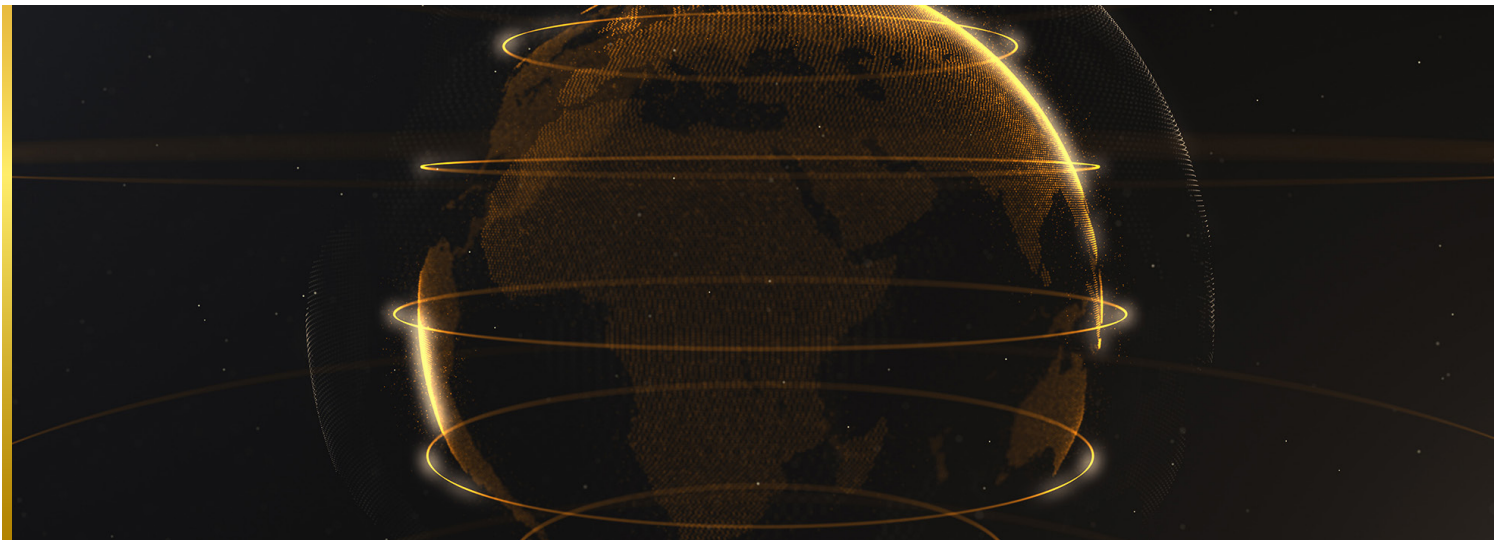


## TGI Global Quick View

# Profile and plan with globally harmonized consumer data



## Comparable data from over 85,000 connected consumers in 35 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.kantar.com](http://www.kantar.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.

## Advertisers

- 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.

## COVID-19 impact on consumer behaviour

Explore consumer attitudes and lifestyle choices in the wake of the COVID-19 pandemic with global intelligence on media consumption and product/brand usage.



Media habits



Media frequency



Online news & podcasts



Platform engagement



Positive impact



Personal finance

# Country Coverage



## North & South America

- Argentina
- Brazil
- Canada
- Mexico
- USA

## EMEA

- Austria
- Belgium
- Denmark
- Egypt
- France
- Germany
- Great Britain
- Italy
- Netherlands
- Norway
- Poland
- Russia
- South Africa
- Spain
- Sweden
- Switzerland

## APAC

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- New Zealand
- Phillipines
- Saudi Arabia
- Singapore
- South Korea
- Taiwan
- Thailand
- Turkey

# 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
- COVID attitudes

## 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

## 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

## Digital Engagement & Brands

- Audio streaming - brands used and weight of usage
- Paid video content - brands used and weight of usage
- 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

