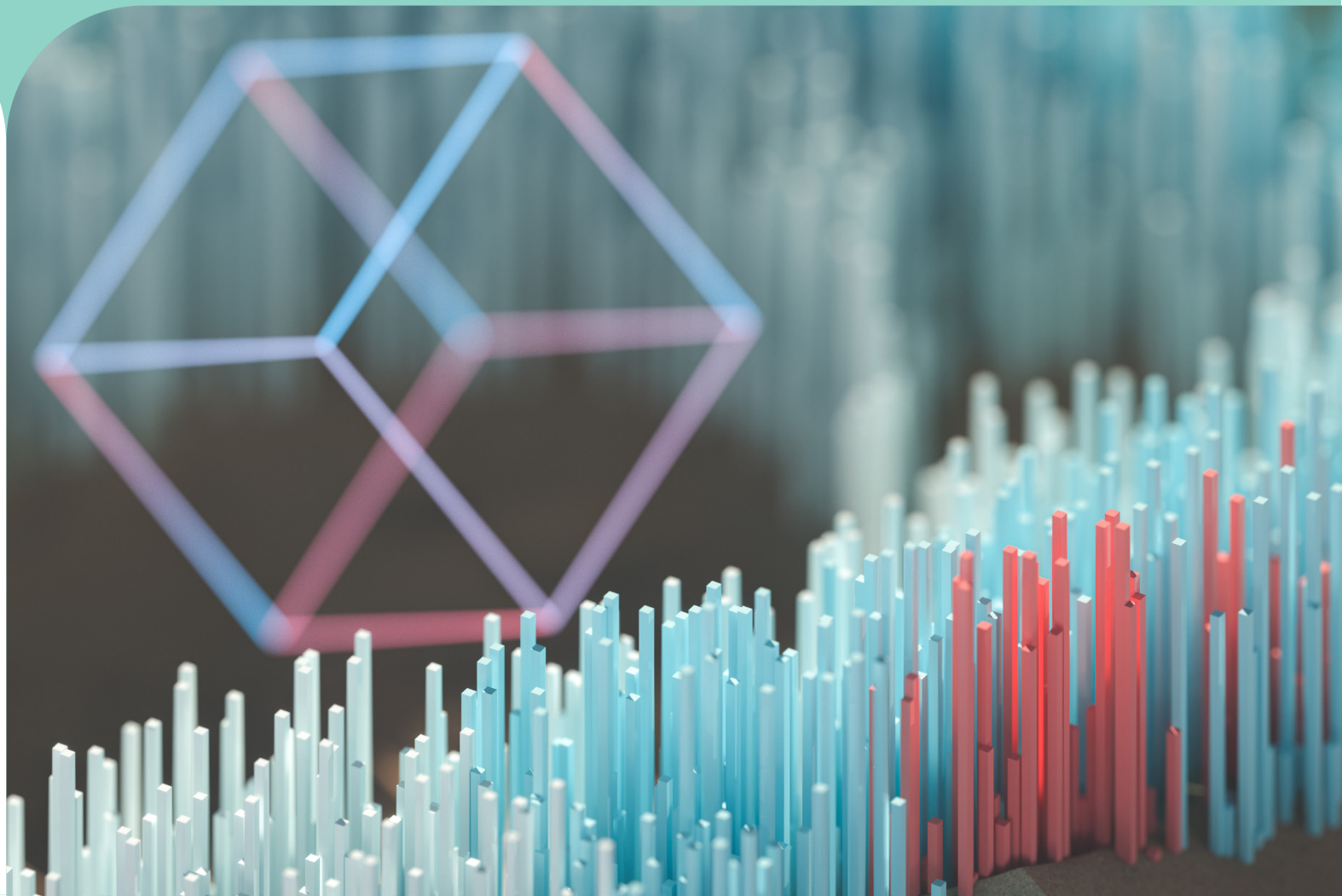


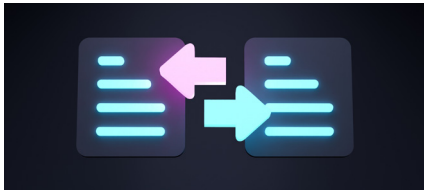


Hybrid Measurement: The Future of Media Audience Insights

In today's fragmented media landscape, understanding how audiences consume content across platforms is more complex than ever. Traditional panels alone are challenged in capturing the full picture. Hybrid Measurement—also referred to as Panel + Big Data—is a powerful approach that combines multiple data sources (e.g., panel data, census-like data, big data) or methodologies to deliver more accurate, granular, and representative insights across linear and digital media.



