US Case Study in Cross-Media
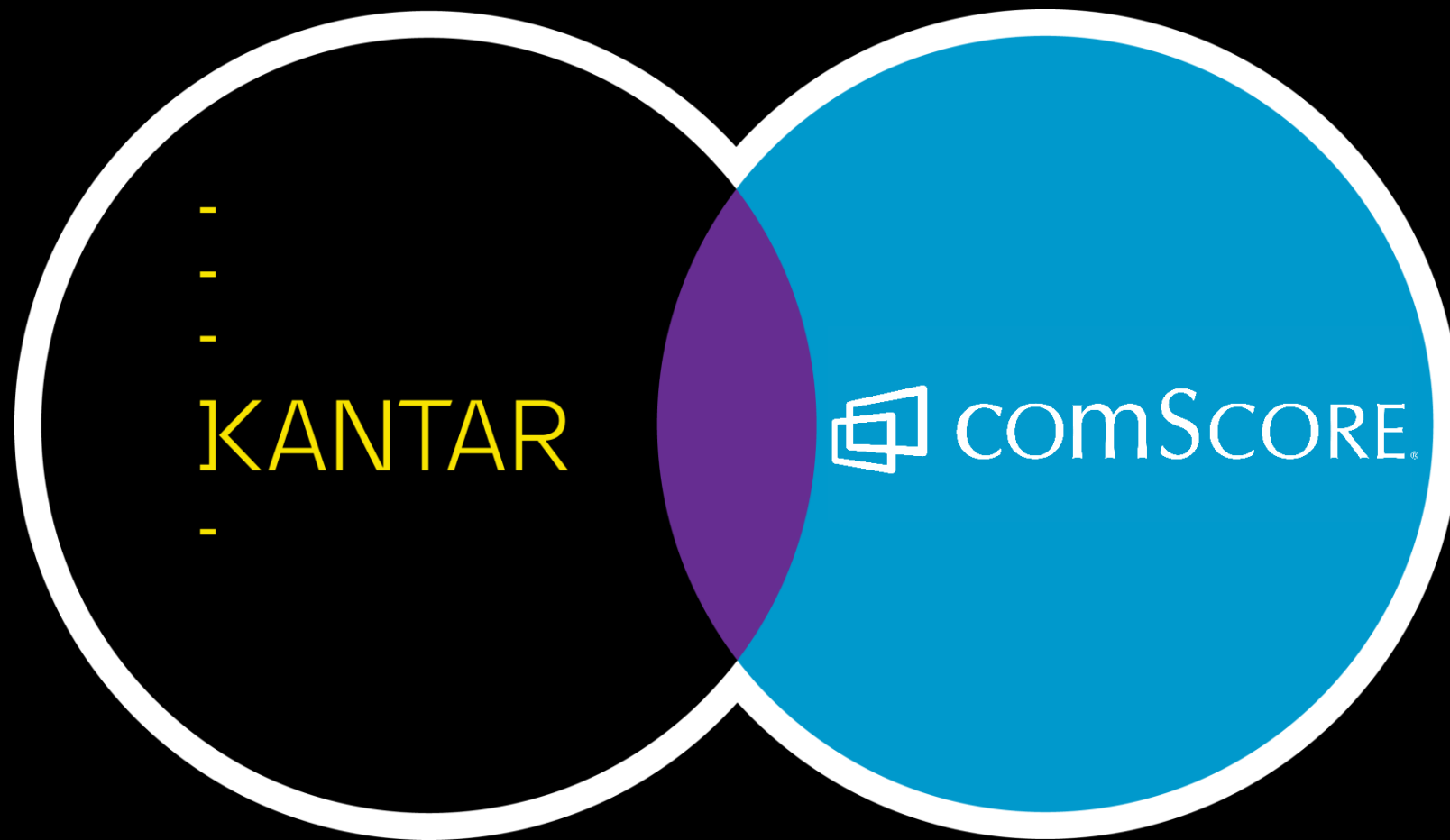
Internet Advertising Conference, Prague, 12th April 2016
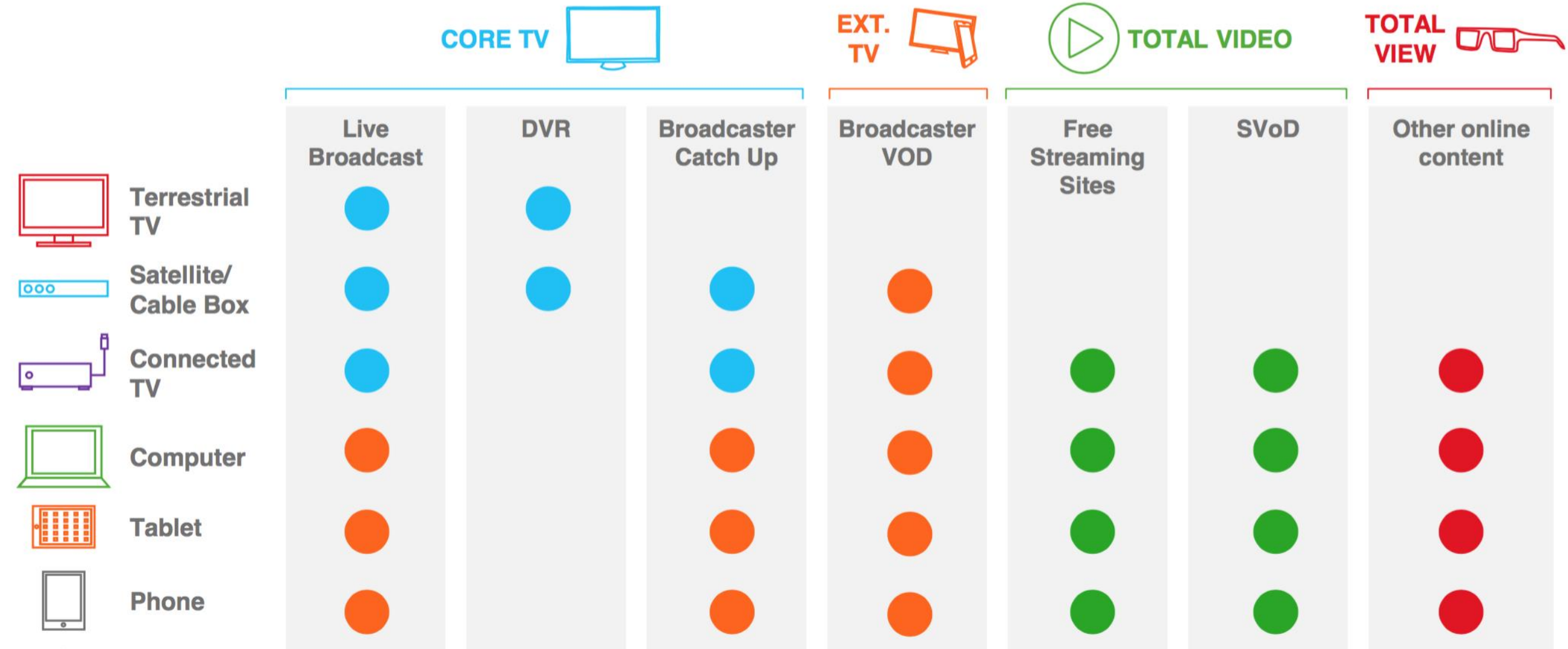
Paul Goode,

SVP Strategic Partnerships

COMSCORE.

