Su 2a-2a, AMA[000]

The foundation of Hybrid Measurement is more reliable and stable measurement, not necessarily higher audiences. Holistically, 2+ audiences increased in AMA and Daily and Weekly Reach. This pattern is consistent with all other demos, except for the older A65+ groups, which experience small decreases in AMA.

Panel + Big Data (Enhanced TAM) vs. Panel (TAM) Change in AMA, Daily Reach and Weekly Reach – Broadcast Year 2023-24



Source: Numeris Panel + Big Data [Enhanced TAM] vs. Panel [TAM], Total Canada, Total TV, 8/28/2023 to 8/25/2024, Mo-Su 2a-2a, AMA[000], DlyRch%, AvWkRch%

Enhanced TAM is indeed delivering results to address the fragmentation that exists today. Hybrid Measurement is key to understanding true media behaviours and is a natural next step in Linear TV measurement. Our trusted Panel, in combination with Big Data, can and does bring another level of understanding to video behaviours, effectively capturing and reporting the diverse viewing habits of Canadian audiences.



Our intuitive Enhanced TAM Analytical tool now has data for the entire 2023-24 broadcast year! Available to our video clients exclusively through the Numeris Client Site*, you can conveniently compare TAM and Enhanced TAM data.

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*Password Required

Learn More about Enhanced TAM from our Expert Series:

How does Enhanced TAM work?

What should you expect when adding Big Data to People Data?



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If you have any questions or want to learn more about Enhanced TAM, contact our Client Solutions team today!

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