Cross-Media Measurement: New Horizons

IAC/Spir Conference 2015

9th April, 2015

ATTILA WEISZ

Business Development Director

www.gemius.com

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Let’s Meet

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JIC Standard:

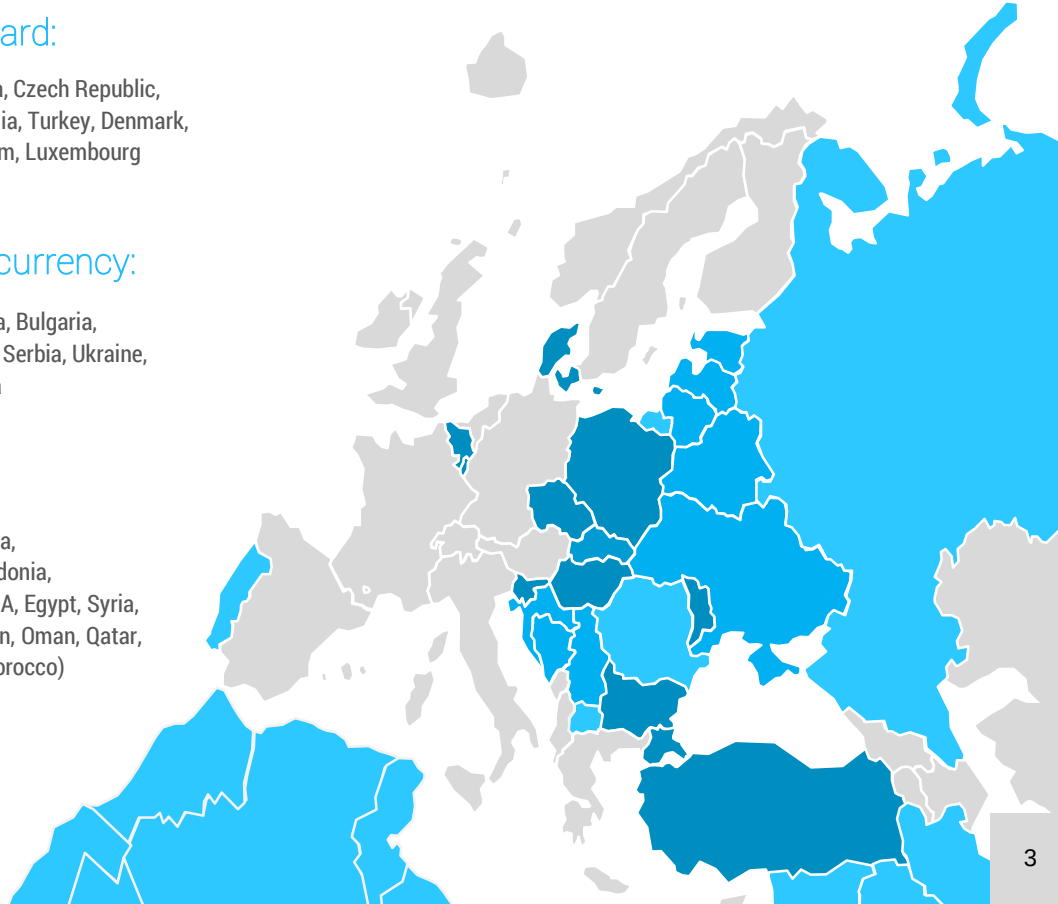
Poland, Slovakia, Czech Republic, Hungary, Slovenia, Turkey, Denmark, Moldova, Belgium, Luxembourg

De facto currency:

Lithuania, Latvia, Bulgaria, Bosnia, Croatia, Serbia, Ukraine, Belarus, Estonia

Start-up:

Russia, Romania, Portugal, Macedonia, MENA (UAE, KSA, Egypt, Syria, Lebanon, Jordan, Oman, Qatar, Iraq, Kuwait, Morocco)



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Deduplicated Cross-Media Reach:

What is it & Why bother ?

Deduplicated Cross-Media/Platform Reach:

1mio surfers on one PC-website + 0.4mio on same Tablet-website

≠ 1.4mio Total Reach (← because of duplication)

Deduplicated Cross-Media/Platform Reach:

2mio video viewers on one TV-Channel + 1mio stream views on same TV's online stream

≠ 3mio in Total (←because of duplication)

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If we can deduplicate, business-wise it will:

e.g.

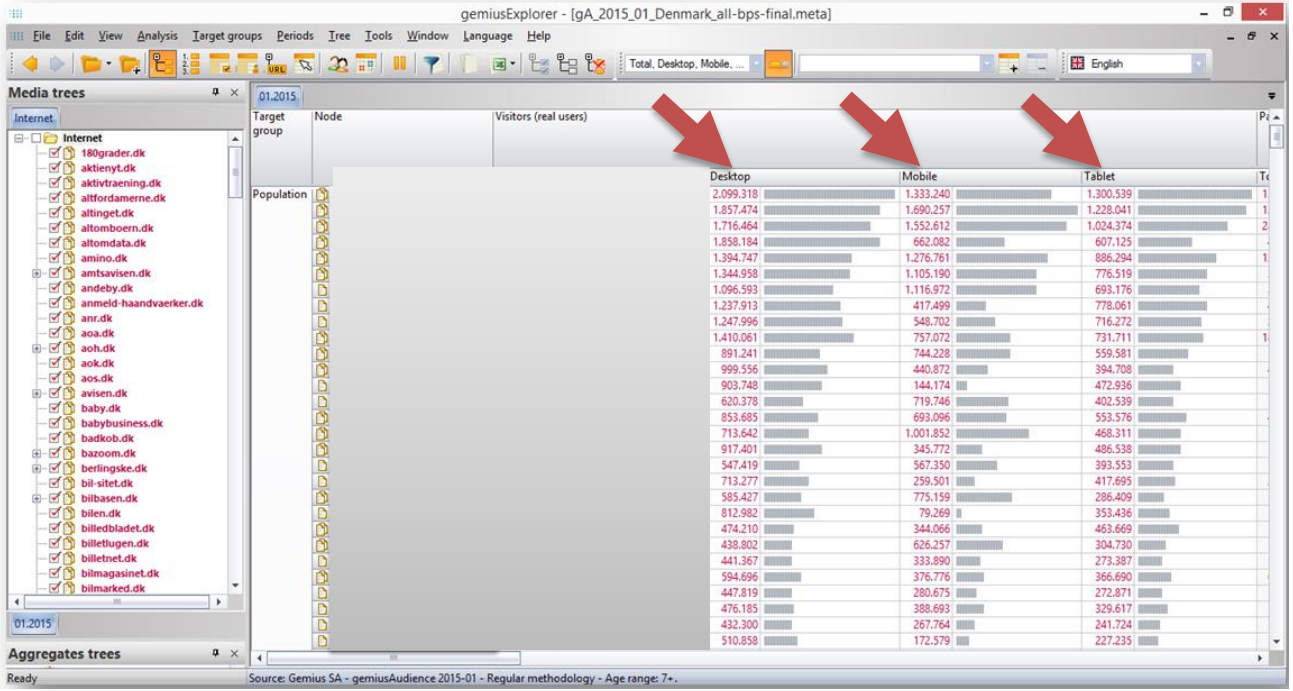
- Increase Total Ad Inventory of a Single Content
  - larger inventory for Publishers, better Integrated Marketing Solutions to Advertisers