Scope of Reporting and Data Assets for Cross-Media

US Case Study

Cross-Media Insights

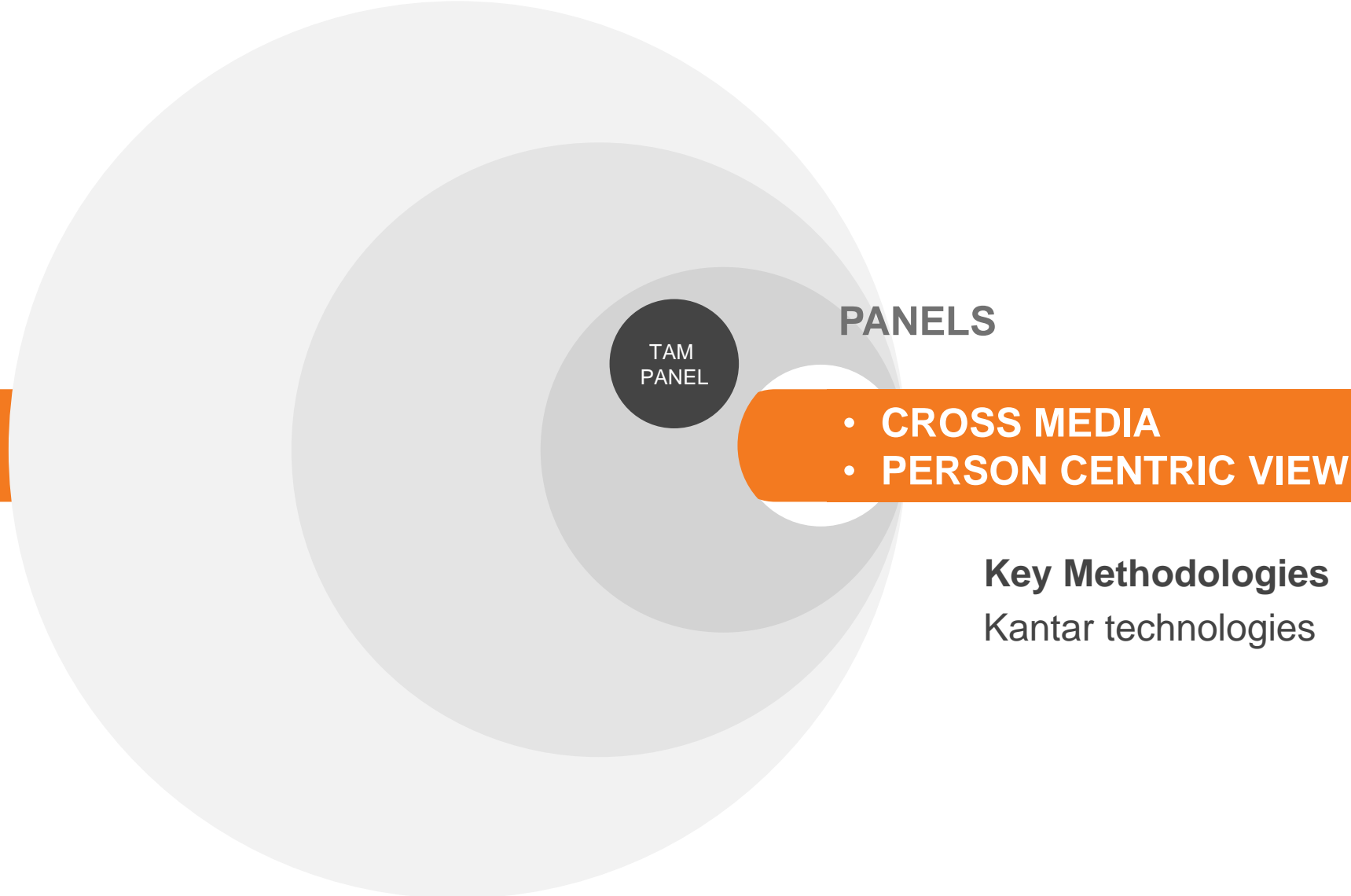Cross-Media Data Activation in Trading

Reporting Scope

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Reporting Scope & Data Assets

Required Data Assets & Key Methodologies

TAM PANEL

PANELS

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

Kantar technologies

comScore.

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Required Data Assets & Key Methodologies

PANELS

TAM PANEL

ONLINE PANEL

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

Kantar "Virtual meter" link to tags

Option for full software meters

comSCORE.

Required Data Assets & Key Methodologies

PANELS

TAM PANEL

Total Home

ONLINE PANEL

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

Secure traffic collection

Content, Device, App classification

Required Data Assets & Key Methodologies

GRANULAR ACTIVITY

PANELS

TAM PANEL

Total Home

ONLINE PANEL

CONTENT TAGS

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

Duration calculations

Implementation & QA

Linked to online panel

comScore.

Required Data Assets & Key Methodologies

GRANULAR ACTIVITY

PANELS

TAM PANEL

AD TAGS

Total Home

ONLINE PANEL

CONTENT TAGS

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

Viewability calculations

Invalid traffic detection & removal

Brand safety monitoring

Ad Server integrations

comScore.

Required Data Assets & Key Methodologies

GRANULAR ACTIVITY

PANELS

TAM PANEL

AD TAGS

Server Integration

CONTENT TAGS

Total Home

ONLINE PANEL

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

Server Integration model

Overlap model with online panel

Required Data Assets & Key Methodologies

GRANULAR ACTIVITY

PANELS

RETURN PATH DATA

TAM PANEL

AD TAGS

Server Integration

CONTENT TAGS

Total Home

ONLINE PANEL

- **CROSS MEDIA**
- **PERSON CENTRIC VIEW**

Key Methodologies

RDP Data Processing & Edit Rules

RDP Demographic assignment

comScore.

Required Data Assets & Key Methodologies

GRANULAR DEMOGRAPHICS

GRANULAR ACTIVITY

PANELS

TV CENSUS DEMOGRAPHIC PROFILES

RETURN PATH DATA

TAM PANEL

AD TAGS

Server Integration

CONTENT TAGS

Total Home

ONLINE PANEL

DIGITAL CENSUS DEMOGRAPHIC PROFILES

- **CROSS MEDIA**
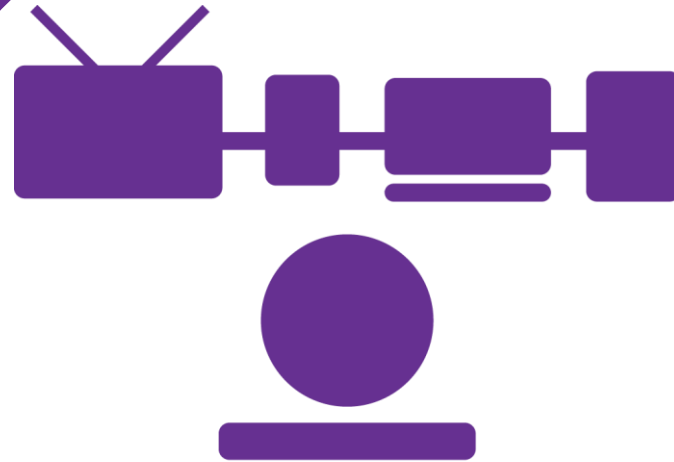- **PERSON CENTRIC VIEW**

