

IAB Advanced TV Week Symposium

Evolving video measurement in Canada

Numeris - July 2020



TV measurement today

- Two methodologies:

Meter



Diary



Diary: How Does It Work?

radio.numeris.ca

Your Radio Listening

Mon	Tue	Wed
22 Feb	23 Feb	24 Feb

Thu	Fri
25 Feb	26 Feb

Sat	Sun
27	28

Your Privacy Contact Us

radio.numeris.ca

Mon, February 22

Back Save

What time did you start listening?

What time did you stop listening?

Which station did you listen to?

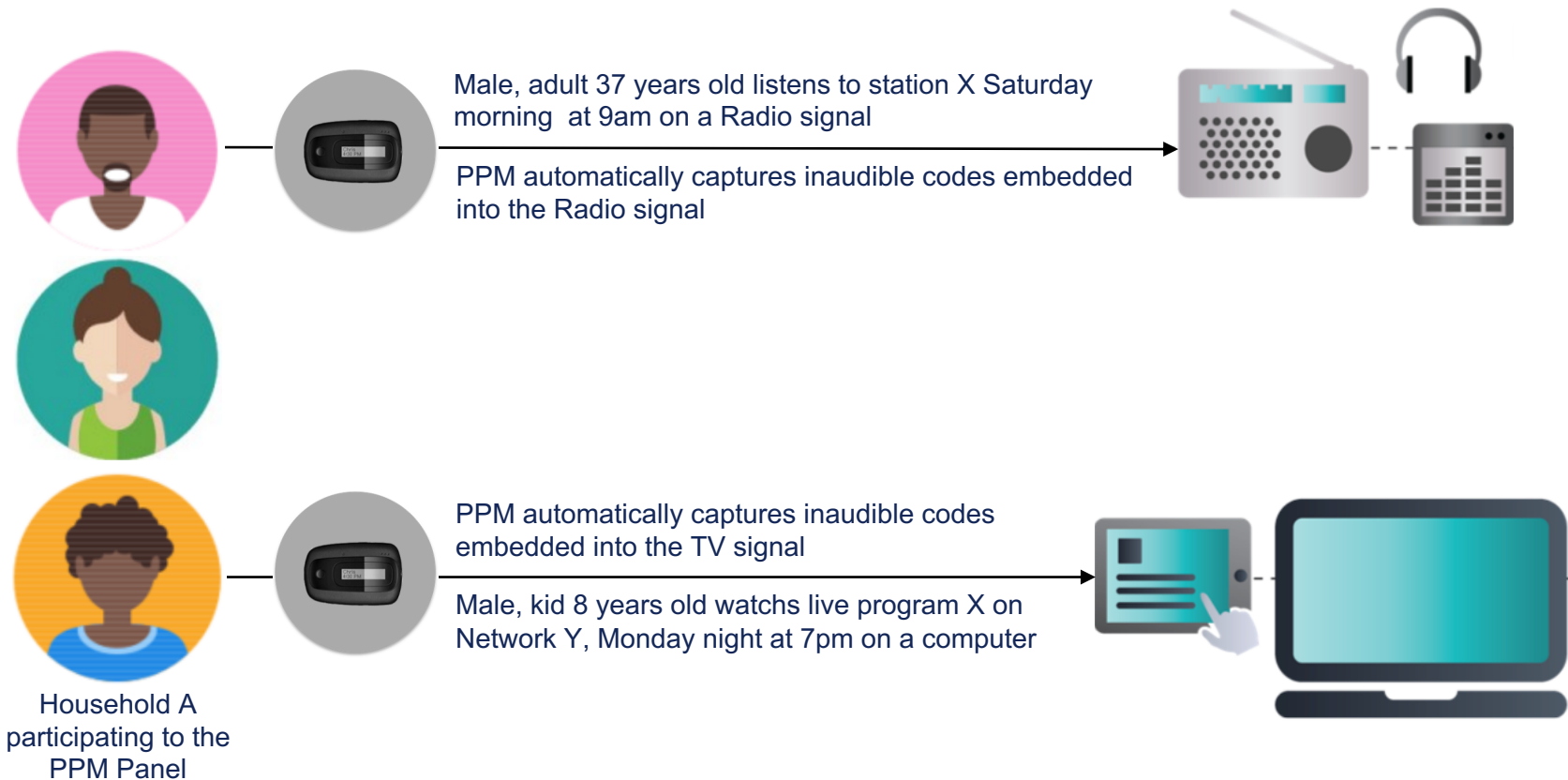
Where were you listening?