What Is Hybrid Measurement?



Hybrid Measurement integrates traditional measurement sources, such as panel or survey data (from individuals) with other data sources, such as return path data (from set top box, connected/ smart TV, devices, apps, or digital platforms) or any other big data source (e.g., (automatic content recognition (ACR) data, data from other meter types). This fusion allows measurement specialists to overcome the limitations of each method and build a more complete view of audience behaviour.

Some limitations of various sources of information are as follows:

- ↘ Precision of estimates: TV and Radio panels track who is watching and when, but fail to precisely report long tail consumption—viewing or listening spread across niche programs and stations—resulting in larger error margins
- ↘ Geographical or Demographic Representation: Many sources of data coming from various devices or sources lack full geographical or demographic representation. For instance, set-top-box (STB) data from a particular supplier only reflects their geographical coverage, and as such, does not represent Canada as a whole. At the same time, ACR data coming from a particular brand of television manufacturer may skew towards certain economic portions of the population (i.e., those who would purchase a TV at that price point). Panels, on the other hand, provided they are representative, can help calibrate or fill in those gaps.
- ↘ Completeness of datasets: Like anything technologically driven, there can be many reasons why a data set is not truly a census. Connection failures, transmission failures or any other technical issue may result in only a portion of the census data being received, which, depending on the reason, may result in biased datasets.
- ↘ Individual vs. Device level: Advertisements are bought and sold on individuals, not devices. Data coming from a device does not provide any indication of who is watching or listening, or even how many people are watching or listening.
- ↘ Did viewing actually happen?: Datasets often just show that a particular data point was delivered to a device. This does not necessarily mean an individual was present to consume the video or audio. An example could be set-top boxes which remain 'on', while the tv set is 'off'. In these cases, the STB data would result in false-positives showing viewing that did not actually occur.
- ↘ Modelling error: Converting device level data to individuals, fusing datasets, or any other statistical intervention requires the use of machine learning models. These models are effective but do carry some error. Modelling errors are difficult to quantify.

By combining multiple data sources, Hybrid Measurement delivers a richer, more nuanced and granular understanding of media consumption, allowing the media industry to make more informed decisions with confidence.

Why Is It Necessary to Evolve Current Media Measurement Practices?

Historically, methods for measuring audiences of linear media—such as radio and television—have relied on surveys and panels.

By applying scientific rigor and maintaining transparency, these audience measurement solutions have enabled accurate and precise reporting of individual media consumption at a sustainable cost. Such methodologies have formed the foundation of radio and television industries by supplying standardized metrics to the media sector. However, with the advent of digital and its impact on consumer behaviour and access to data, traditional audience measurement methodologies are being challenged as they fail to report the entire ecosystem with precision.



Media consumption is increasingly:



Fragmented: Audiences are spread across linear TV, CTV, streaming platforms, podcasts, and digital radio.



Multi-device: People watch and listen on phones, tablets, smart TVs, and desktops.

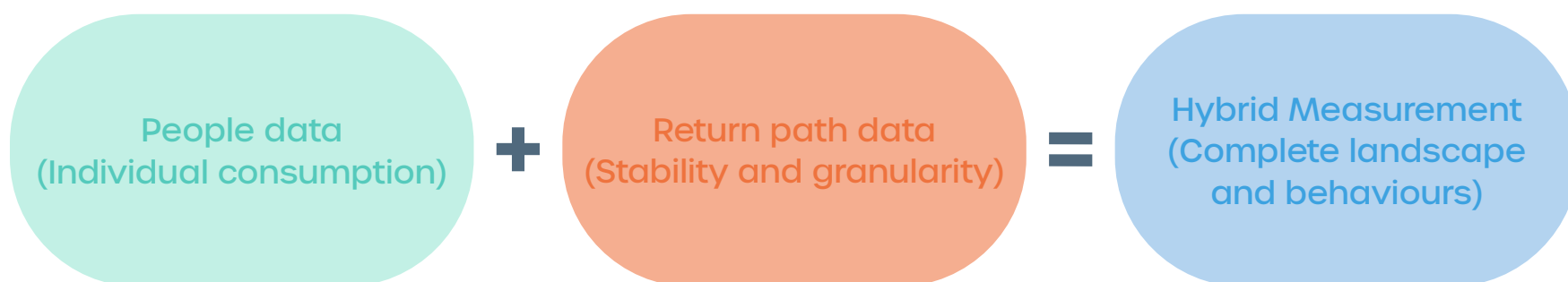


On-demand: Traditional fixed tuning schedules have been replaced with personalized viewing and listening.