Key Methodologies

Panel-informed demographic profile model
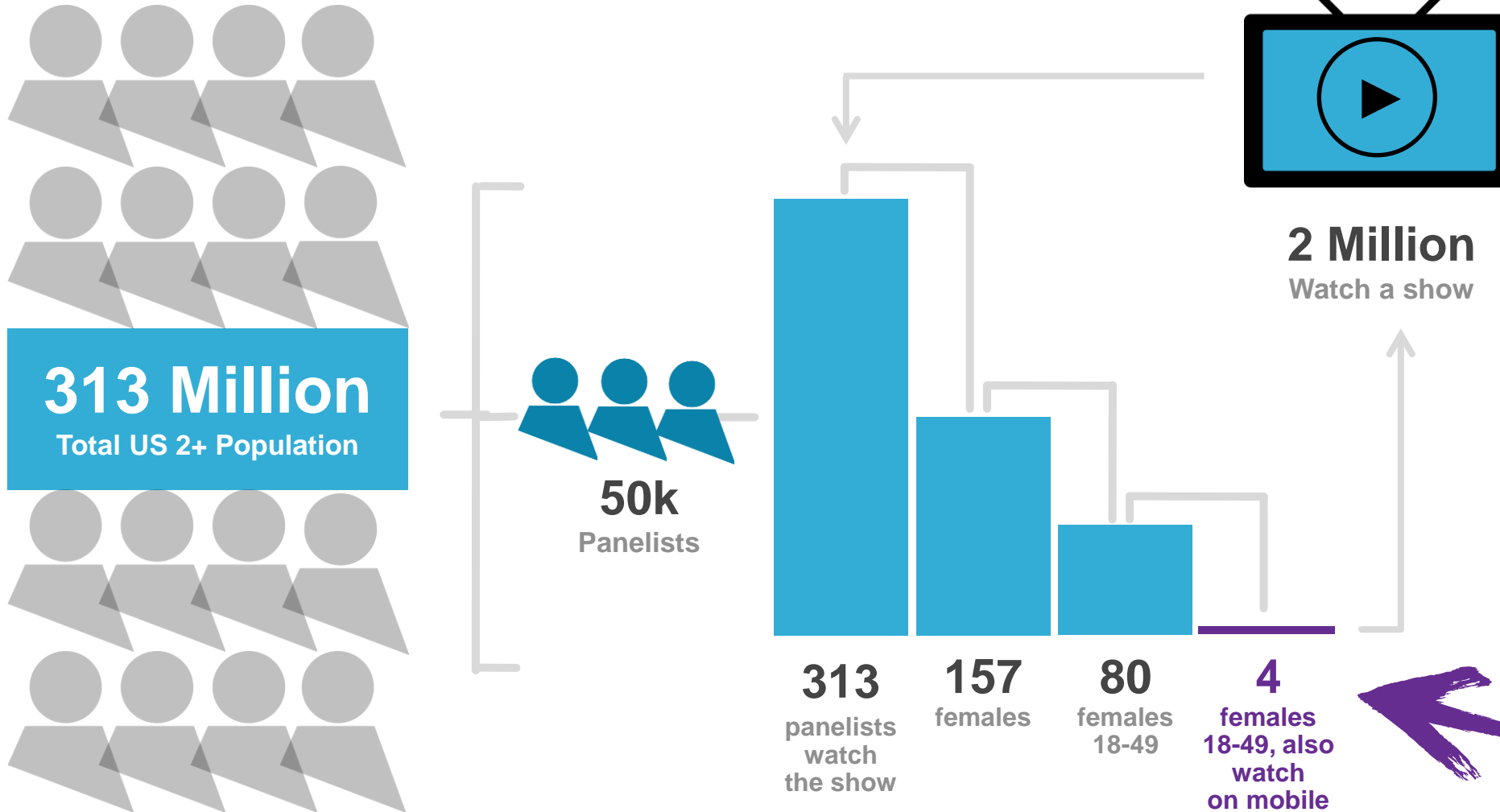
Census-based virtual panel model

Cross Media Overlap model

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US Case Study
Cross-Media measurement at scale

total view

OF THE CONSUMER

Why can't you measure Cross Media with only panels?

313 Million
Total US 2+ Population

50k
Panelists

2 Million
Watch a show

313
panelists watch the show

157
females

80
females 18-49

4
females 18-49, also watch on mobile

You can't have ratings or stability from four people.

This number gets even smaller when looking at multiple platforms.

comScore.

How RPD data enables granular TV measurement?

313 Million
Total US 2+ Population

70k
Panelists

14 MM
Homes

150,000
People watch a show on STB

352,000
People watch the show

176,000
females

88,000
females 18-49

4,400
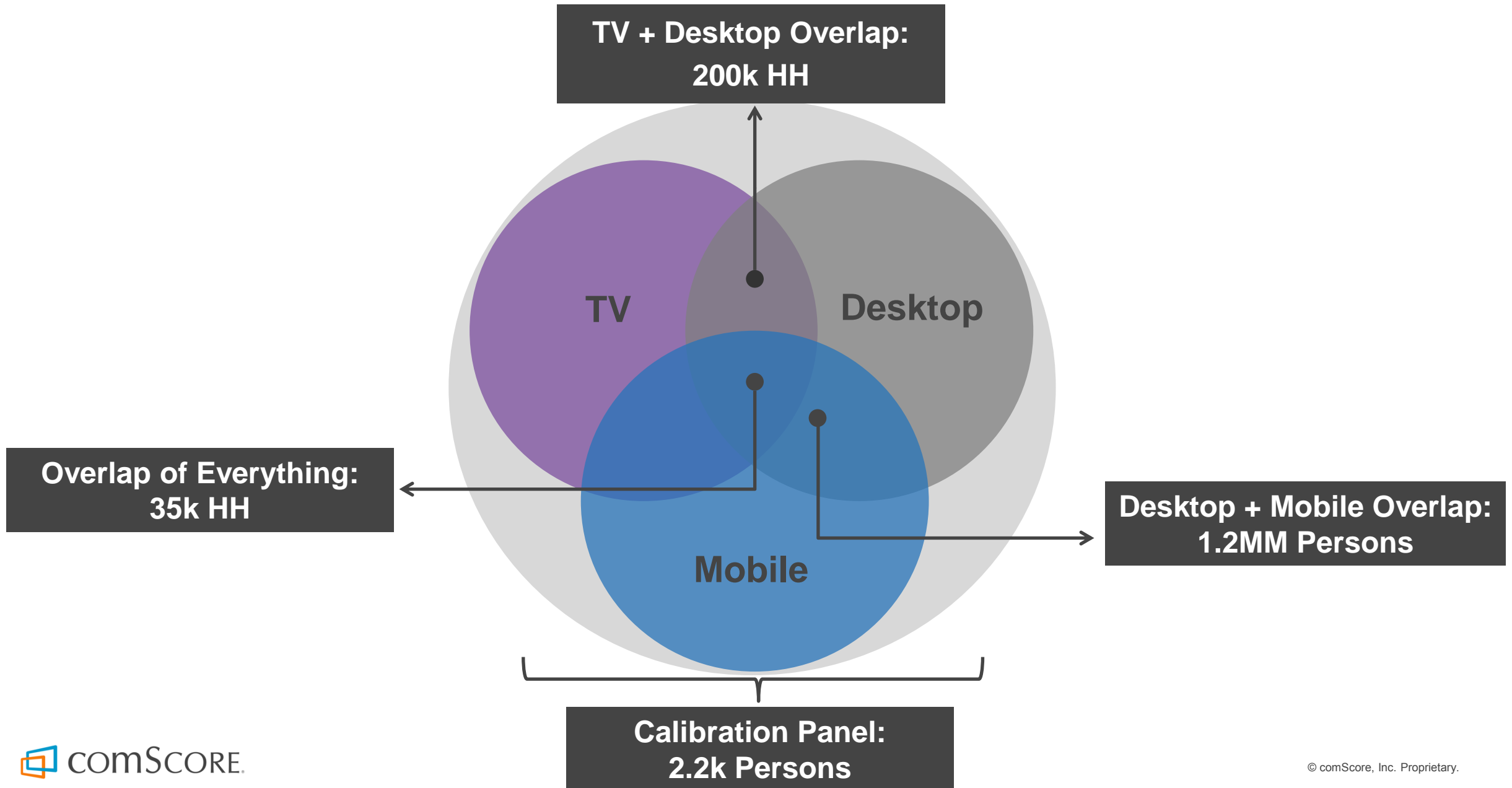females 18-49, also watch on mobile