- Help Optimize CPT/CPM Prices

- Be applied at
  - program-level // ad-level
  - platform-level (PC, SmartTV, Tablet, etc.)
  - media-level (TV, Internet, Print, Radio, etc.)

Without Further Ado ➔ Working Example

Denmark


gemiusExplorer - [gA_2015_01_Denmark_all-bps-final.meta]
File Edit View Analysis Target groups Periods Tree Tools Window Language Help
Total, Desktop, Mobile, ...
English
Media trees
Internet
Internet
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aktienyt.dk
aktivtraening.dk
altfordamerne.dk
altinget.dk
altomboern.dk
altomdata.dk
amino.dk
amtsavisen.dk
andeby.dk
anmeld-haandvaerker.dk
anr.dk
aoa.dk
aoh.dk
aok.dk
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avisen.dk
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babybusiness.dk
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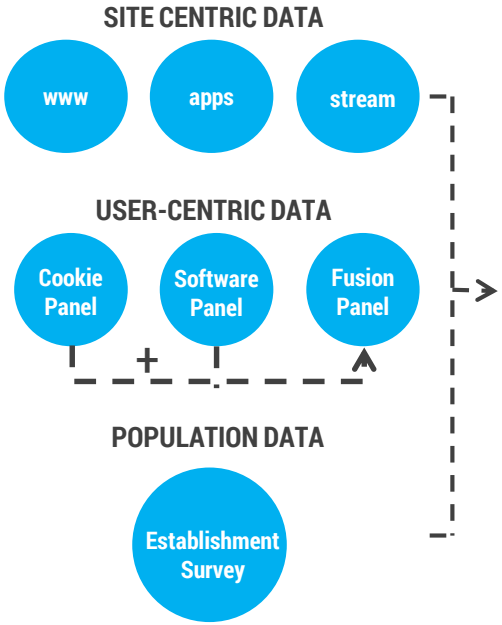
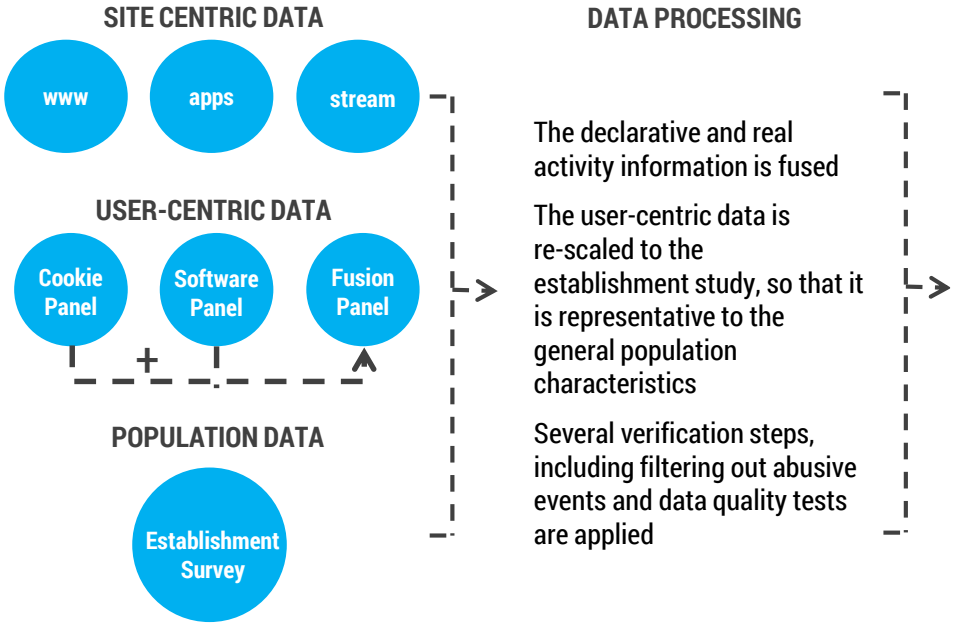
berlingske.dk
bil-sitet.dk
bilbasen.dk
bilen.dk
billedbladet.dk
billetlugen.dk
billetnet.dk
bilmagasinet.dk
bilmarked.dk
01.2015
Aggregates trees
01.2015
Target group
Node
Visitors (real users)
Desktop
Mobile
Tablet
Population
2.099.318 1.333.240 1.300.539
1.857.474 1.690.257 1.228.041
1.716.464 1.552.612 1.024.374
1.858.184 662.082 607.125
1.394.747 1.276.761 886.294
1.344.958 1.105.190 776.519
1.096.593 1.116.972 693.176
1.237.913 417.499 778.061
1.247.996 548.702 716.272
1.410.061 757.072 731.711
891.241 744.228 559.581
999.556 440.872 394.708
903.748 144.174 472.936
620.378 719.746 402.539
853.685 693.096 553.576
713.642 1.001.852 468.311
917.401 345.772 486.538
547.419 567.350 393.553
713.277 259.501 417.695
585.427 775.159 286.409
812.982 79.269 353.436
474.210 344.066 463.669
438.802 626.257 304.730
441.367 333.890 273.387
594.696 376.776 366.690
447.819 280.675 272.871
476.185 388.693 329.617
432.300 267.764 241.724
510.858 172.579 227.235
Ready
Source: Gemius SA - gemiusAudience 2015-01 - Regular methodology - Age range: 7+.


