

Big Data *Revolutionizes* Linear TV *Measurement*

Hybrid Measurement is the necessary next step to **broaden the capabilities** of current measurement solutions.

Embracing innovative and non-traditional approaches to capturing audiences will alleviate the constraints that video fragmentation has created. Numeris' world-class meter Panel serves as the solid foundation for our Linear TV evolution, in the form of Enhanced TAM – Panel and Big Data.

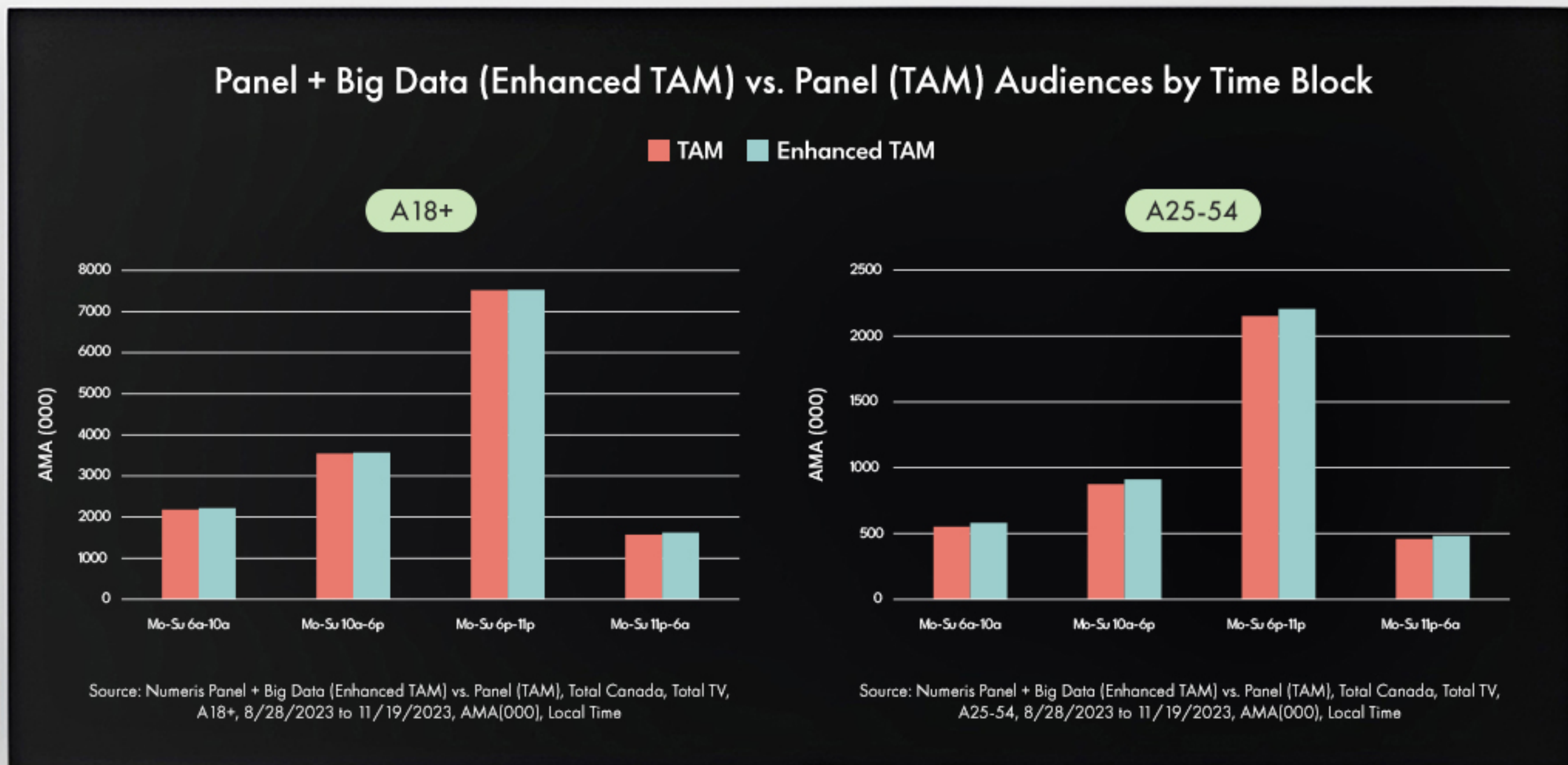
Impact of Scale on Audiences

Innovation paves the way for greater stability and a more complete view of the Canadian TV landscape. Through the addition of Big Data, Enhanced TAM delivers heightened precision which will not always translate to larger audiences. While it provides a clearer and more stable picture of audiences, the results support the linear viewing patterns that our Panel currently shows.

When examining the full day by standard time blocks, we see that viewing amongst Adults 18+ is very similar in Enhanced TAM compared to TAM.

Diving a bit deeper and looking at the A25-54 demographic, we see that the inclusion of significantly more sample and the previously unreported stations that Enhanced TAM brings, causes audience increases. While all dayparts align in this trend, it is most noticeable in the daytime time block. The audience variances will differ as the data is further segmented and analyzed.

Hover over charts to expand



The next evolution of Linear TV measurement is coming soon! 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.



Catch up on all of our Enhanced TAM insights on our website.

[View Now](#)

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

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