



Big Data + Panels: Hybrid Linear TV Measurement has arrived in Canada!

Numeris releases **groundbreaking** Hybrid
Linear TV Measurement to their video clients.

Understanding audience behaviours has never been more important or challenging. Integrating Big Data using millions of Set-Top-Boxes provides the most complete and granular picture of Canadians' media consumption behaviours available today. Through innovation, our data is the groundwork for holistic and evolutionary insight that can bridge the gap between mediums, platforms and devices. As measurement pioneers, we remain steadfast in our commitment to bring the best solutions to Canada and are excited about this next phase of TV Measurement.

Neil McEneaney

President & CEO, Numeris

Supported by the largest BDUs in Canada and developed in partnership with Kantar Media, Enhanced Television Audience Measurement (TAM) is the result of incorporating Return Path Data (Big Data) from Set-Top-Boxes (STBs) to TAM data (Panel data). This innovative approach addresses today's fragmented TV landscape while reinforcing audience behaviours already reported under TAM. Providing more granularity, improved accuracy and precision and revolutionizing our Linear TV measurement service:

- Provides more precise and stable audiences
- Allows program-level audience estimates for niche and/or spill stations for which these are not currently available
- Helps understand the complete broadcast TV landscape by reporting US spill and unencoded stations currently not available

Television viewing patterns are becoming more and more fragmented as viewers adapt to a constantly evolving video landscape. Today's measurement solutions must adjust and innovate to accurately capture true behaviours, and increased precision is the key to unlocking the more complete and holistic view of TV consumption that the industry needs.

Greg McLelland

Chair, Numeris Board of Directors
EVP and Chief Revenue Officer, Corus Entertainment

The launch of Linear TV Hybrid Measurement in Canada is an important milestone in the evolution of TV measurement. The combination of Numeris' world-class Panel data to Big Data from Set-Top-Boxes is a successful step forward towards a more comprehensive understanding of TV audiences. This empowers buyers to make more informed and strategic decisions.

Kevin Johnson

Vice Chair, Numeris Board of Directors
Chief Executive Officer, GroupM Canada

Released as a separate dataset initially, and to our clients exclusively through an Analytical tool, Enhanced TAM data will **strengthen** as the National sample increases over time.

For more information, please contact:

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About Numeris

Numeris is a leading audience data company curating data and insights that makes sense of media behaviours in a cross-platform, cross-media world. Fully compliant with Canadian privacy and data protection laws, Numeris uses sophisticated data tracking and measurement technologies to holistically measure linear and digital consumption. As a not-for-profit Joint Industry Committee (JIC), and by and for the Canadian media industry, Numeris leads the development and delivery of transparent and standardized audience data solutions that answer local needs while being aligned to global standards.

About Kantar Media

As people increasingly move across channels and platforms, Kantar Media's data and audience measurement, targeting, analytics and advertising intelligence services unlock insights to inform powerful decision-making.

Working with panel and first-party data in over 80 countries, we have the world's fastest growing cross-media audience measurement capabilities, underpinned by versatility, scale, technology and expertise, to drive long-term business growth for our clients and partners.