Home Work
Vehicle Other

Your Privacy Contact Us

THURSDAY		WHAT CHANNEL?		PVR or VCR		THIS TV HAS		Watched
1B Evening		STATION NAME OR CALL LETTERS	CHANNEL NUMBER	DATE	TIME	AM	PM	TV Out of Home
				MM/DD				
9:00-9:14 pm	61	CKCO	12					
9:15-9:29	62							
9:30-9:44	63							
9:45-9:59	64							
10:00-10:14 pm	65							
10:15-10:29	66							
10:30-10:44	67							
10:45-10:59	68							
11:00-11:14 pm	69							

PPM: How Does it Work?



PPM: What does it measure?

- Live linear television – all screens
- Catch-up linear television
- VOD Cable (ODM)
- Reports

Overnight: Live + same day

Confirmed: Live + 7 days catch-up

8-28 days catch-up

ODM



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ODM



The Video industry faces many challenges

- More and more offers
- More and more fragmented
- Pressure on integration and automation
- Siloed measurements – no standard
- Trust of advertisers



A man and a woman are sitting at a desk in a modern office, looking at a laptop. The man is on the left, wearing glasses and a blue shirt. The woman is on the right, with long blonde hair, wearing a dark top. They are both smiling and looking at the laptop screen. The office has large windows in the background, letting in natural light. There are mesh partitions on either side of the desk. A large lamp is visible in the upper right corner.

Bring clarity to
video and audio
marketing
investments

Develop and
implement better
campaign
optimization
models

Measure
campaign
effectiveness
across platforms

Measurement Opportunity

- Greater efficiencies
- Global alignment for measurement
- A unified multi-platform buying solution
- Independent, 3rd party audited
- Standardization: common currencies and metrics consolidation
- Transparency



VAM

(Video Audience Measurement)

Video content -
live and on-demand
All platforms
All devices



VAM: Online Measurement

- New type of panel & meters

Separate from the PPM panel (for now ...)

Kantar “Focal Meters (FMs)” on home network

- Online content must be tagged

Certain tags required for granular measurement

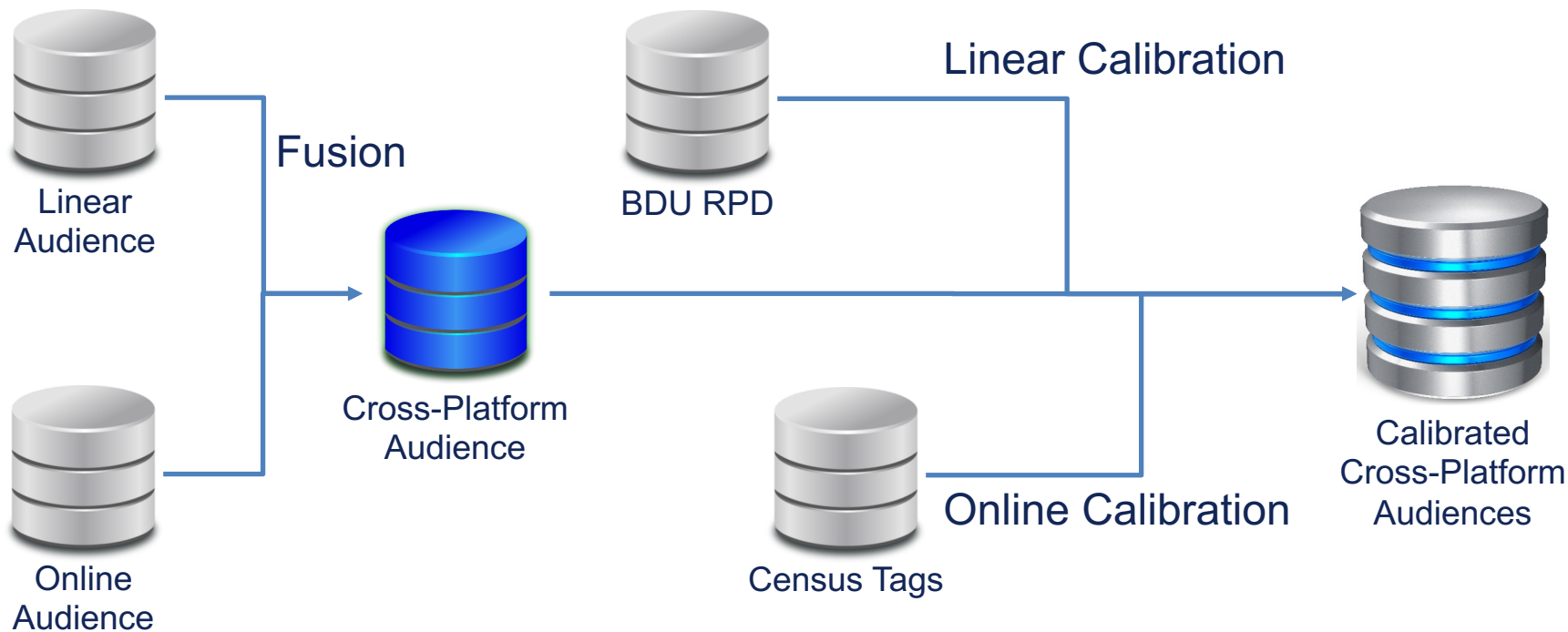
Similar concept to PPM codes, from broadcaster perspective