2 Million
Watch a show
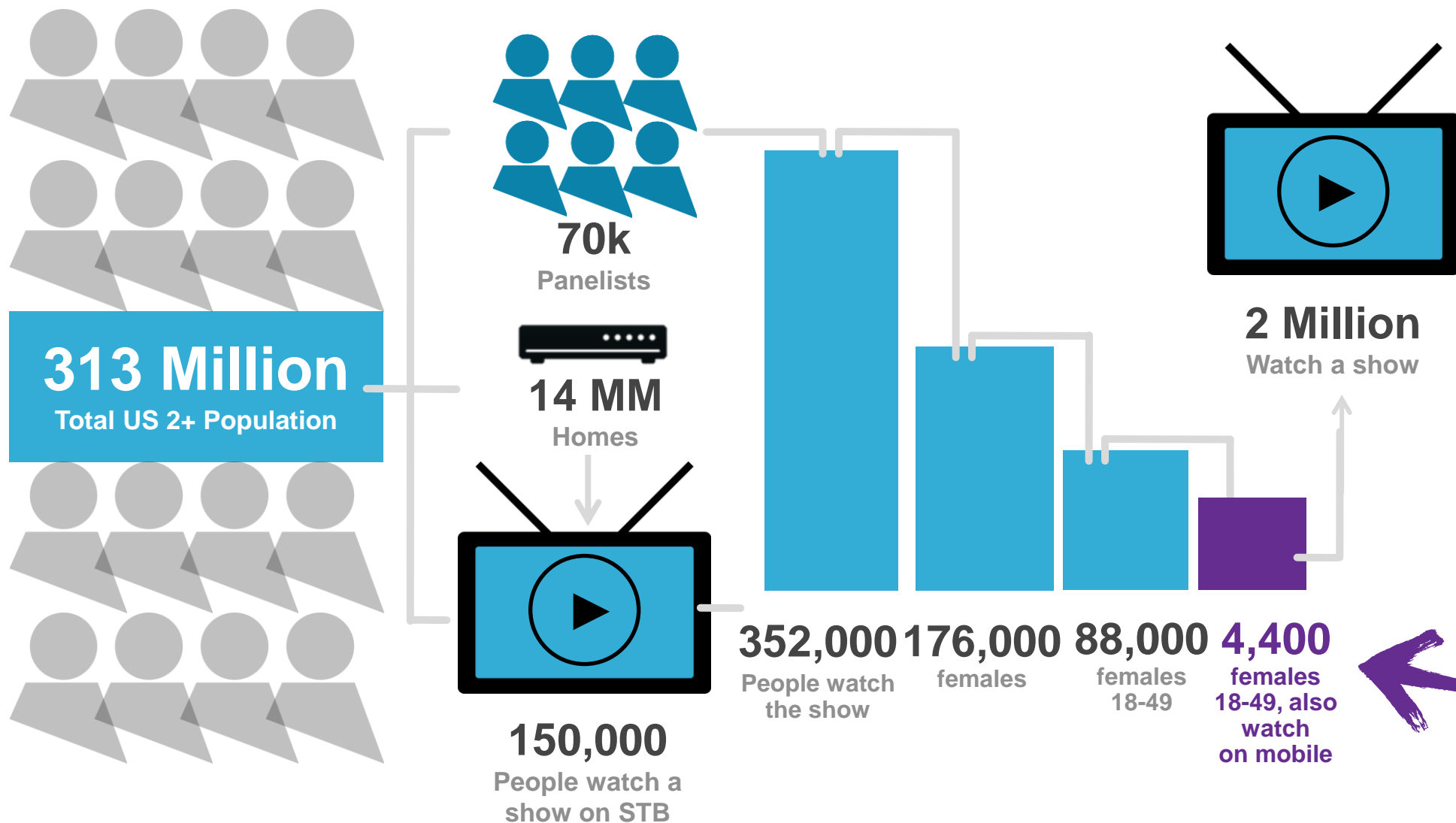
Multiple large data sources provide accurate and granular measurement

Granular Cross-Media Data

comSCORE.

Cross Media Overlap

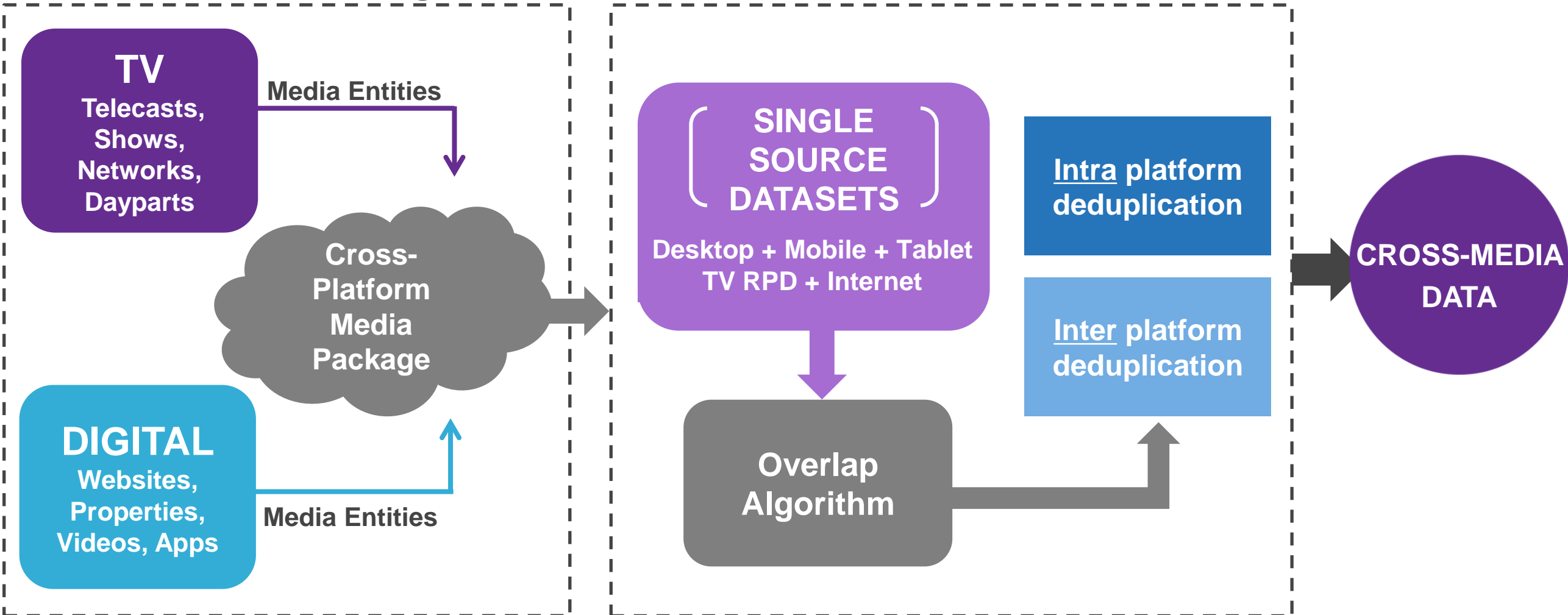# De-duplication across platforms, using Single-Source Panels

TV + Desktop Overlap:
200k HH

TV

Desktop

Overlap of Everything:
35k HH

Desktop + Mobile Overlap:
1.2MM Persons

Mobile

Calibration Panel:
2.2k Persons

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TV Data Processing for Audience Measurement

Third-Party and Panel-based HH Rosters

Household-level "Return Path" Clickstream data

DURATION EDITS ('TV off STB on')

DEMOGRAPHY and CO-VIEWING (Age/Gender)

