

Scenario 1: Advertising spot "FIO BANKA"

- Detect overall number of TV devices that - a) watched the Ad at least once b) did not watched the Ad even once (zero times)

S1: Advertising spot "FIO BANKA"

Detect overall number of TV devices that - a) watched the Ad at least once b) did not watched the Ad even once (zero times)

	Session Start (View Filter Ockostar)									Grand Total
	2021									
	January									
	8	9	10	11	12	13	14	15	16	
Distinct Viewers of Fiobanka Ad	7,521	622	2,802	2,407	7,516	1,249	2,518	1,163	952	12,847
Distinct count of all viewers watching the Ockostar channel	34,702	2,582	15,391	13,564	50,733	12,594	12,169	12,393	9,762	104,942

How many people could have seen the advertisement but were not reached? These are the people that were watching TV and the specified channel but have not even once seen the advertisement.

Scenario 2: Advertising spot "ČSOB"

- Detect overall number of TV devices that a) watched the ad at least once b) did not watch the ad even once (zero times)

S2-a: Advertising spot "ČSOB"

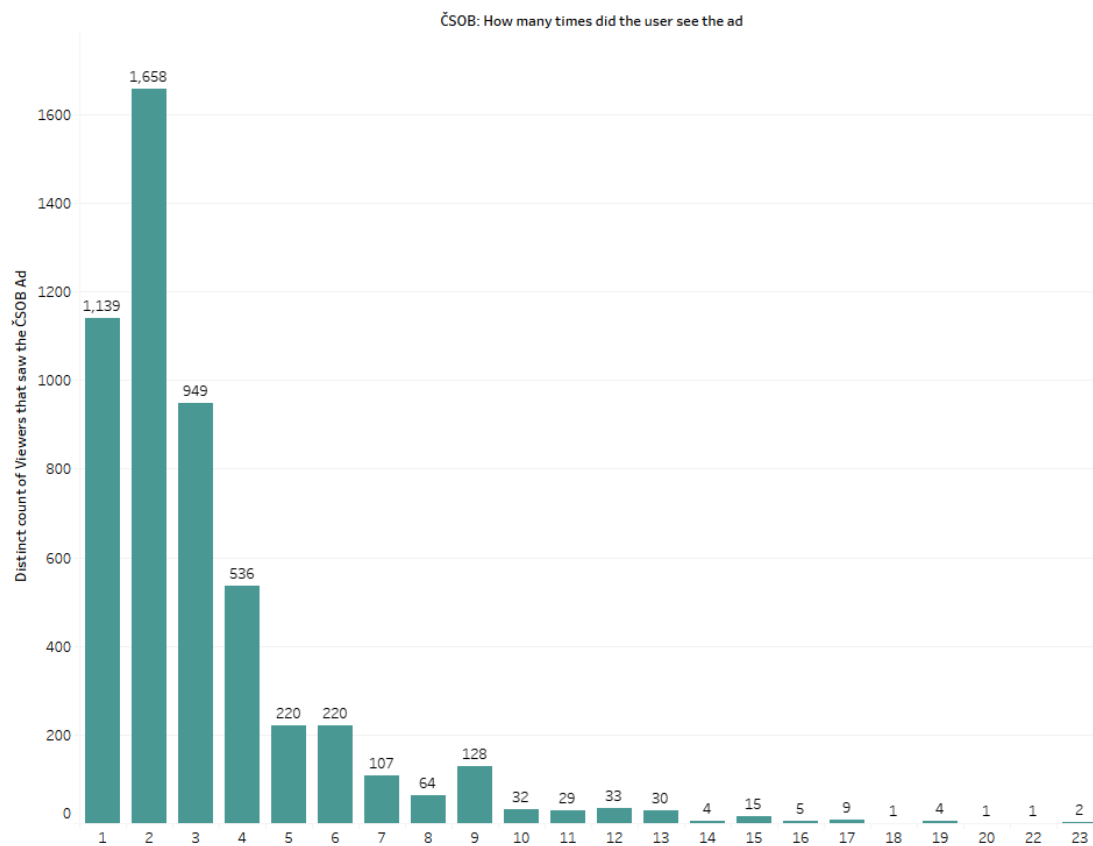
Detect overall number of TV devices that a) watched the ad at least once b) did not watch the ad even once (zero times)

	Session Start (View Filter Ockostar)									Grand Total
	2021									
	January									
	8	9	10	11	12	13	14	15	16	
Distinct count of viewers of the ČSOB ad	4,084	104	590	378	2,354	359	356	389	219	5,045
People watching the TV channel on this day but haven't seen the ad	34,702	2,582	15,391	13,564	50,733	12,594	12,169	12,393	9,762	104,942

- Detect the Ad spot frequency for each unique TV device (meaning: how many TV devices watched the Advertisement once, twice, 3x times, 4x times, 5x times and so on)

S2-b: Advertising spot "ČSOB"