- White-listed content is measured

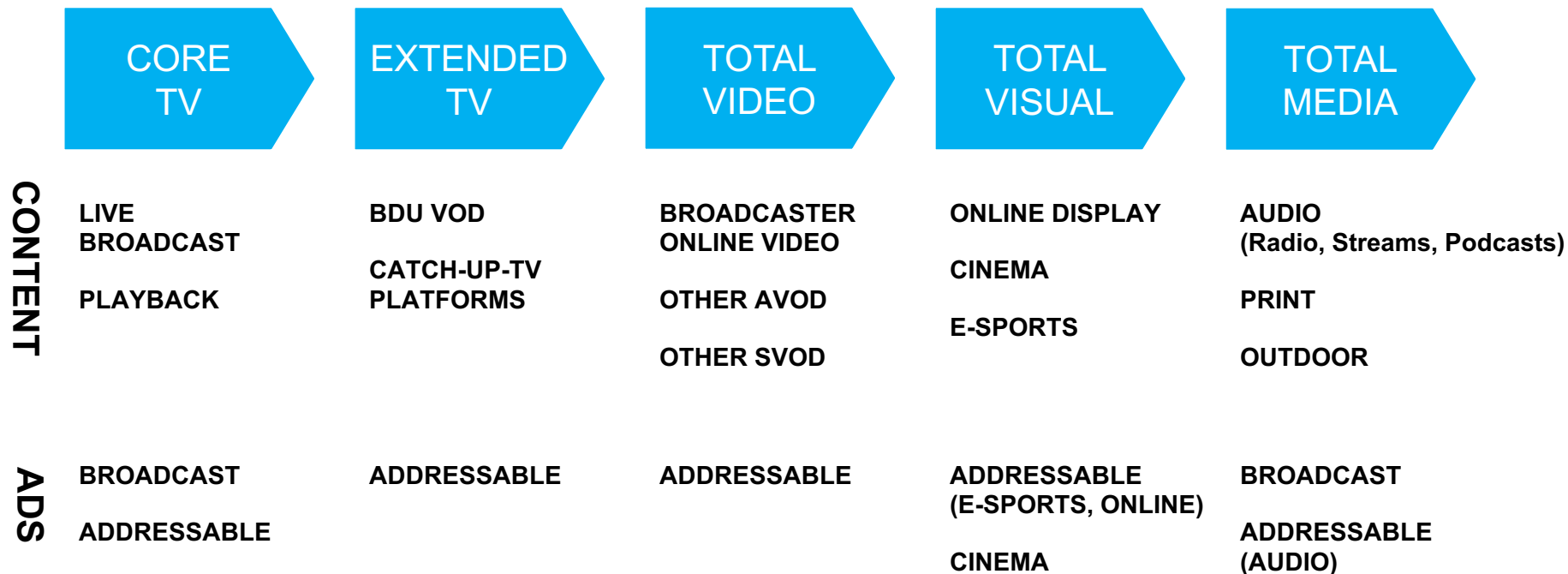
Only video viewing from specific sites & apps is captured



