+TV
measurement

Transformative *Measurement* reveals **Transformative** *Insights*

TV viewing patterns are becoming more and more fragmented as viewers adapt to a constantly evolving video landscape.

Hybrid Measurement is the key to how today's measurement solutions must adjust and innovate to accurately capture true behaviours. Using Big Data & Panel Data (Enhanced TAM) will increase precision, unlocking the more complete and holistic view of TV consumption that the industry needs.

Innovation Drives Change:

## Impact on Total Television consumption

Big Data & Panel Data (Enhanced TAM) by its very nature, increases sample dramatically. Increased sample allows for more stability and a more precise view of TV consumption. More stations are reported, which in turn means a more accurate and complete representation of viewership trends. The first glance at this new dataset reveals the expected overall increase of TV audiences, influenced by the inclusion of stations that were not previously available in Panel data alone. Across key metrics at a macro level, we see changes ranging from 1% to 4% in AMA (000), Daily Reach% and Average Weekly Reach%. The variances are larger in the more segmented demos of A18-49 and A25-54 and will differ when analyzed at more granular levels.

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

Legend: ● AMA(000) ● DlyRch% ● AvWkRch%
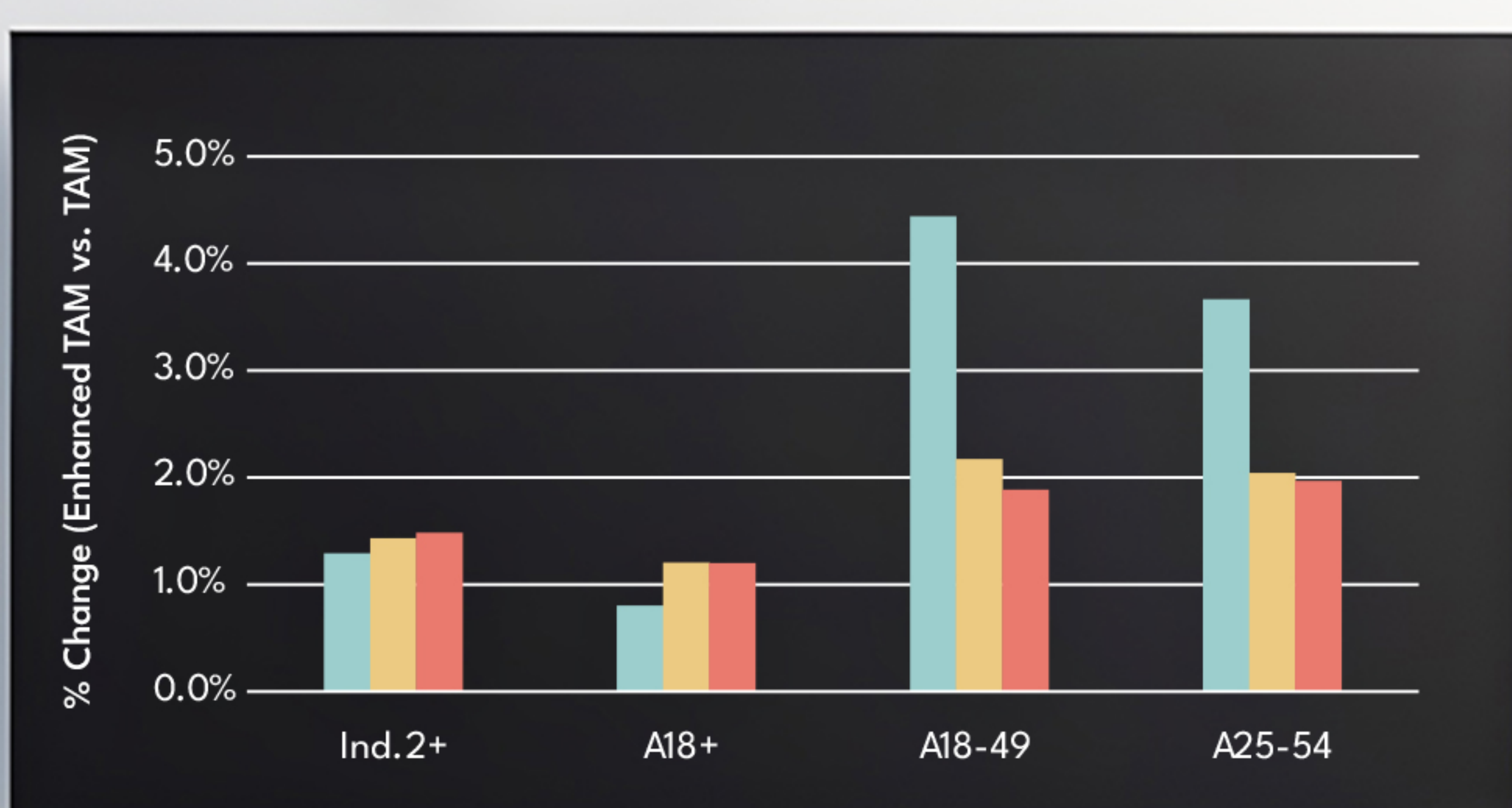
Source: Numeris Panel + Big Data (Enhanced TAM) vs. Panel (TAM), Total Canada, Total TV, 8/28/2023 to 11/19/2023, Mo-Su 2a-2a, AMA(000), DlyRch%, AvWkRch%

Hybrid Measurement, supported by the innovation of Numeris' current TV measurement service, revolutionizes the way we understand audiences. Specifically, Enhanced TAM incorporates Return Path Data (Big Data) from Set-Top-Boxes (STBs) to TAM (Panel Data). The integration of Big Data to Numeris' world-class Panel Data results in a transformed dataset that provides more granularity, improved accuracy and increased precision.

The next evolution of Linear TV measurement is almost here.
Data will be available exclusively through our Enhanced TAM Analytical tool. Stay tuned for more insights into Enhanced TAM ahead of the full launch to Numeris video clients.

What should you expect when adding Big Data to People Data?
Hear directly from two Numeris Experts.

Watch Video

Want to learn more?
Contact Client Solutions today!

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