BIAS CORRECTION

TIME-SHIFTED VIEWING

1   **2**   **3**   **4**

TV Reporting

TV Panel Data

Nielsen Audio PPM™: 70k Panelists, Person-Level Passive TV Data

comSCORE
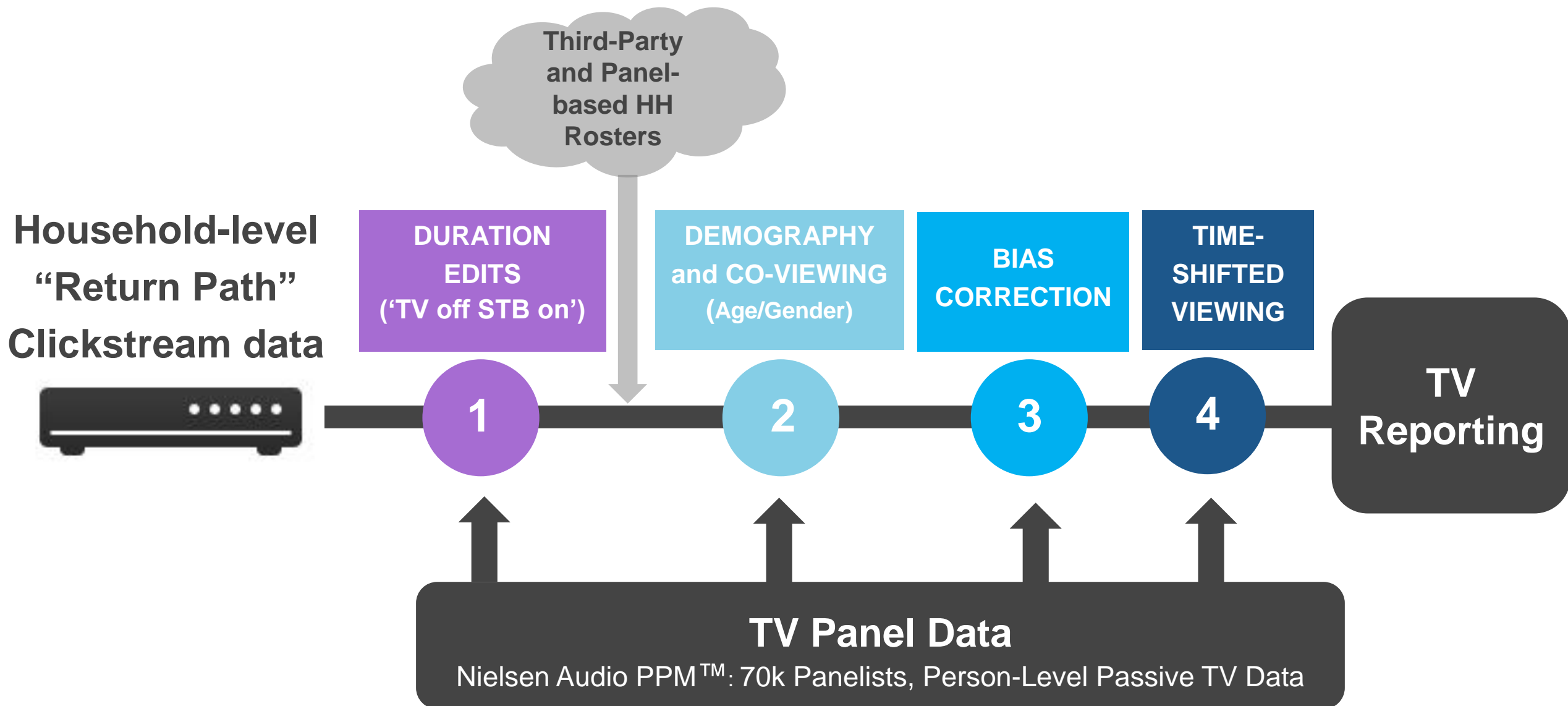
Duplication Methodology Overview

User Selected Packages

TV
Telecasts, Shows, Networks, Dayparts

Media Entities

Cross-Platform Media Package

DIGITAL
Websites, Properties, Videos, Apps

Media Entities

Deduplication Methodology

SINGLE SOURCE DATASETS
Desktop + Mobile + Tablet
TV RPD + Internet

Overlap Algorithm

Intra platform deduplication

Inter platform deduplication

CROSS-MEDIA DATA

comScore.
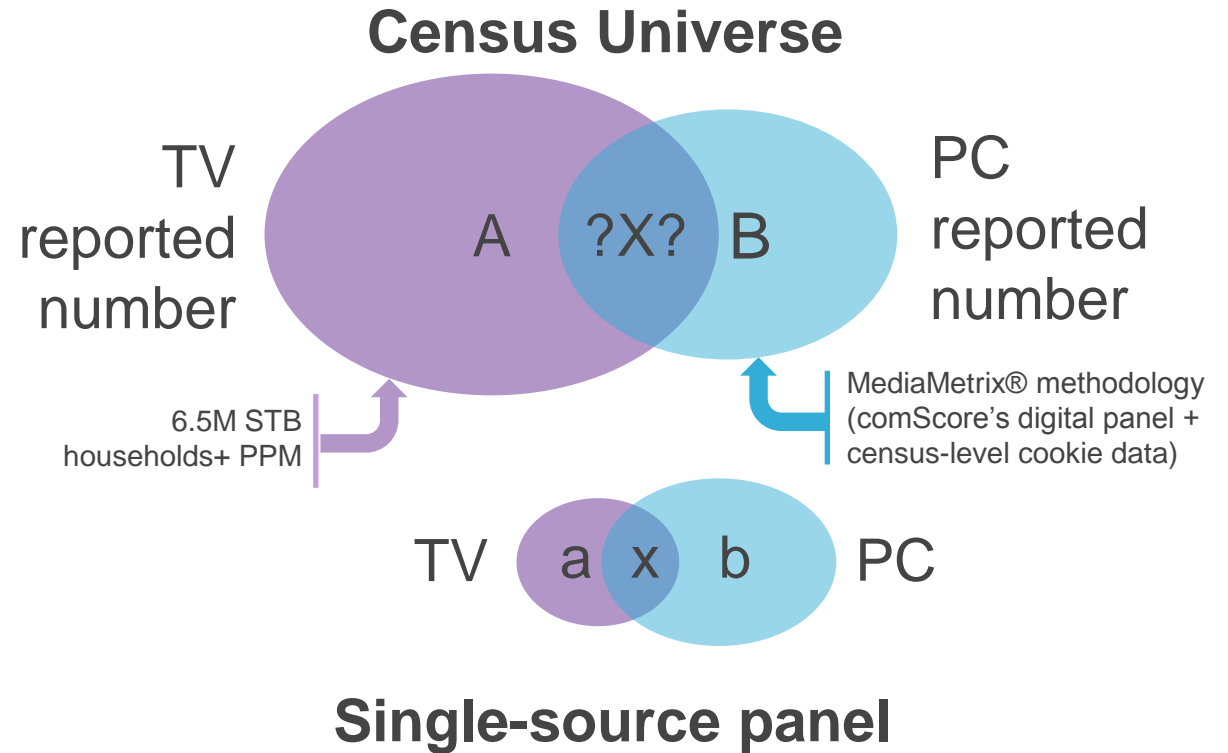
Duplication Methodology Overview

Three Principles

1. Leverage best available single-source panel for each platform combination

2. Preserve the stand-alone topline number of the full set within each platform

3. Estimate duplication for cases not directly measured in single-source panel

Census Universe

TV reported number

PC reported number

A ?X? B

6.5M STB households+ PPM

MediaMetrix® methodology (comScore's digital panel + census-level cookie data)

TV a x b PC

Single-source panel

Generalized function

trained on single-source panel, then applied without the need for single-source observations

Overlap function

model overlap as a function of features observed only in the large sets

Cross-media data drives 4 key services in the U.S.