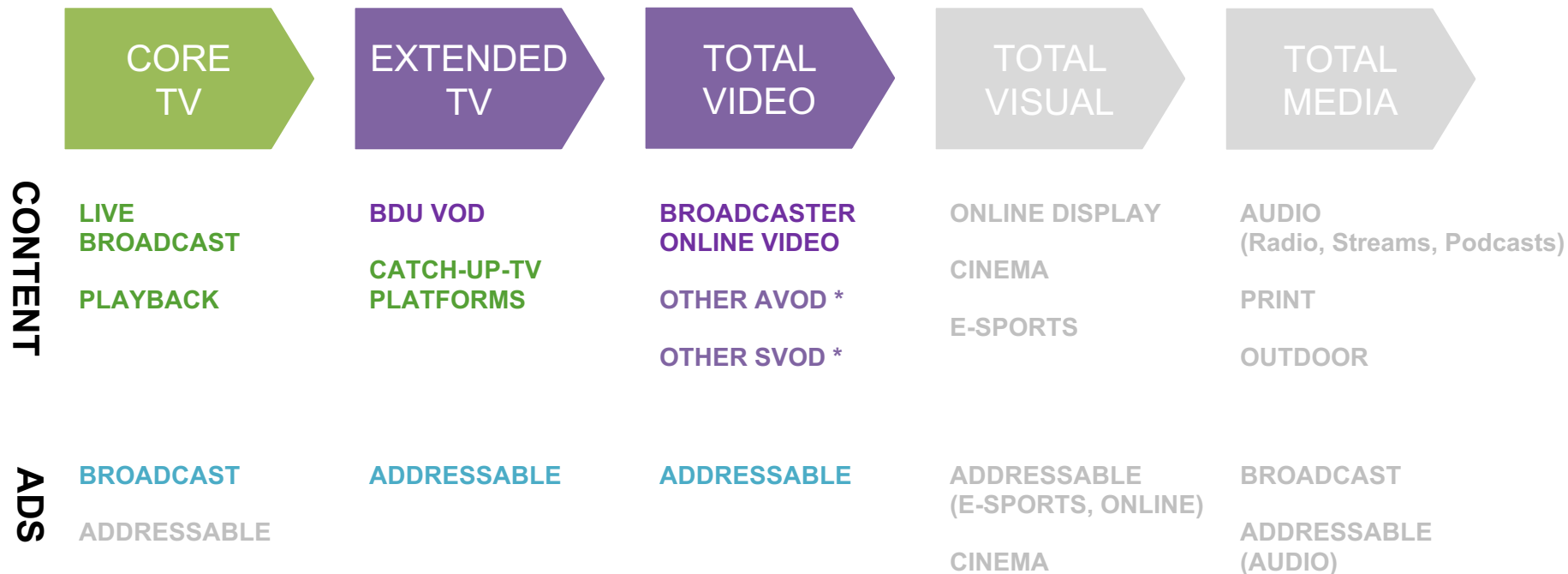
VAM: Fusion & Calibration



Industry Total Media



VAM Within Industry Total Media



Total Video Progress to Date

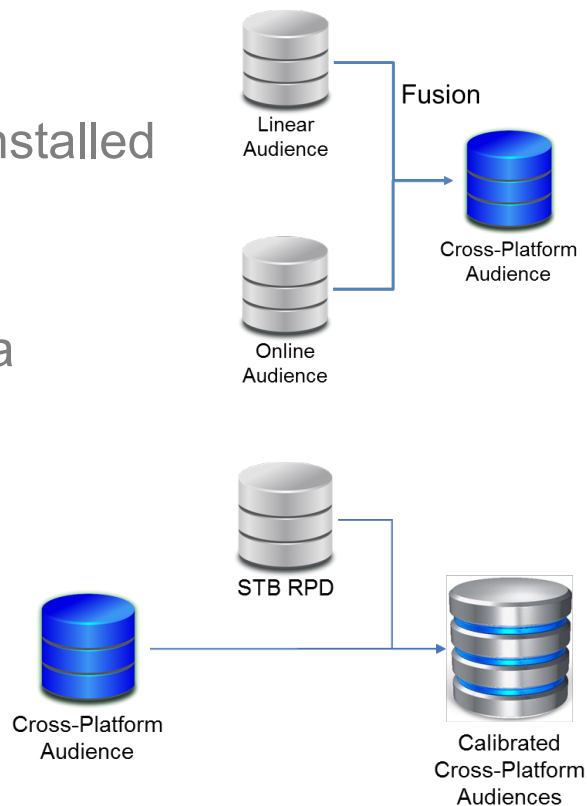
- Online audience measurement

Ontario and Quebec panels recruited and installed
Fusion modeling and software integration
underway