SITE CENTRIC DATA
www
apps
stream
USER-CENTRIC DATA
Cookie Panel
Software Panel
Fusion Panel
POPULATION DATA
Establishment Survey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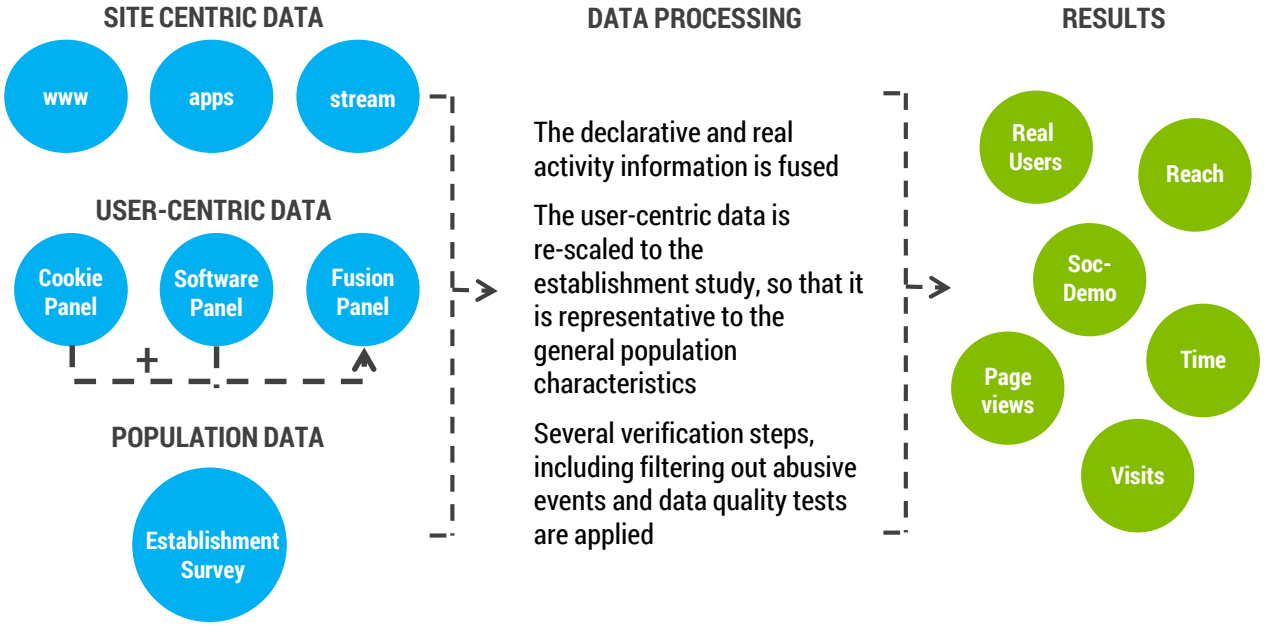
DATA PROCESSING
The declarative and real activity information is fused
The user-centric data is re-scaled to the establishment study, so that it is representative to the general population characteristics
Several verification steps, including filtering out abusive events and data quality tests are applied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RESULTS
Real Users
Reach
Soc-Demo
Time
Page views
Visits

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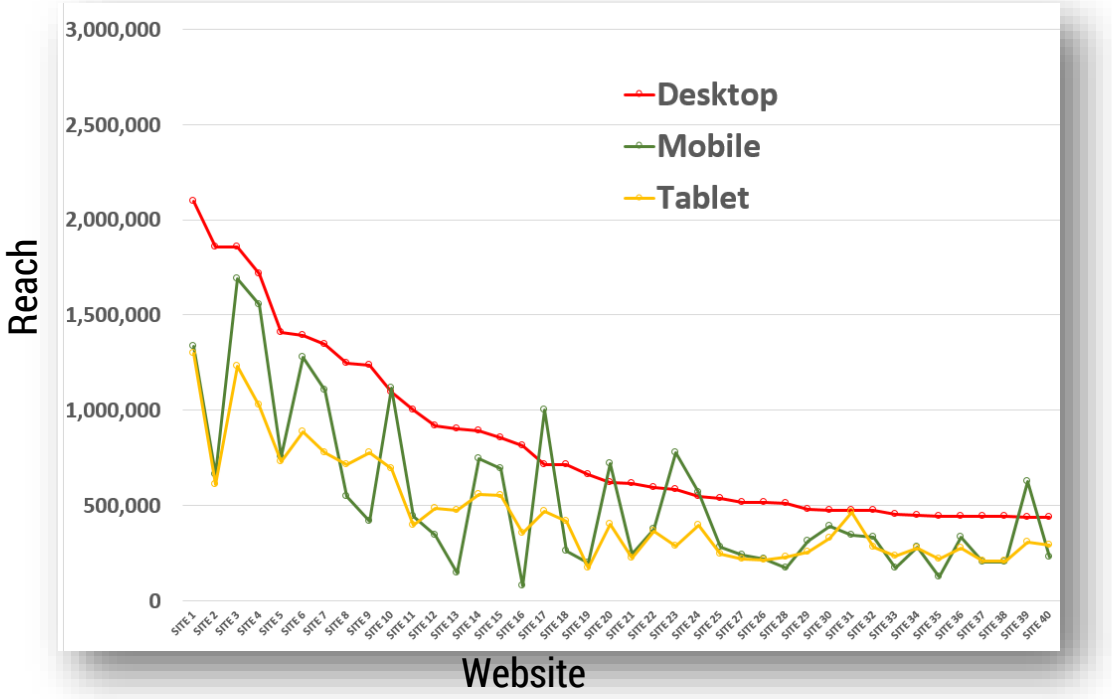
Previous Set-up – Reach of Top Websites