Audience

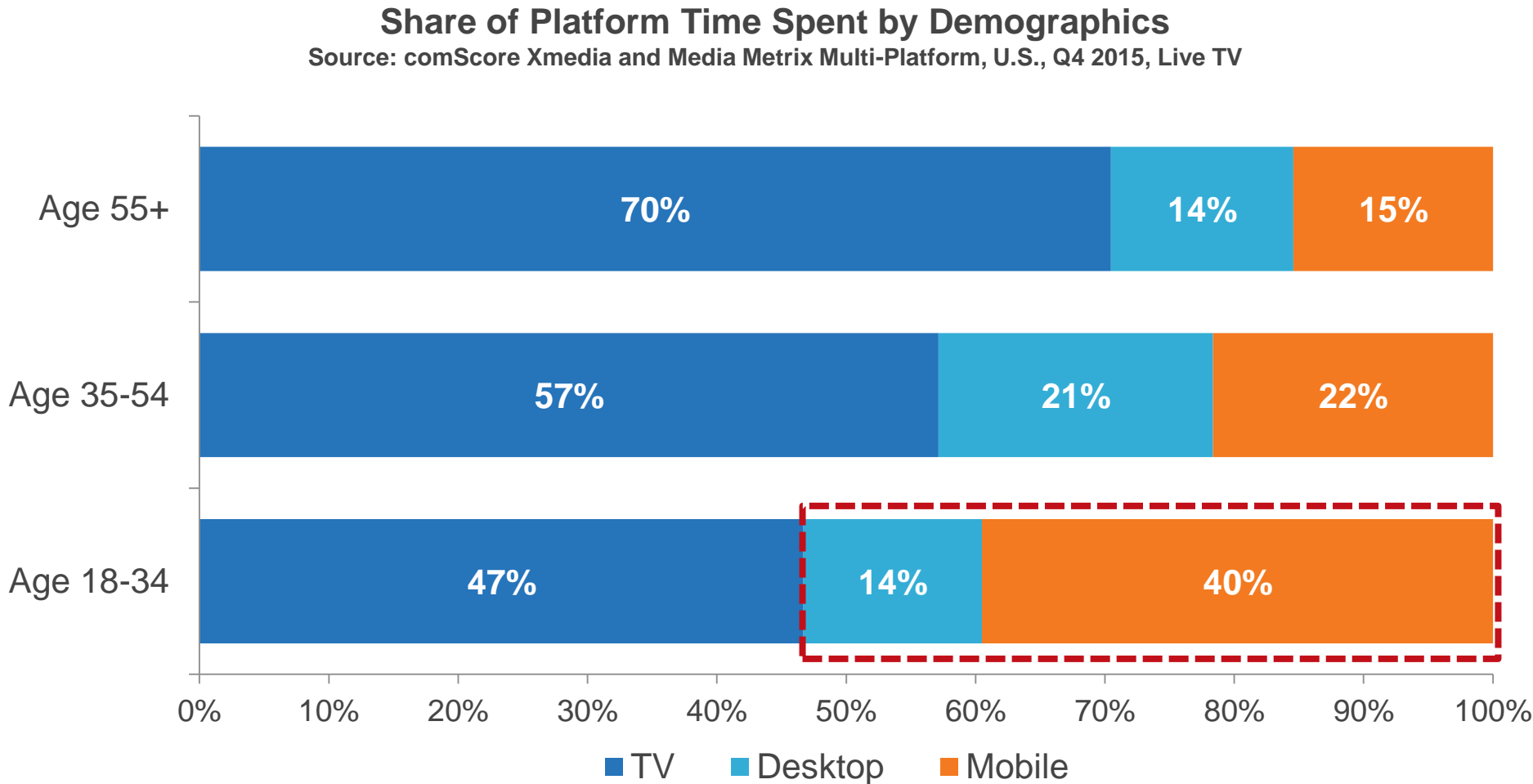**Planning & Analytics**

Activation Solutions

Advertising Solutions

TV & Cross-Media Insights

comScore

There are more media platforms competing for consumers' attention than ever, as shown by digital eclipsing Live TV among Millennials.

Share of Platform Time Spent by Demographics
Source: comScore Xmedia and Media Metrix Multi-Platform, U.S., Q4 2015, Live TV

Age	TV	Desktop	Mobile
Age 55+	70%	14%	15%
Age 35-54	57%	21%	22%
Age 18-34	47%	14%	40%

■ TV ■ Desktop ■ Mobile
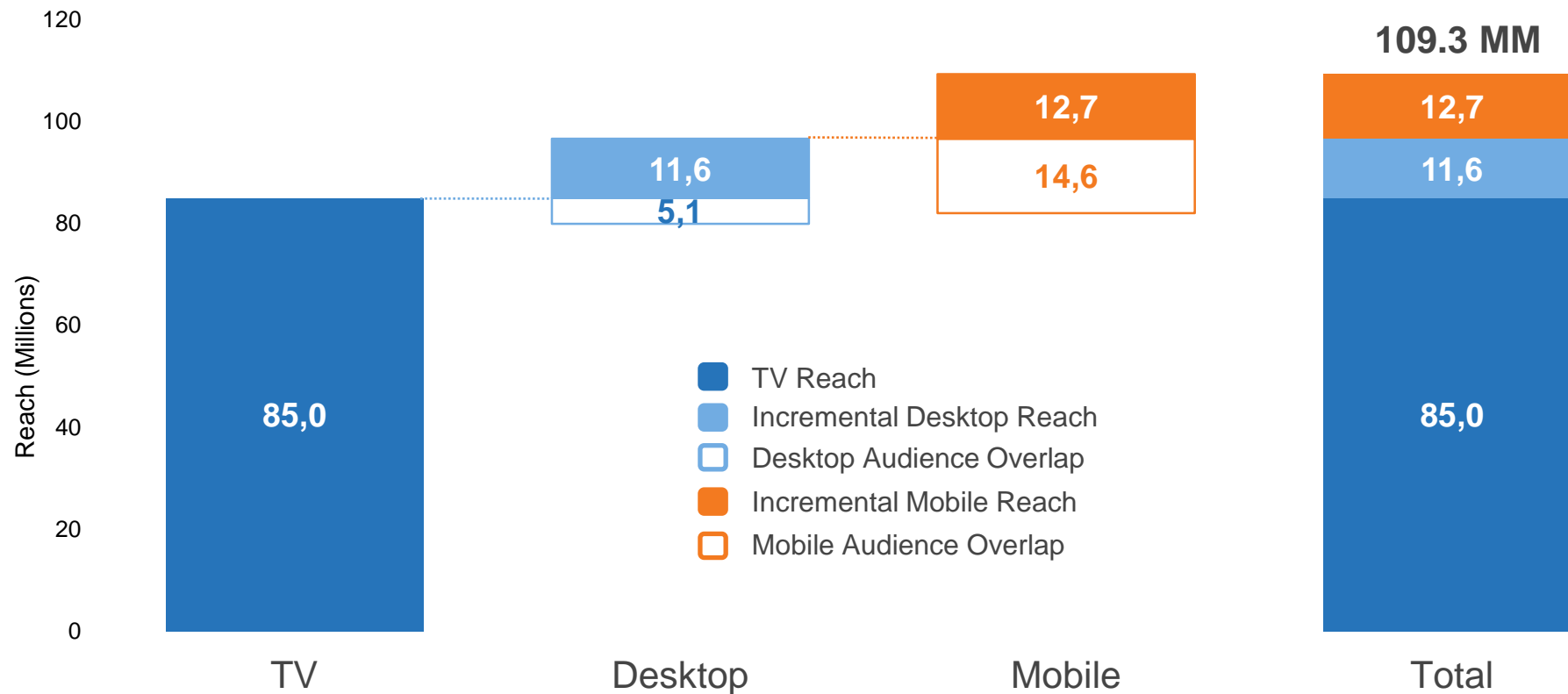
There's a clear trend showing that as demographic segments get younger, those consumers are more likely to spend time on their mobile device and less likely to spend time watching Live TV. It's possible that digital share of time spent among 35-54 year-olds might also soon surpass Live TV.

comScore.