Broader rollout and calibration to follow data
review

- BDU RPD calibration

Development and integration in progress
Planned test data by early 2021



Challenges & Opportunities

- Cookies crumbling
- Other RPD integrations
- Linear Ad Targeting (DAI)
- Single-Source Panel
- Cross-Media Measurement

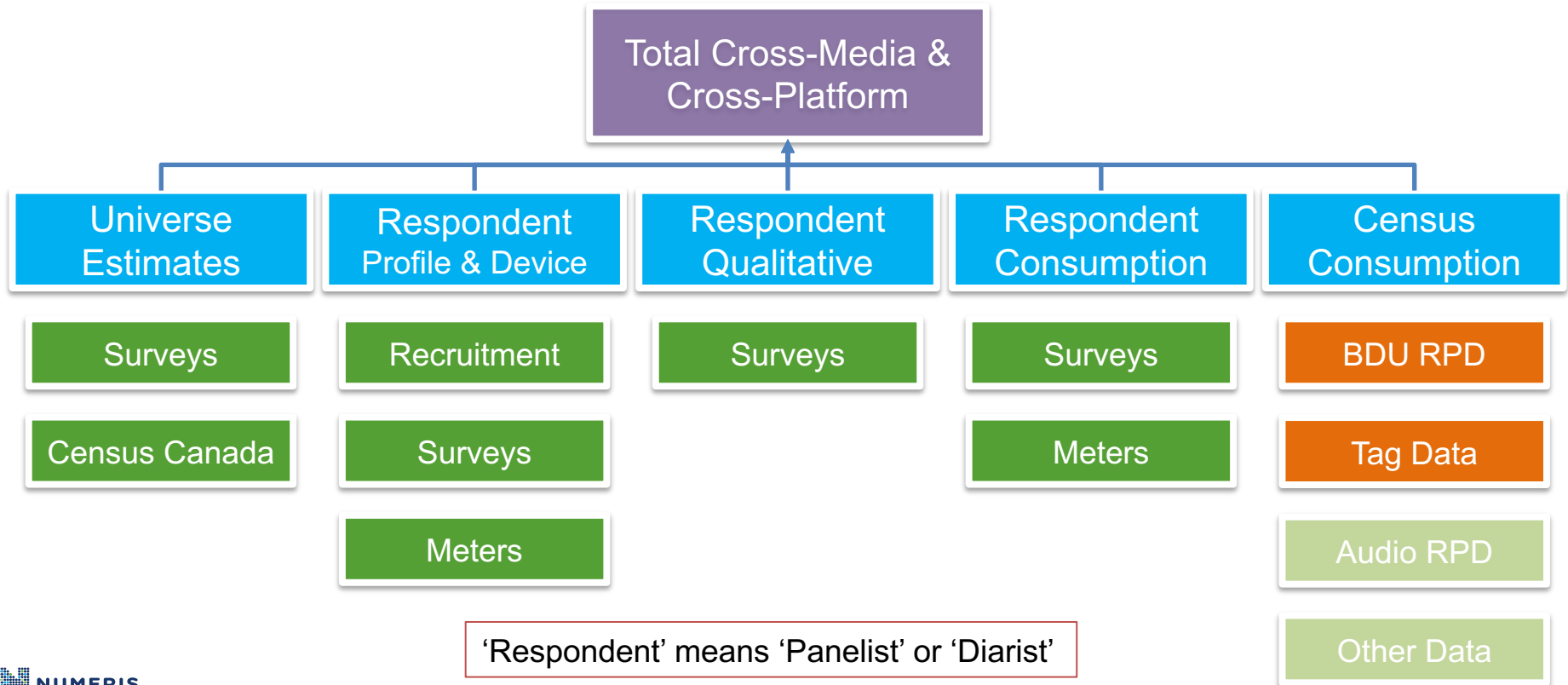


Moving to Cross Media

- Over the last few years Video initiatives led the way for Numeris' Cross Platform strategy (VAM incl. RPD)
- The priority for enhanced measurement is shifting to include online audio
 - Includes radio, streaming, podcasts
- With Audio Measurement, Numeris' updated strategy has evolved from Cross Platform to **Cross Media**



Numeris Total Media Data



Questions