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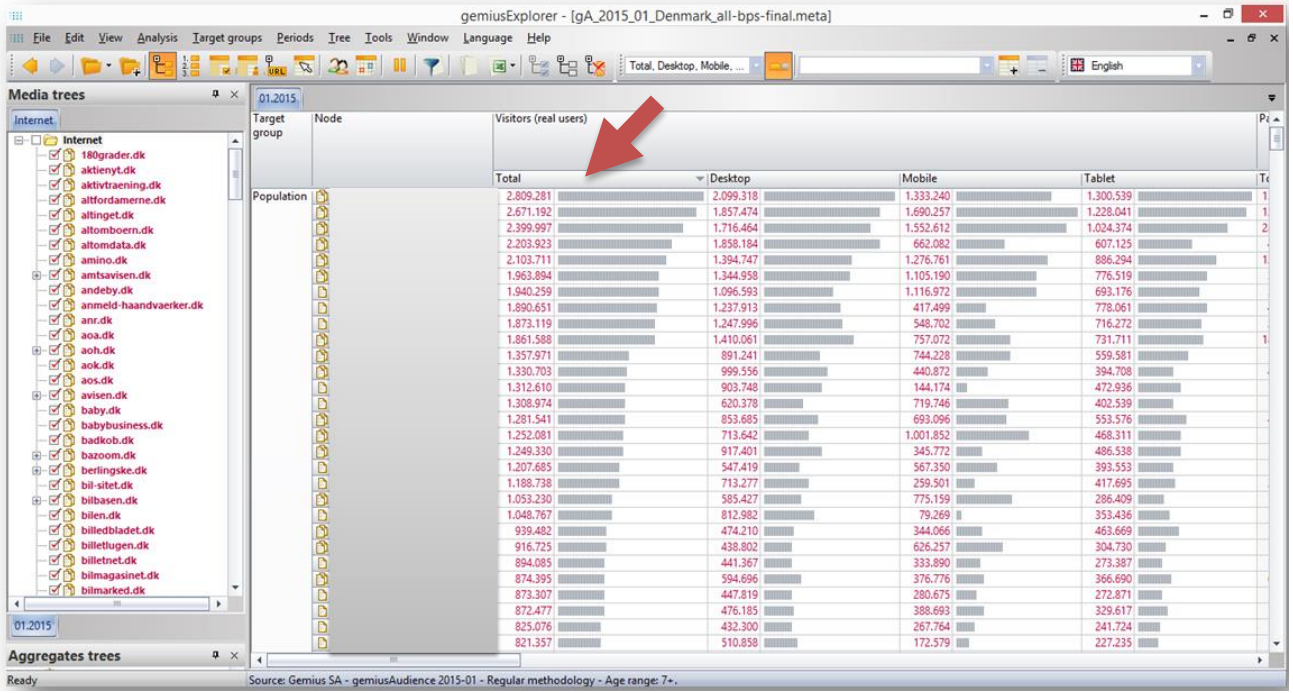
BREAKING NEWS:

Total Reach is Official Currency in Denmark from Q1 2015

New Currency Launched in Q1, 2015



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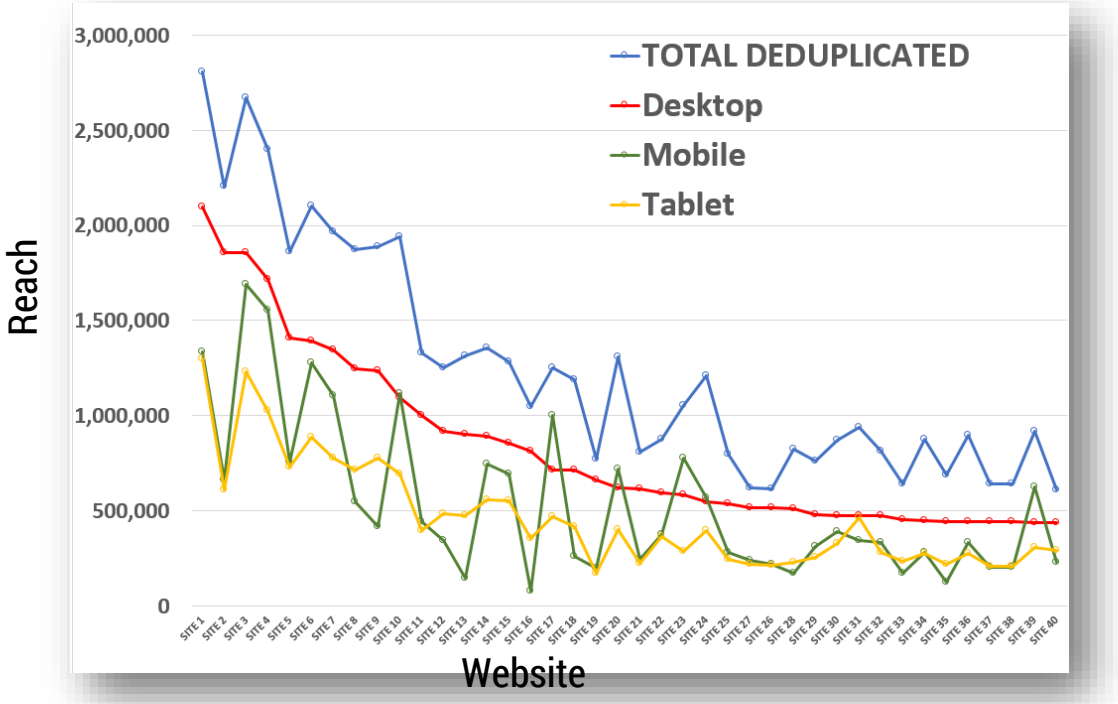
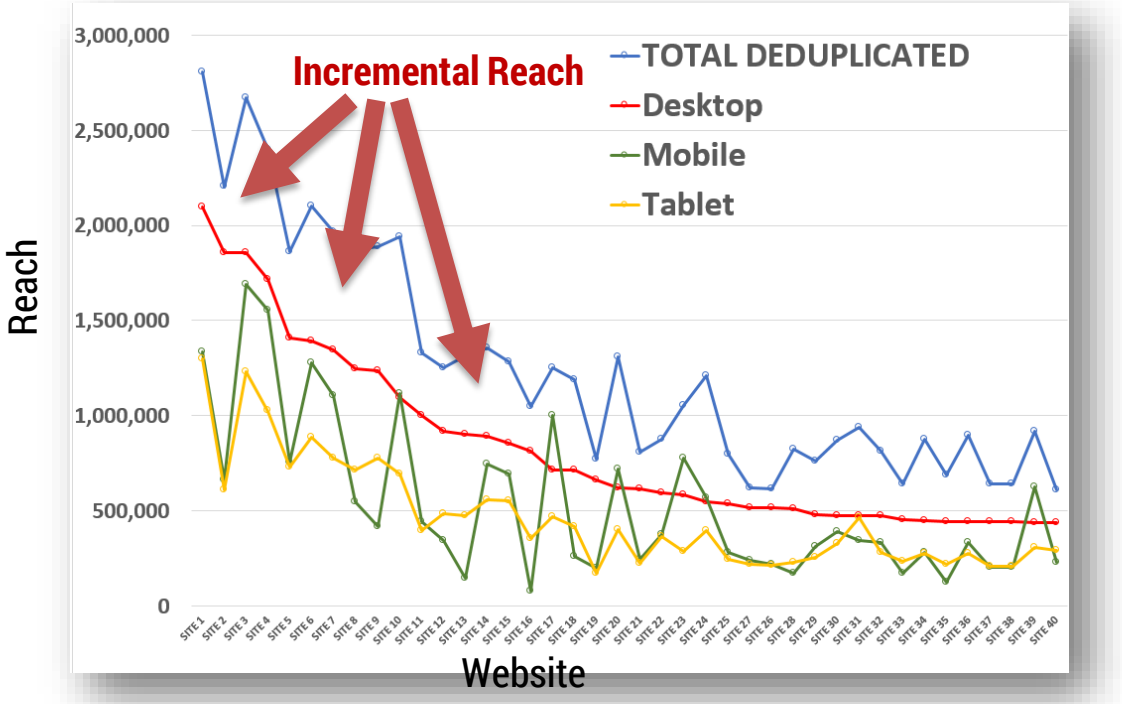
New Set-up – Reach of Top Websites



