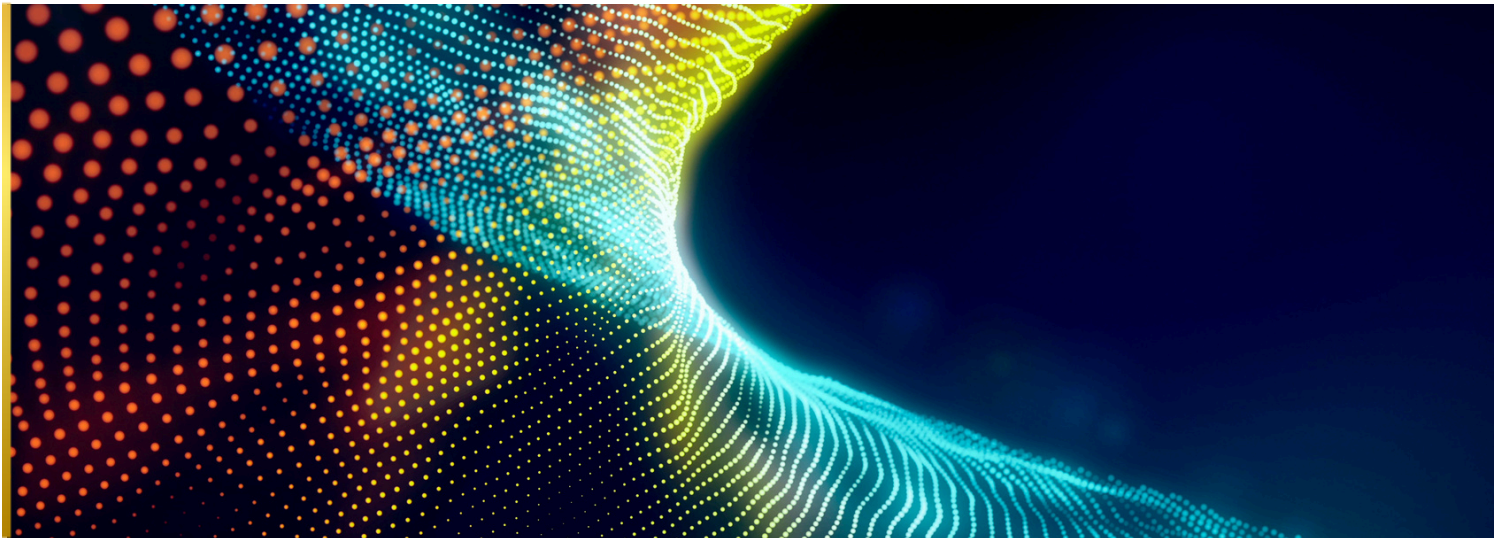


TGI Global Quick View

Profile and plan with globally harmonised consumer data



Comparable data from over 80,000 connected consumers in 37 countries worldwide

TGI Global Quick View provides a holistic picture of online consumers that enables you to profile the digital media consumption and purchase preferences of audiences at a global level.

As well as profiling global audiences, TGI Global Quick View data can be complemented with individual TGI national studies for enhanced and in-depth localised media planning.

Kantar's TGI Country Datasets cover both global and domestic brands in great detail and are typically the local currency for media planning.

For more information please contact your local representative or visit

www.kantarmedia.com

Media owners

- Understand online trends, gauge the competitive landscape and identify points of difference.
- Profile audiences consistently across markets to grow ad sales revenue from advertisers globally.

Media agencies

- Assess the digital maturity of a market and identify local differences to guide successful activation of target audiences.
- Feed international data into the planning process to inform budget allocation across regions.

Brand owners

- Focus your marketing efforts on the right digital channels and online audiences.
- Gain insights on digital commerce behaviours to uncover country, regional and global growth.

New for 2025!

