

# Hybrid Measurement Boosts Data Confidence.

Numeris is widely recognized for our **world-class meter Panel**, which successfully captures and reports linear TV audiences across Canada.

The first step in Numeris' Hybrid Measurement journey, Enhanced TAM, innovates our existing reputable and trusted methodology and has produced a massive and robust dataset. Incorporating Return Path Data (Big Data) from Set-Top-Boxes (STBs) to TAM data (Panel data) addresses the convoluted and fragmented TV landscape that we face today while also reinforcing audience behaviours already reported under TAM.

## Strength in Numbers:

Our initial analysis demonstrates that the addition of significantly more sample, which is the premise of Big Data & Panel data (Enhanced TAM), reaffirms what we already see in TAM.

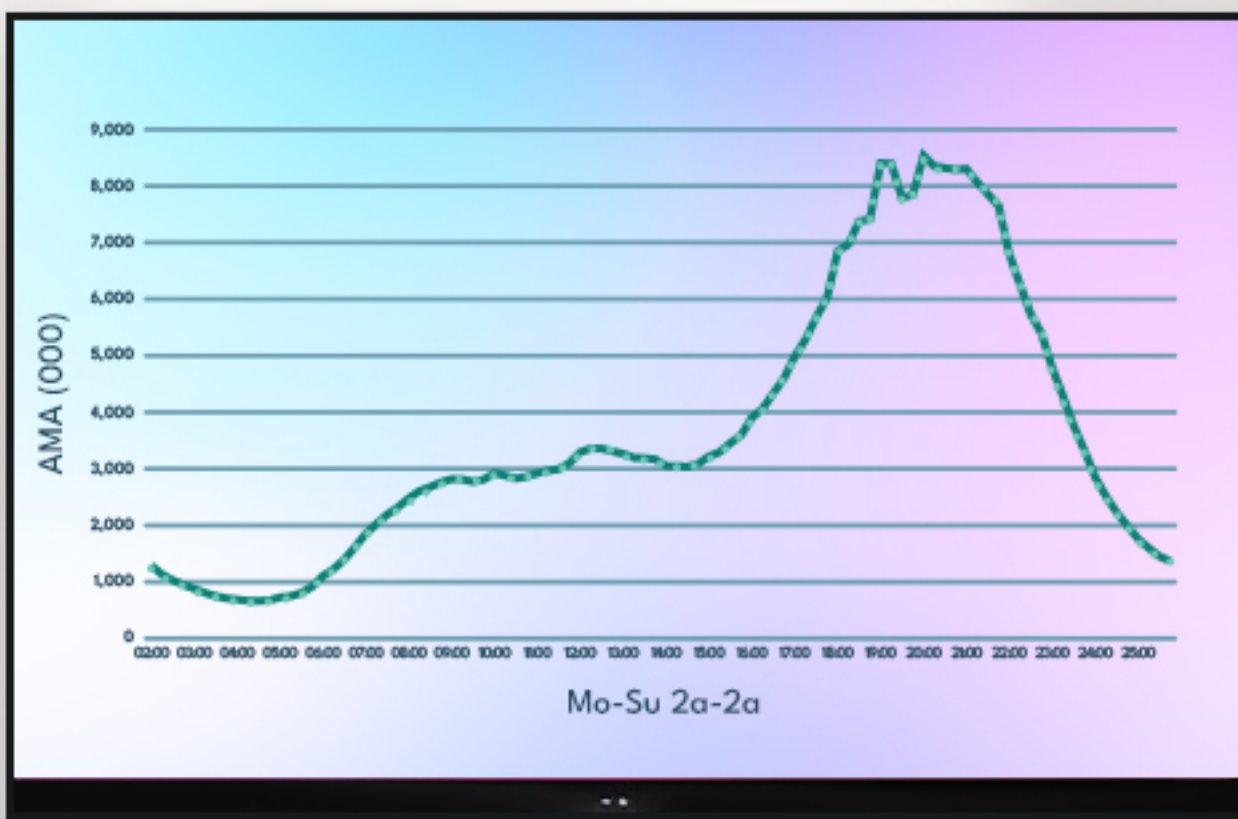
Specifically, People Using Television (PUT) presents a virtually identical pattern to that of TAM data in isolation amongst A18+.

Looking at A25-54, the data also reveals that Enhanced TAM produces higher Total TV audiences while tuning patterns very closely align with TAM.