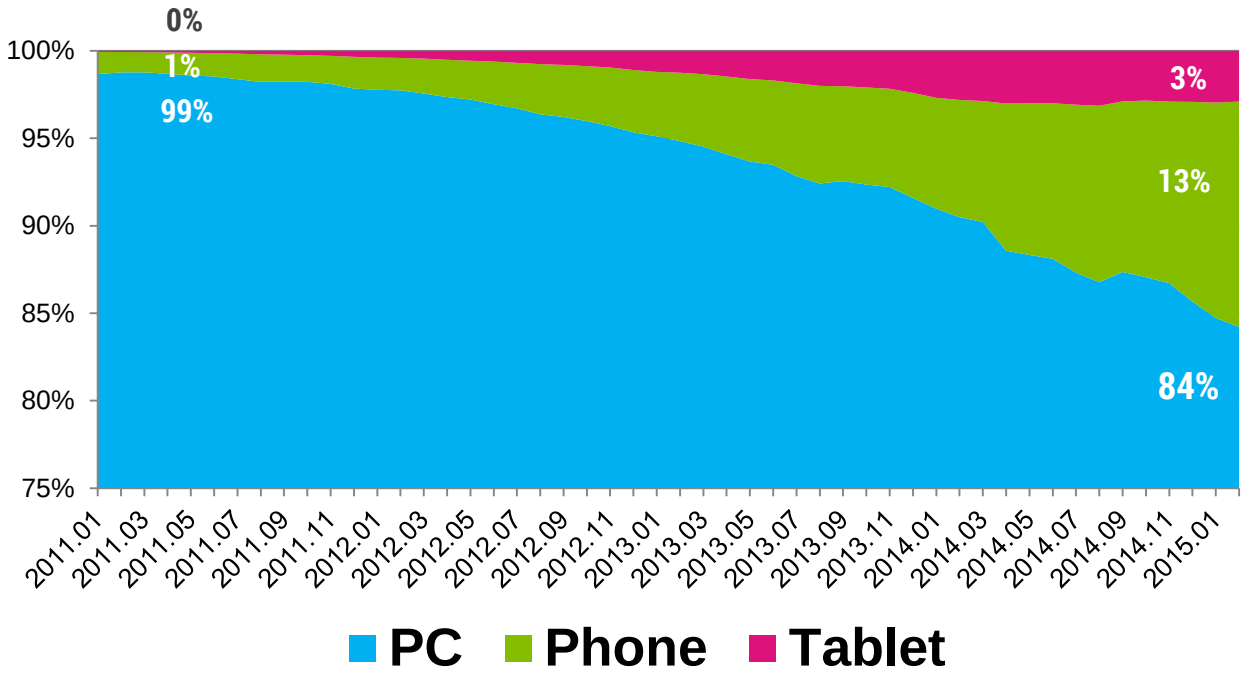
New Set-up – Additional Inventory



That was Denmark

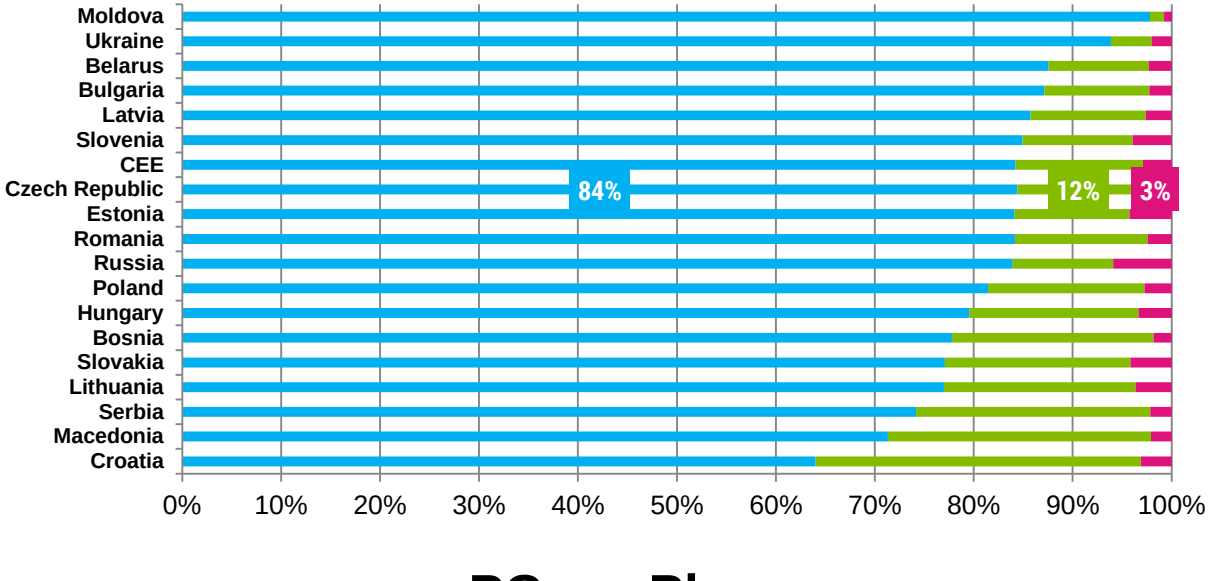
But How About CZECH REPUBLIC?