Latest TGI Global Quick View data comprises a range of enhancements



Video streaming service by platform - with ads or without ads



Recent and upcoming changes to video streaming subscriptions



Time spent each day watching free streaming services

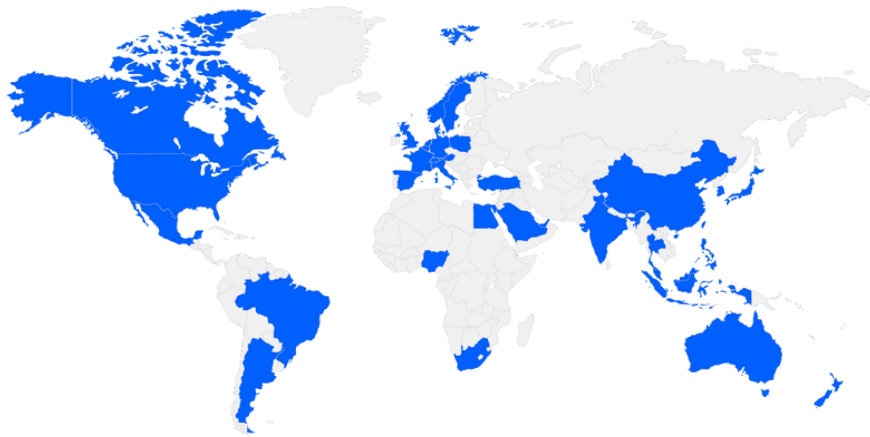


Free streaming service brands used in last week



Self-driving cars - level of engagement

Country Coverage



North & South America

- Argentina
- Brazil
- Canada
- Mexico
- USA

EMEA

- Austria
- Belgium
- Denmark
- Egypt
- France
- Germany
- Great Britain
- Italy
- Netherlands
- Nigeria
- Norway
- Poland
- Saudi Arabia
- South Africa
- Spain
- Sweden
- Switzerland
- Turkey
- UAE

APAC

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Phillippines
- Singapore
- South Korea
- Taiwan
- Thailand

Data Coverage

Demographics

- Online frequency
- Gender & Age
- City or region
- Highest level of education
- Employment status
- Household structure
- Age of children
- Household income
- Home ownership
- Commuting
- Finance - saving
- Finance - spending

Other Media

- Offline media behaviours – weekday and weekend volume
- Global TV brands – last 7 days
- Travel – weight of usage by vehicle
- Games played - last month
- Types of games played
- Activities whilst gaming

Interests

- Outings
- Short breaks / holidays – volume
- Sports following
- Football competition interest
- Other competition interest
- Football club following

TGI Personas

- OCEAN classification
- Life Values classification
- Connected Life classification
- SEL classification

Media Establishment

- Online volume
- Device ownership
- Online activities by device

Product/Brand

- Product categories
- Air Travel
- Airline brands
- Appliance/Device ownership
- Car ownership
- Motoring brands
- Financial services brands
- Mobile service provider
- Technology brands
- Sports brands
- Toiletries brands
- Food/Drink brands
- Alcoholic drinks brands
- Sustainability behaviors
- Sustainability attitudes

Content Preferences

- Topics of interest
- Emerging tech: awareness/interest/use
- Ad-blocking
- Technology attitudes
- Interests researched online
- Genres of music – listen to
- Genres of podcast - listen to
- Genres of film – watch
- Genres of TV programme – watch
- Media engagement prompts
- Occasions media consumed

Digital Engagement & Brands

- Audio streaming – brands used and weight of usage
- Paid video streaming – brands used, weight of usage and criteria for choosing subscriptions
- Free video content – brands used and weight of usage
- Social networking – brands used and frequency by network
- Online news - brands used and weight of usage
- Podcasts – frequency of usage
- Tolerance of ads on streaming services
- Types of game played by device

Over 200 media brands covered

Global TV Brands



Paid Video Streaming



Audio Streaming



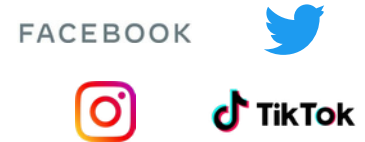
Gaming Brands



Free Video Streaming



Social networks



Gaming Networks



Over 500 brands across a wide range of industries

Technology



Mobile Services



Financial Services



E-commerce



Food and Drink



Motoring



Explore sports and club following

Competitions Following



Club Following



Sports Brands



Conduct multi-country analysis with TGI Snapshot

TGI Global Quick View data is accessed through Kantar's data visualisation tool, TGI Snapshot. The intuitive software – optimised for the international dataset – is loaded with new features to help users identify global trends and compare connected consumer variables across markets.