How Hybrid Measurement Addresses Evolving Media Consumption

To keep pace with the evolving ways audiences engage with content, Hybrid Measurement offers several key advantages:

- It captures the complete media landscape, not only encoded/tagged content, and reports in and out-of-home consumption.
- It extends measurement coverage across all screens and platforms, ensuring that viewing and listening behaviours on mobile devices, smart TVs, desktops, and broadcast media are all captured in a unified framework.
- It captures small or niche behaviours that might be missed by traditional panels alone, such as short-form content consumption, late-night streaming, or podcast listening during commutes.
- It reduces the occurrence of zero ratings and enhances data stability by supplementing panel data with large-scale digital signals, resulting in more consistent and reliable insights.
- It delivers cost-effective precision by leveraging the scale of digital data without requiring a massive expansion of panel sizes, making it a sustainable solution for the industry.



The Importance of People-Based Panels

At the core of Hybrid Measurement, people-based panels remain the gold standard for trustworthy, representative insights. Unlike virtual panels that rely solely on device-level data, people-based panels are built from carefully selected, representative, consent-based samples that reflect the population. This foundational difference has significant implications for accuracy, transparency, and trust.

People-based panels offer four key advantages:

- 1 Connecting Devices to Individuals:**
Advertising is traded on individuals, not devices. People-based panels provide the critical link between devices and the people who use them, enabling accurate attribution and insights into behaviours such as co-viewing and co-listening.
- 2 Improved Targeting Through Verified Demographics:**
Because participants are recruited based on specific demographic criteria and provide information directly, people-based panels enable more precise targeting and segmentation. This ensures that the data reflects real-world populations rather than just device usage patterns, which may be skewed or incomplete. Verified demographics help researchers and marketers deliver messages to the right audience and understand their behaviours, preferences, and attitudes more accurately.
- 3 Consent-Based Data Collection:**
People-based panels operate on the principle of informed consent, meaning participants voluntarily share their information and understand how it will be used. This ethical approach not only fosters trust between organizations and participants, but also ensures compliance with privacy regulations. Consent-based data collection is more transparent, allowing participants the ability to opt out or update their information at any time.
- 4 A Neutral “Source of Truth” for Calibration and Validation:**
People-based panels serve as an impartial benchmark for calibrating and validating other measurement approaches, such as those based on device data or synthetic models. By providing data from real individuals, these panels help correct biases and errors that may arise from automated or virtual sources. This neutral perspective is essential for maintaining the integrity of research findings and ensuring that decisions are based on accurate, reliable information.



Device data can be vast, but it often fails to capture the full context of user behaviour, motivations, and demographic representativeness. As artificial intelligence and synthetic data become more prevalent in measurement methodologies, the need for a reality-based foundation becomes even more pronounced.

People-based panels play a critical role in anchoring AI-driven models and synthetic datasets in real-world behaviours and demographics. They provide a check against artificial distortions and ensure that measurement remains ethical and explainable. By grounding advanced analytics in actual human experiences, people-based panels help maintain public trust and support responsible innovation in data-driven decision making.

For more on why people-based panels are essential to Hybrid Measurement, read [**NLogic’s blog on the benefits of panels.**](#)

The Bottom Line



Hybrid Measurement isn't just a technical upgrade—it's a strategic evolution that's reshaping how the industry approaches audience insight and campaign effectiveness. By combining the strengths of people-based panels and device data, Hybrid Measurement empowers broadcasters, publishers, advertisers, and agencies to operate with greater confidence and clarity. They gain the ability to increase accuracy for campaign optimization, improve performance stability, and truly understand the entire media landscape. What's more, this approach delivers more precise audience estimates in a cost-efficient manner, ensuring that investments are well-placed and results are measurable.

As data-driven decision making becomes ever more crucial, Hybrid Measurement stands out as the key to unlocking actionable insights while maintaining trust, transparency, and ethical standards. Embracing this evolution means not only keeping pace with technological change but also leading with integrity as the media landscape continues to evolve.