Mobile Traffic Boom in CEE



Source: gemiusRanking, 01.2011-02.2015
CEE: (Belarus, Russia, Ukraine, Lithuania, Latvia, Estonia, Hungary, Czech Republic, Poland, Slovakia, Serbia, Slovenia, Romania, Bulgaria, Croatia, Bosnia, Macedonia, Moldova)

Mobile Traffic Boom in CEE



Source: gemiusRanking, 02.2015

CEE: (Belarus, Russia, Ukraine, Lithuania, Latvia, Estonia, Hungary, Czech Republic, Poland, Slovakia, Serbia, Slovenia, Romania, Bulgaria, Croatia, Bosnia, Macedonia, Moldova)

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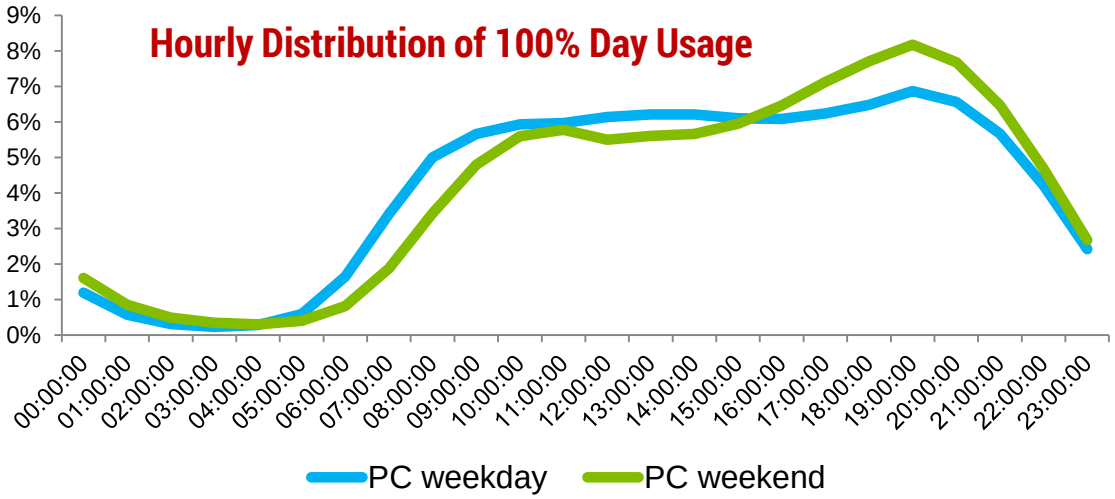
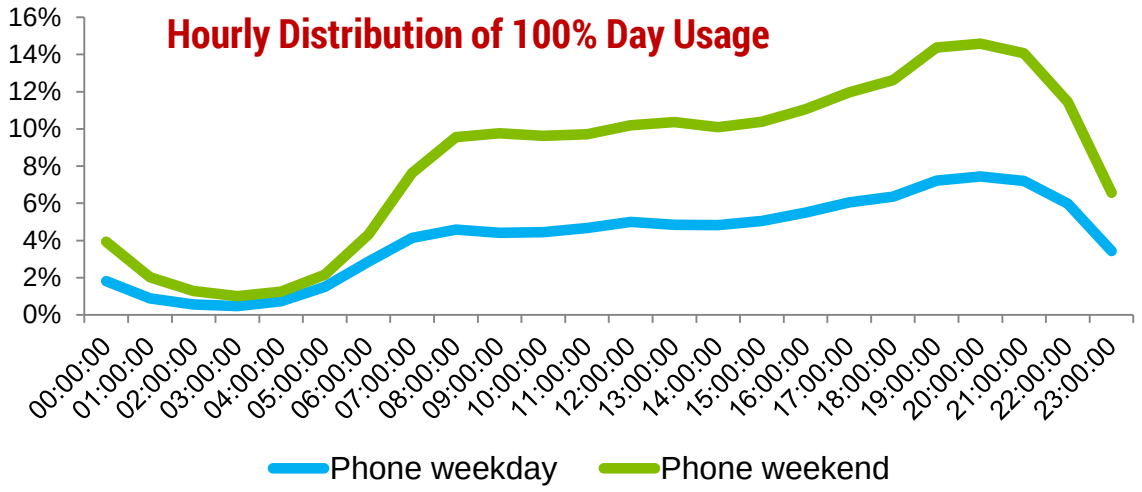
Not only different devices are used, but also Internet **consumption patterns** are strictly **different** on each device type

Daily Usage of **PC** in Czech Republic (Weekday vs. Weekend)



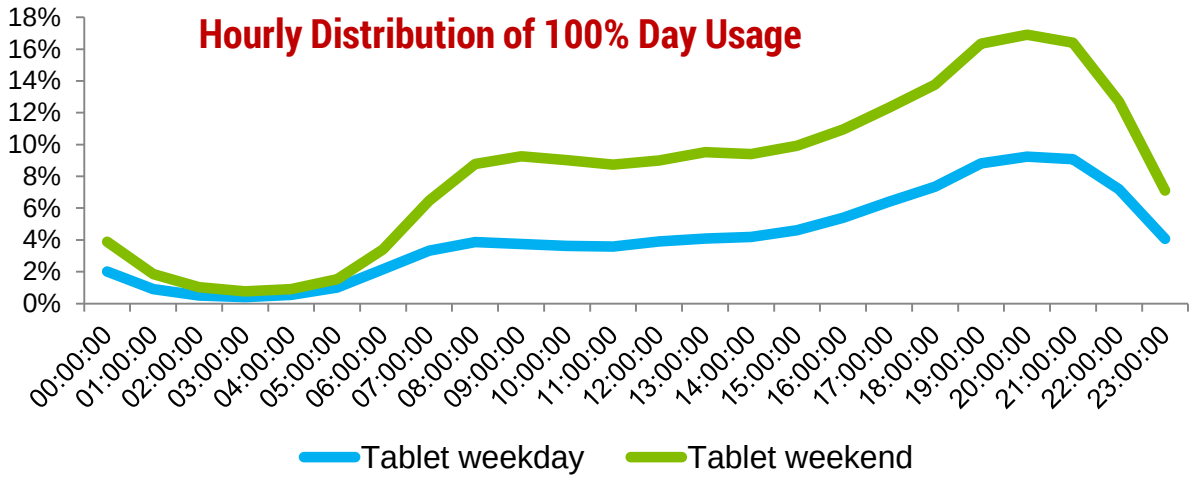
Source: gemiusRanking, 16, 22.02.2015

Daily Usage of **SmartPhones** in Czech Republic (Weekday vs. Weekend)



Source: gemiusRanking, 16, 22.02.2015

Daily Usage of **Tablets** in Czech Republic (Weekday vs. Weekend)



Source: gemiusRanking, 16, 22.02.2015

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It is **no longer enough** for publishers to tell audience **data on individual single platforms** only, but more and more important to tell **deduplicated total reach** and **audience composition** for the given piece of content