Interactive maps

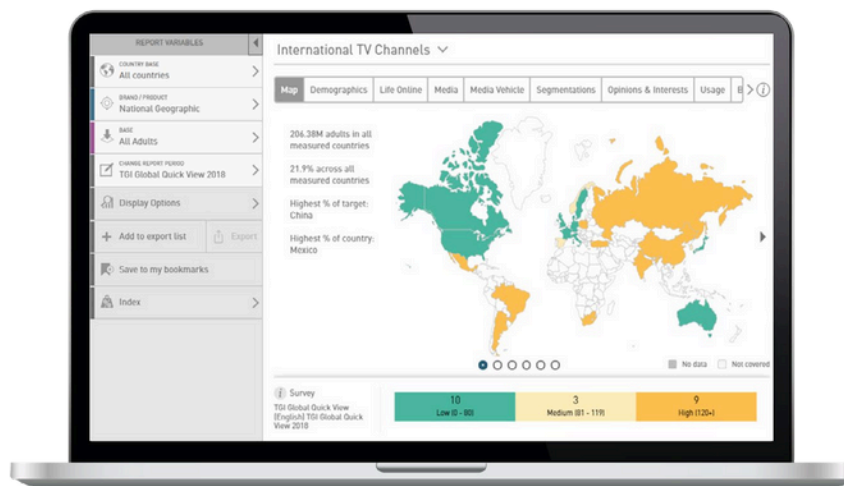
Quickly identify countries of interest for your audience with a global and regional view.

Target comparison

Create your own lists of targets for quick comparisons.

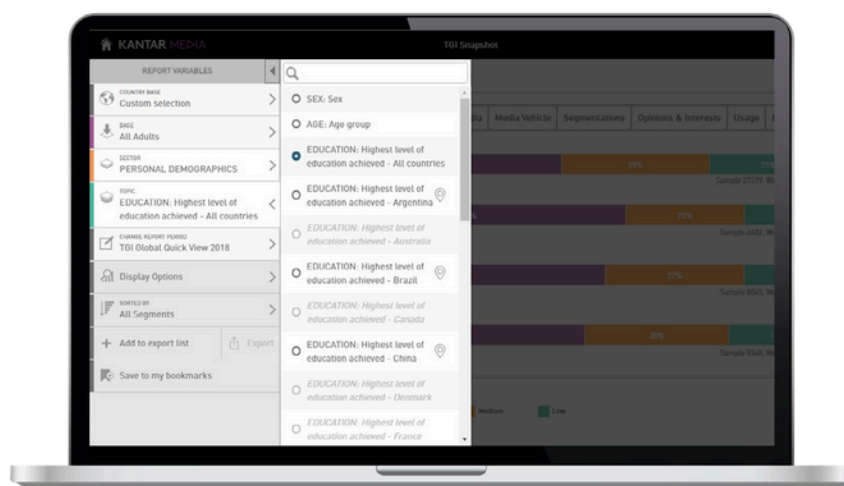
Country statistics

Immediately get statistics for your targets on single countries or combinations of them for multi-country analysis.



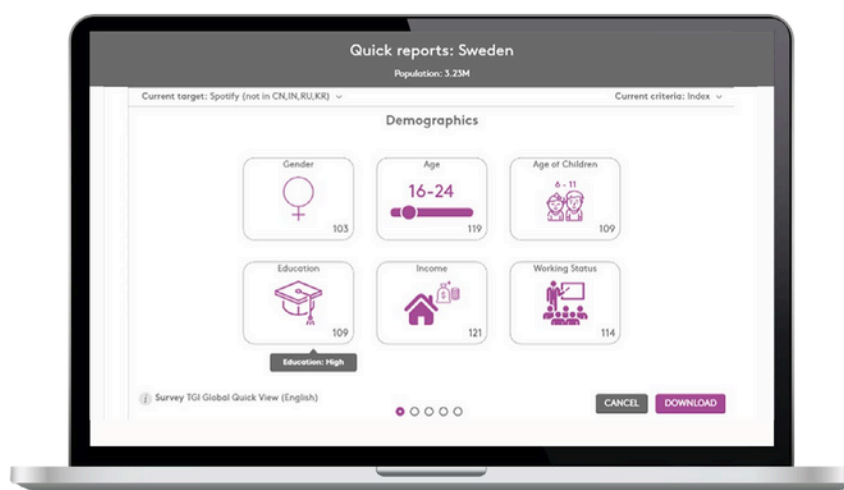
Auto-filtering

Making the analysis of international data easier and error free. Results are automatically filtered by the countries where your target is available and visual signposting aids the selection of profiling variables for that geography.



Quick Reports

Interactive data visualisation that can be downloaded into PowerPoint slides.



TGI Global Quick View data is also accessible in TGI Choices Online.