© comScore, Inc. Proprietary.

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When accounting for a selection of cable networks' digital properties, nearly 1/3rd of their total audience is uncovered.

Cable Network Analysis: TV + Digital Cross-Platform Audience Reach Analysis
Source: comScore Xmedia, U.S., November 2015 – Live TV

109.3 MM

Reach (Millions)

Desktop:	11,6	5,1
Mobile:	12,7	14,6
Total:	12,7 / 11,6 / 85,0	

TV: 85,0

Legend:
- TV Reach
- Incremental Desktop Reach
- Desktop Audience Overlap
- Incremental Mobile Reach
- Mobile Audience Overlap

Axis labels: TV, Desktop, Mobile, Total

Y-axis: 0, 20, 40, 60, 80, 100, 120

This analysis of 10 cable networks showed that their digital properties achieved massive incremental audience reach on desktop and mobile. On average, these networks attracted 24 million additional eyeballs on digital, extending their audience footprints by 29%.

The largest digital media properties can reach just as massive of an audience as the big four broadcasters in primetime.

Monthly Audience Reach of Primetime Broadcast Networks vs. Top Digital Media Properties
Source: comScore Xmedia (Live TV, 8PM-11PM) and Media Metrix Multi-Platform, U.S., November 2015
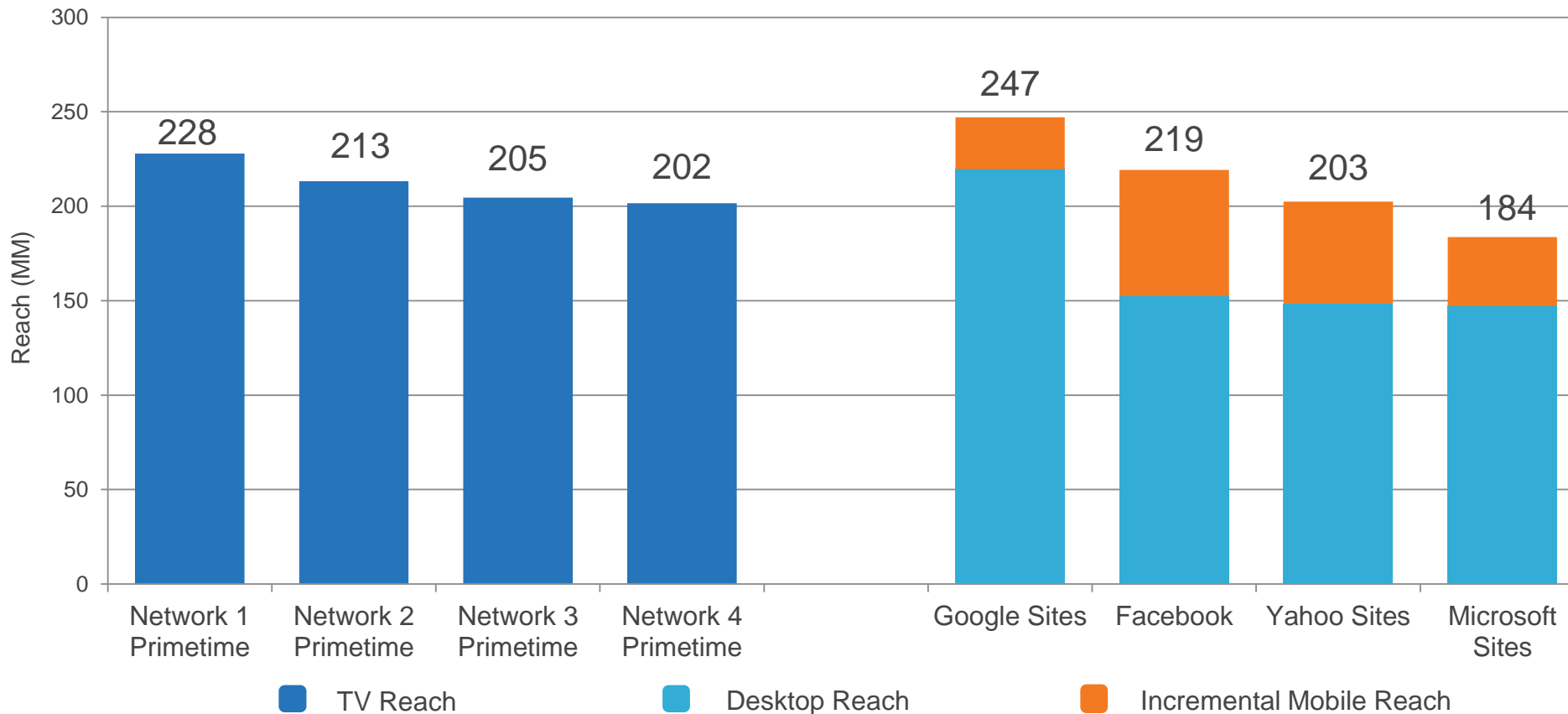
INSIGHT

Traditionally, primetime TV has been the advertising medium that marketers use to reach the largest audiences. Even though that still holds true today, the top digital media properties (Google, Facebook, Yahoo, Microsoft) can also achieve a similar, if not larger, reach over the course of a single month.

Cross-platform measurement drives media planning efficiencies; for example by showing how digital video can be layered onto a TV buy.

Audience Reach Analysis by Demographic: Major Broadcast TV Network in Primetime + YouTube
Source: comScore Xmedia, U.S., November 2015 – Live TV (8PM-11PM)

YouTube (Incremental)
Major Primetime Network
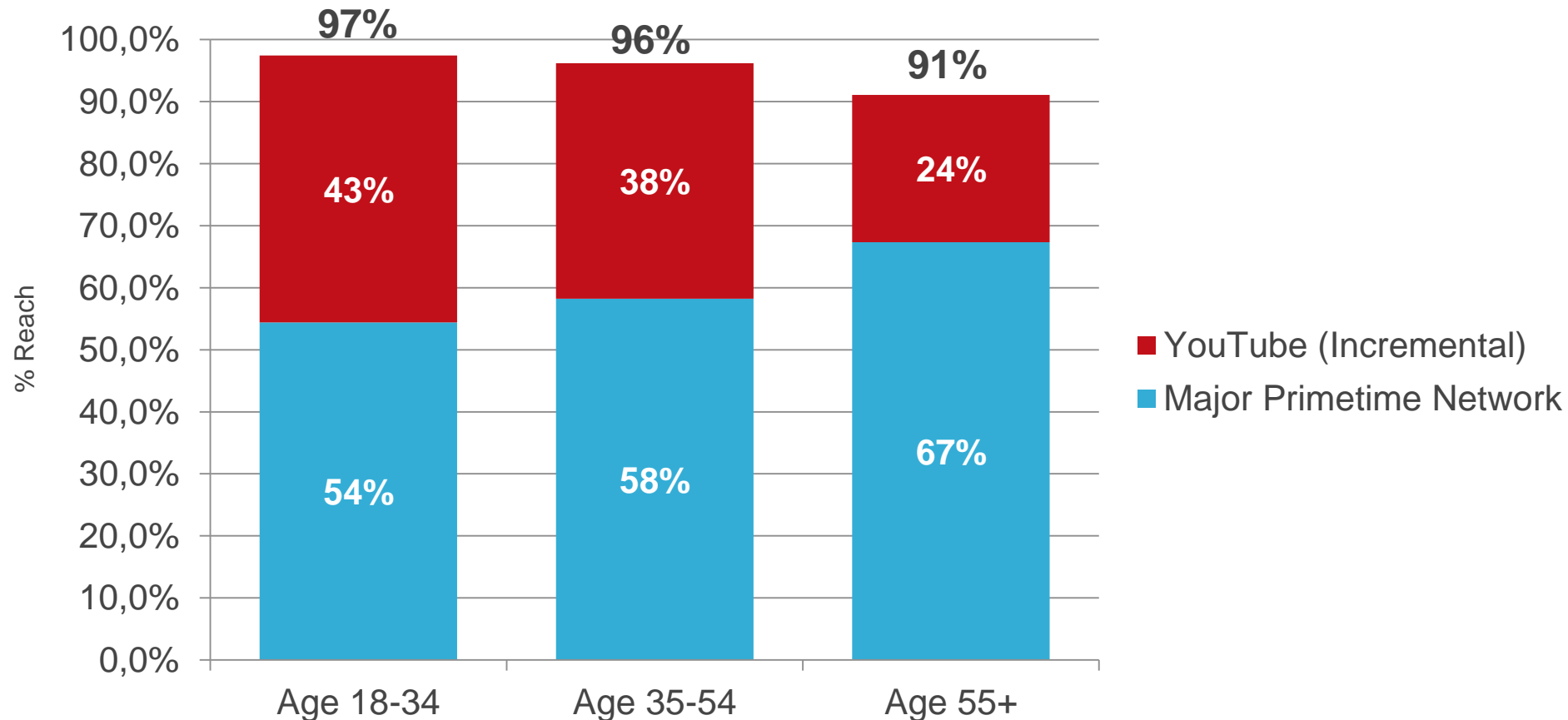
Cross-platform media planning can break down silos and allow brands to more efficiently reach audience targets. Over the course of a month, a YouTube ad buy across desktop and mobile has the potential to deliver 90%+ target reach when coupled with network primetime TV.