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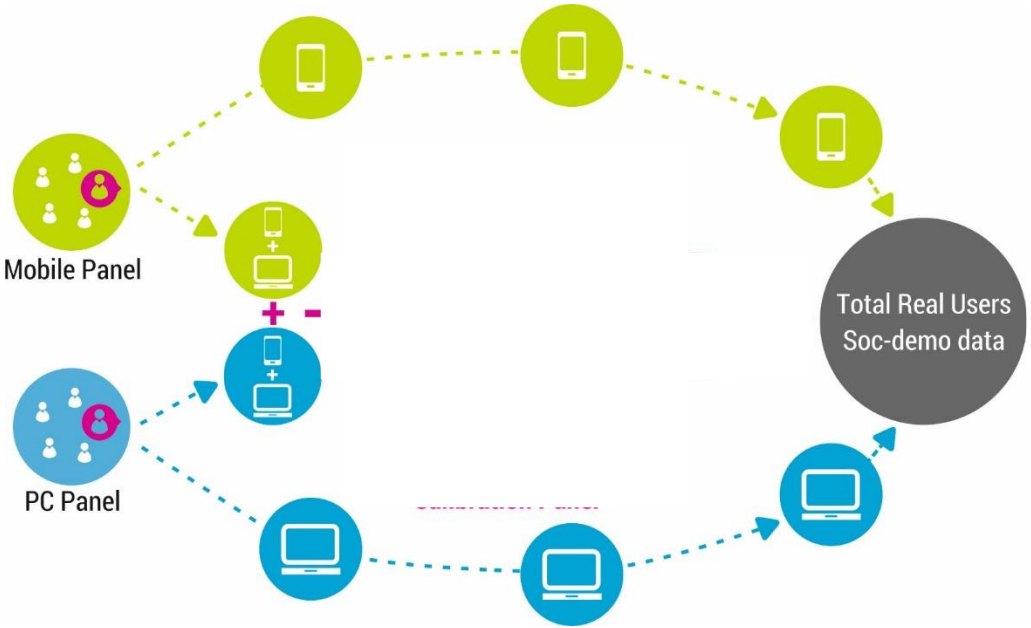
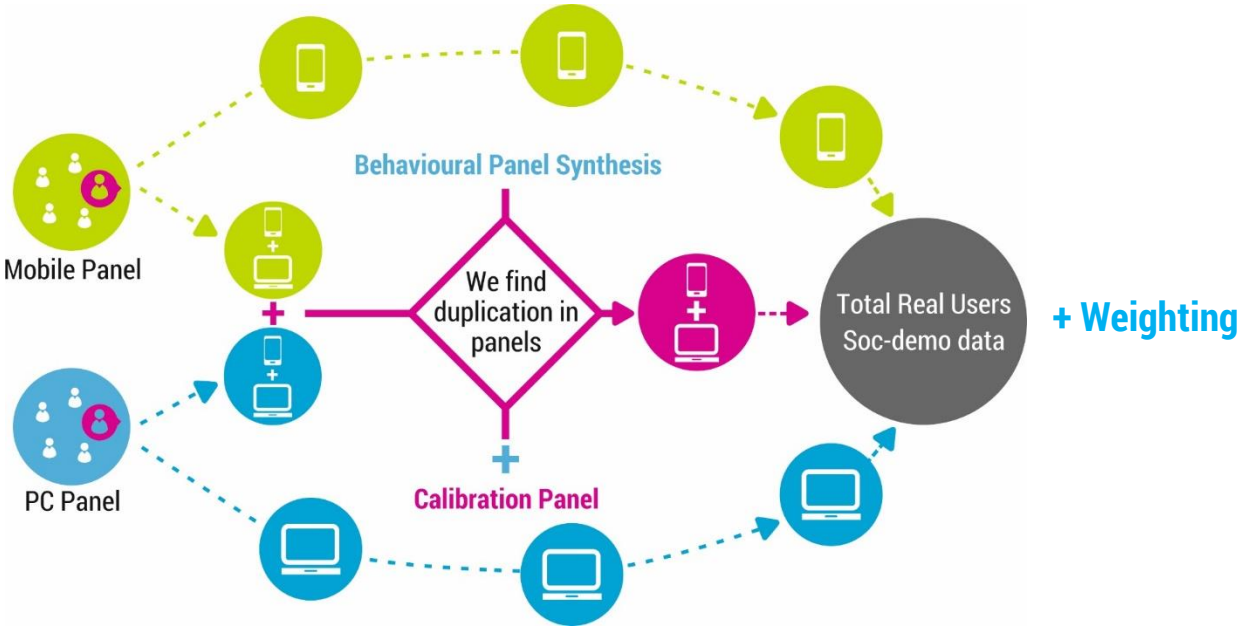
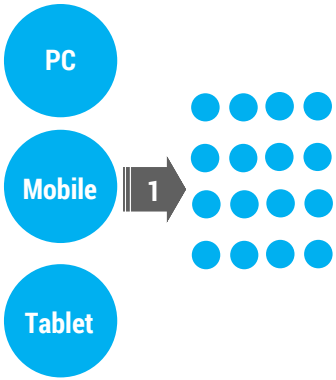
So, back to Methodology
– How is it done?

Behavioral Panel Synthesis™ (BPS™) – Overview



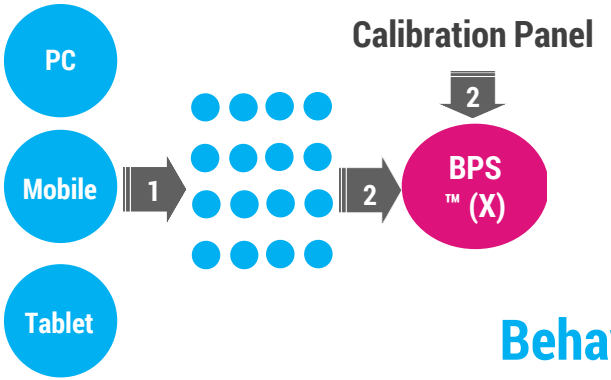
Behavioral Panel Synthesis™ (BPS™) – Overview





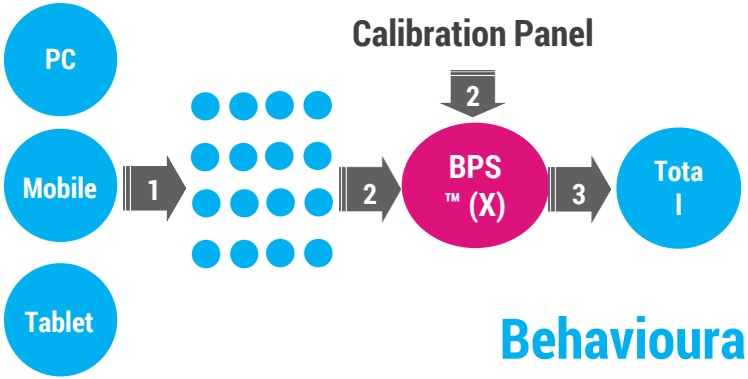
Behavioural Panel Synthesis:

