

Unlocking the *Power* of Big Data

Big Data is not just big; it's complex, daunting, and incredibly powerful. Its true strength lies in the integration with other powerful datasets. That is the magic of Hybrid Measurement, and the foundation for Enhanced TAM.

By integrating data from set-top-boxes (STBs) with Numeris' world-class Panel, we can now offer a more detailed overview of the TV landscape, completing the data picture and strengthening our sample reporting system. While traditional panels have their limitations, the inclusion of STB data enables us to capture viewing patterns from a broader array of channels that were previously unreported. This holistic approach deepens our understanding of TV viewership trends.

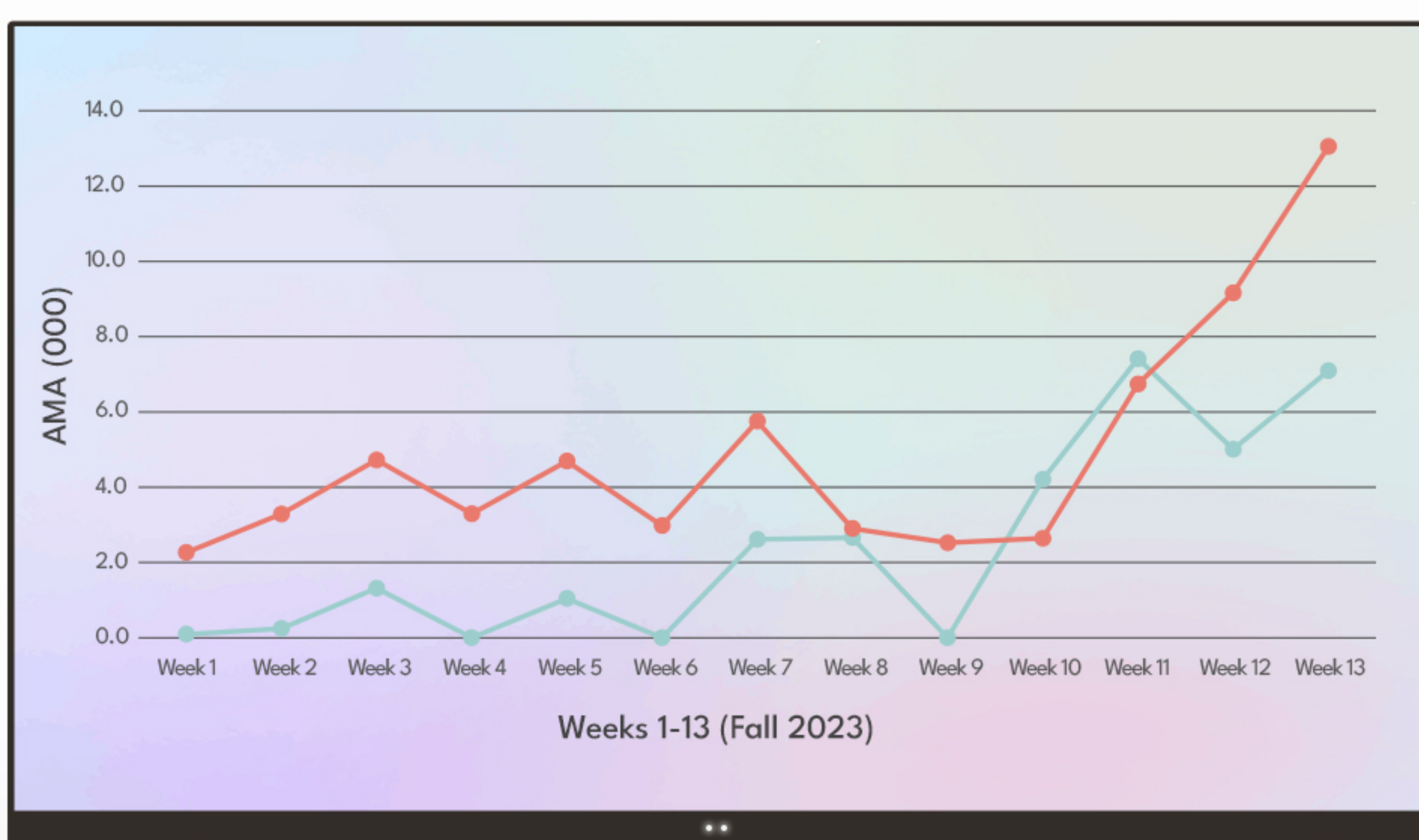
Panels + Big Data = Less Zeros

An expanded sample and more available stations organically means more viewing opportunities. Panels are not a census – they are subsets of the population. So, if our TAM data shows zero audience today, it doesn't necessarily mean that nobody in Canada is watching. It may simply mean that none of our Panel members are tuning in. Enhanced TAM offers a solution to this challenge by potentially reporting audiences in instances that have shown low or no audiences in TAM. As demonstrated below, this specific program saw consistent growth in its audience when comparing Panel data alone to Enhanced TAM. The tuning patterns are similar between both datasets indicating that Panel data in isolation is a reliable indicator of trends. Smaller and niche stations or programs that were not well represented in Panel data will benefit most from this scenario.

Panel + Big Data (Enhanced TAM) vs. Panel (TAM)

A Half Hour Program in Primetime – Specialty Network X in Fall 2023

● TAM 25-54 ● Enhanced TAM 25-54



Source: Numeris Panel + Big Data (Enhanced TAM) vs. Panel (TAM), Total Canada, Specialty Network X, A25-54, 8/28/2023 to 11/26/2023, Wednesdays 9p-9:30p, AMA(000)

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.

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

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