## TGI Personas

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

## Media Establishment

- Online volume
- Device ownership
- Online activities by device

## Content Preferences

- Topics of interest
- 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

## Over 200 media brands covered

### Global TV Brands



### Paid Video Streaming



### Audio Streaming



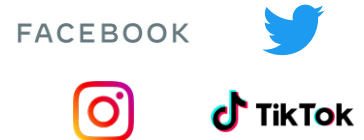
### Gaming Brands



### 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

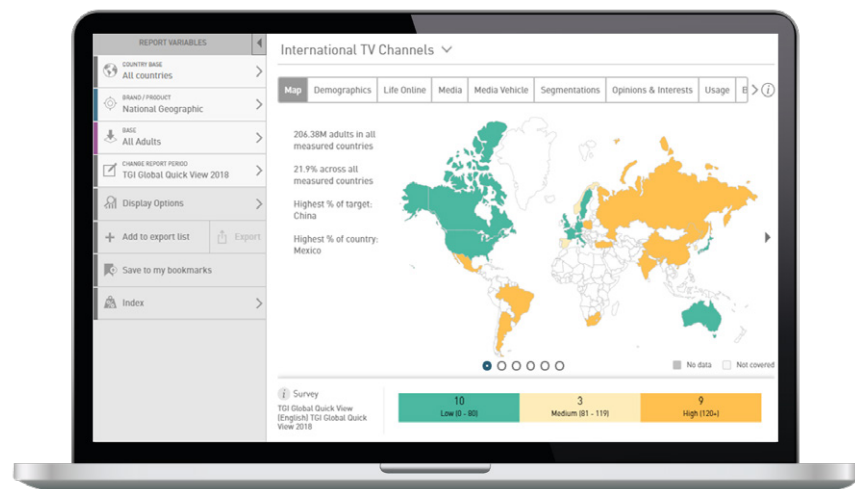
Quickly identify countries of interest for your audience with a global and regional view.

## Target comparison

Create your own lists of targets for quick comparisons.

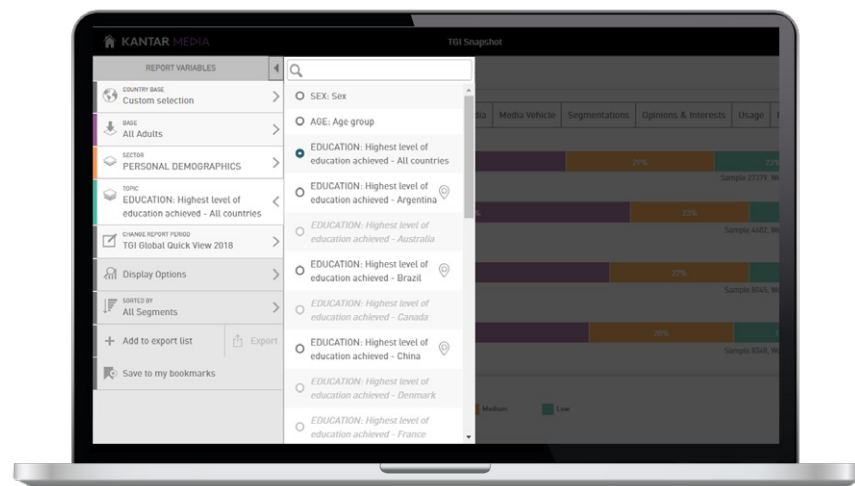
## Country statistics

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



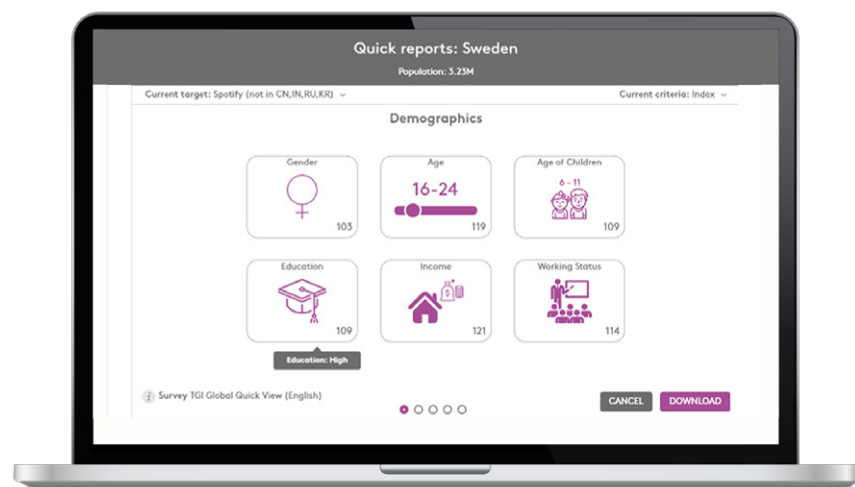
## Auto-filtering

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 and via third-party analysis tools.