1. Metrical clustering



Behavioural Panel Synthesis:

1. Metrical clustering
2. Logistic regression distance



Behavioural Panel Synthesis:

1. Metrical clustering
2. Logistic regression distance
3. Nearest neighbour merging

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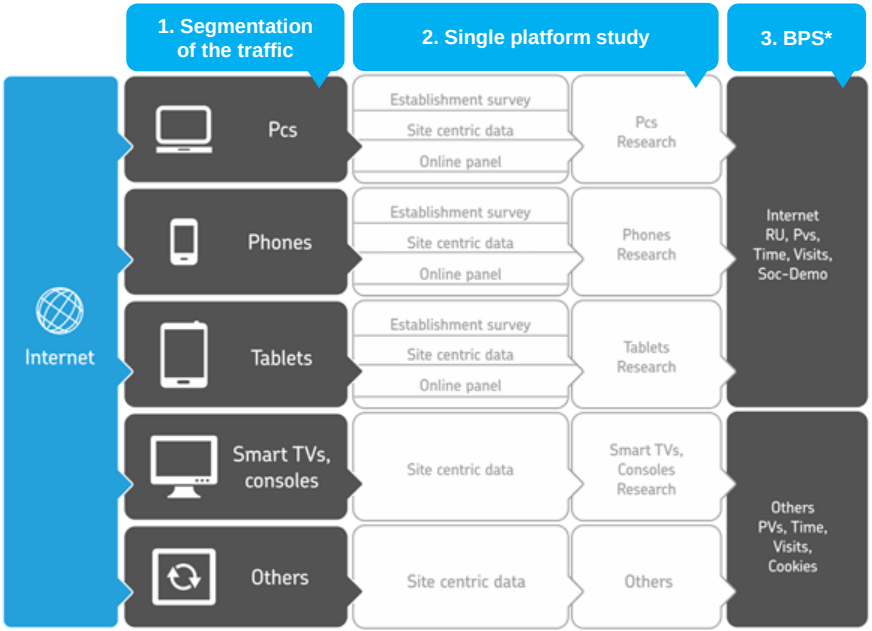
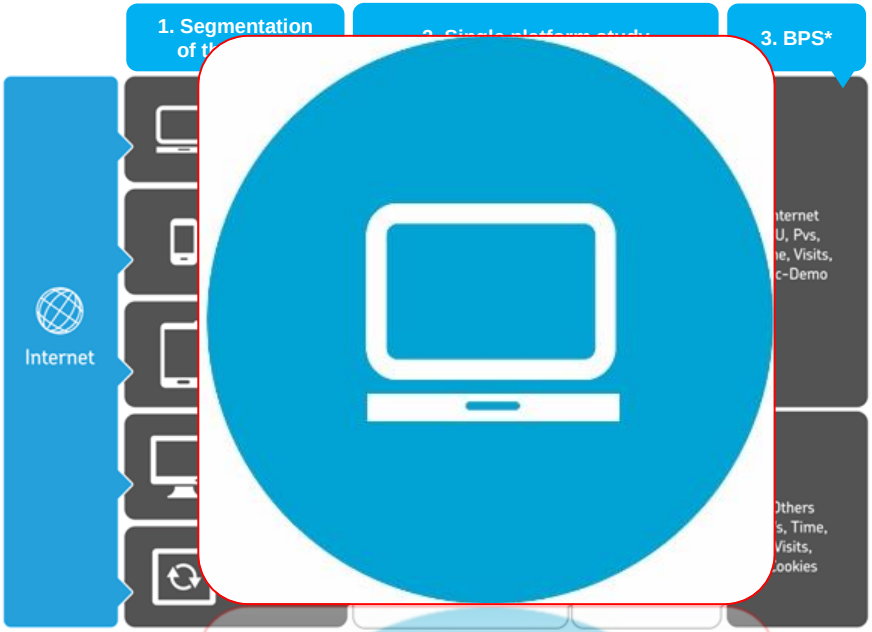
How About Full Cross-Media:
Internet, TV, etc.?



*BPS= Behavioural Panel Synthesis



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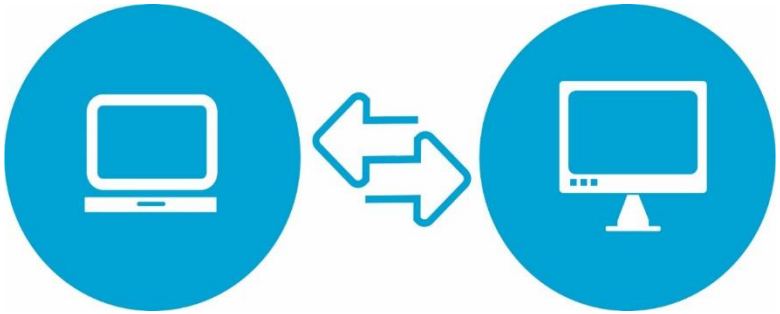
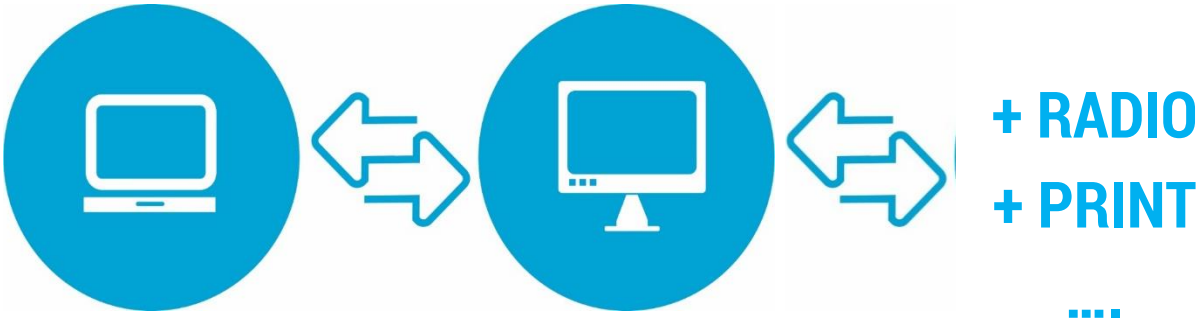


Integrating and deduplicating **TV** and **internet** data.

Proof of Concept Project running – Test Results to Come



Model Applicable to Radio, Print, etc…

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… so get yourself ready for Cross-Media Measurement…

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02-676 Warsaw

Thank you!

Attila Weisz
Business Development Director
Audience Research Solutions

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E-mail: attila.weisz@gemius.com

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