Hover over charts to expand 

People Using Television – Panel and Big Data (Enhanced TAM) vs. Panel (TAM) – A18+

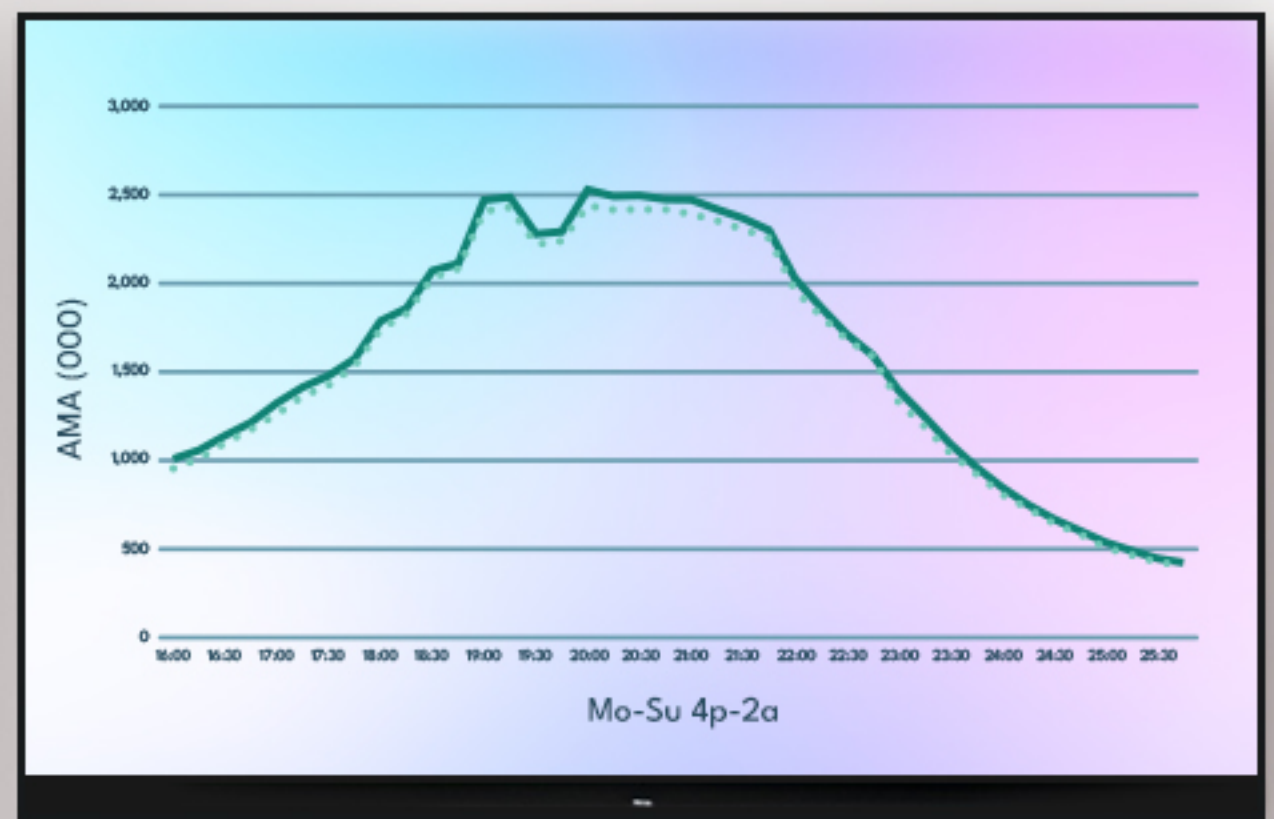
— Enhanced TAM 18+    - - - TAM 18+



Source: Numeris Panel + Big Data [Enhanced TAM] vs. Panel (TAM), Total Canada, Total TV, A18+, 8/28/2023 to 11/19/2023, Mo-Su 2a-2a by Quarter Hour, AMA(000), Local Time

People Using Television – Panel and Big Data (Enhanced TAM) vs. Panel (TAM) – A25-54

— Enhanced TAM 25-54    - - - TAM 25-54



Source: Numeris Panel + Big Data [Enhanced TAM] vs. Panel (TAM), Total Canada, Total TV, A25-54, 8/28/2023 to 11/19/2023, Mo-Su 4p-2a by Quarter Hour, AMA(000), Local Time



**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.



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

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