Blinded Case Study of Data Activation

Television Campaign Overview

Advertiser Category

Quick Serve Restaurant

Objective

Television advertiser wanted to target low-exposed households to their television advertising campaign, and serve them digital ads to build campaign reach and augment frequency

Solution

Digital activation using Kantar Ad Data and comScore Exact Commercial Ratings

comSCORE.

Television Campaign Details

Television Flight

- September 27, 2015 through October 25, 2015

Networks

- Combination of 35 broadcast and cable networks
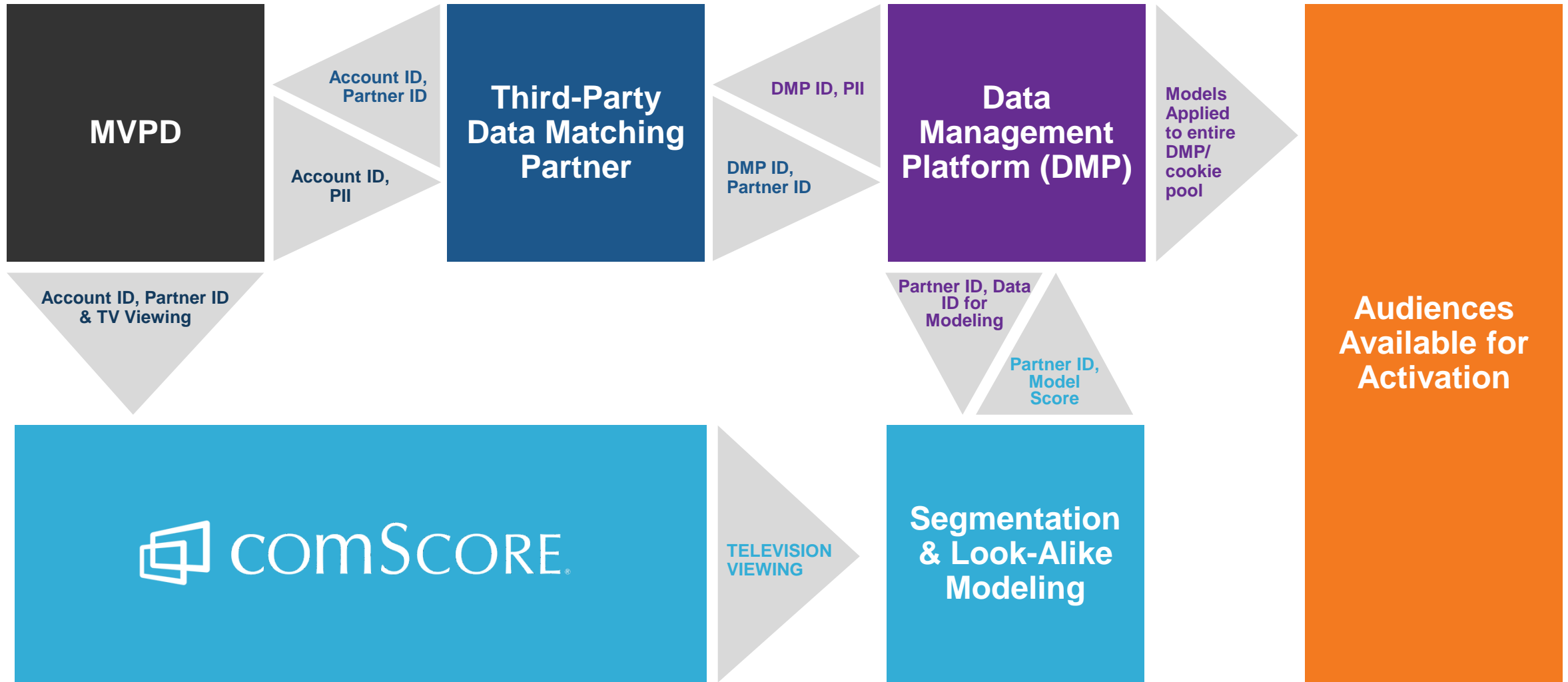
Spot Length

- :30 seconds

Number of Commercials

- 1,555

Digital Activation Solution

- The client identified their target audience as households that had low exposure to television advertising campaign

- comScore used Kantar commercial data at the product level in combination with comScore viewing data across its 17,000,000+ US TV households to inform look-alike models and created an audience segmentation of low exposed homes

- comScore then sent the model scores to the Data Management Platform(DMP)

- The models were applied to the entire DMP/cookie pool and the audience was made available to client for digital activation

Digital Activation for Television Targets

MVPD → Account ID, Partner ID → **Third-Party Data Matching Partner** → DMP ID, PII → **Data Management Platform (DMP)** → Models Applied to entire DMP/cookie pool → **Audiences Available for Activation**

Account ID, PII

DMP ID, Partner ID

MVPD → Account ID, Partner ID & TV Viewing → **comScore**

Partner ID, Data ID for Modeling

Partner ID, Model Score

comScore → TELEVISION VIEWING → **Segmentation & Look-Alike Modeling**

comScore.

Digital Activation Results

- The campaign demonstrated an innovative way to use Kantar ad data against Exact Commercial Ratings (ECR) in order to inform decisions for a digital campaign

- This campaign paired television viewing information and digital activation to help the client successfully deploy digital ads to households with low exposure to their television ad campaign

- The precise targeting resulted in an additional 3% of impressions via digital activation which achieved their goal of increasing reach of their advertising campaign

RPD enables data at scale with enhanced demos in the U.S.

INDUSTRY SPECIFIC ADVANCED DEMOGRAPHICS

Automotive • Movie • Political • CPG • Retail • Pharma

Financial • Insurance • Telecom • Travel • Restaurant

From the best in brand data providers
Epsilon, IHS (formerly Polk)**, Simmons/MRI, IRI, Kantar Shopcom**

comScore Advanced Demographics enables
Advertising Targets that are Relevant to Your Brands

Conclusion

[Need to tie back to Czech…]

Thank you

www.comscore.com   @comScore   www.linkedin.com/company/comscore   www.facebook.com/comscoreinc

comScore.