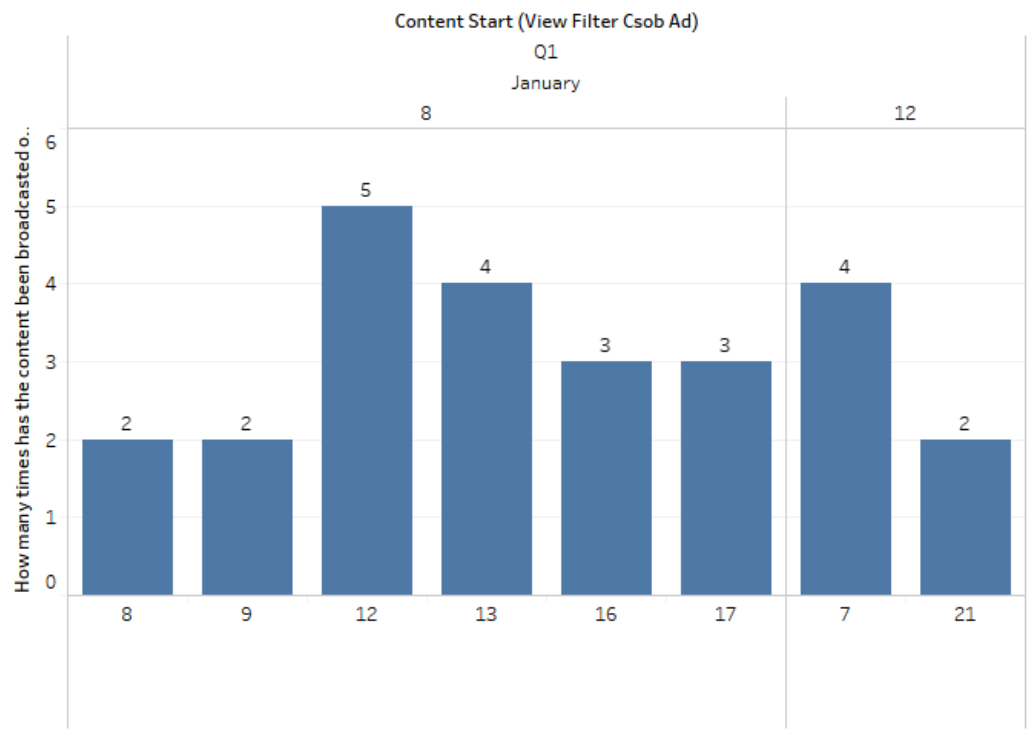
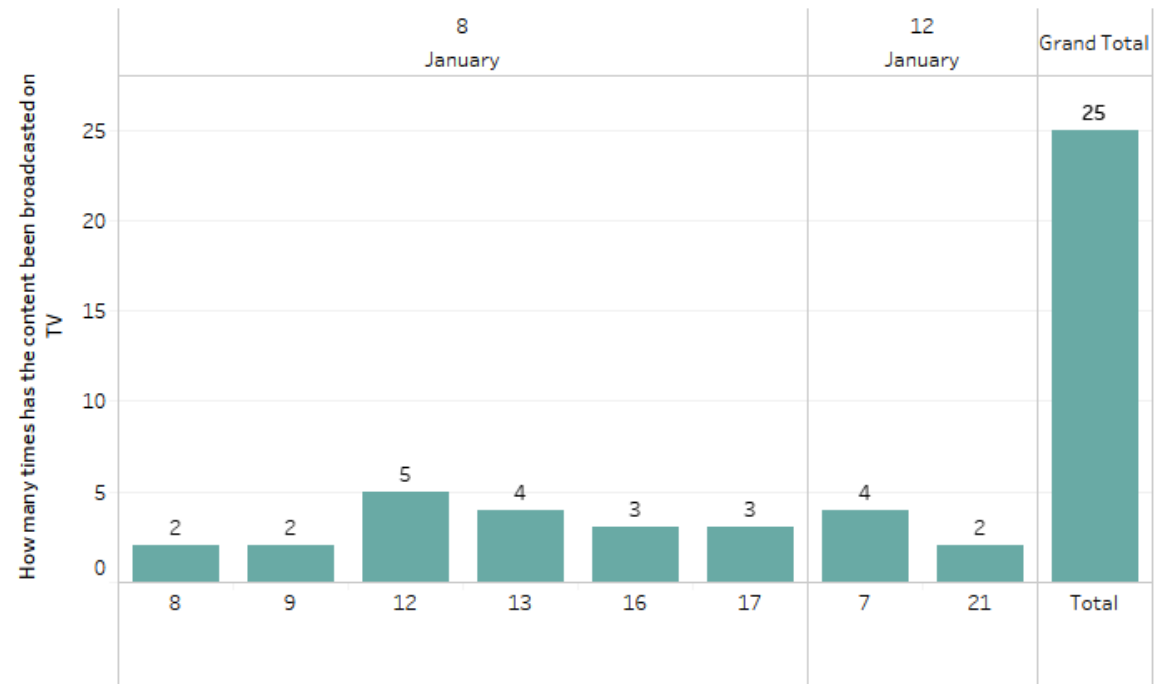
Detect the Ad spot frequency for each unique TV device (meaning: how many TV devices watched the Advertisement once, twice, 3x times, 4x times, 5x times and so on)



- Detect how many times the Ad has run on TV broadcast

S2-c: Advertising spot "ČSOB"

Detect how many times the Ad has run on TV broadcast



Scenario 3: a) Programme/Show: "Devadesátky v devět" its being broadcasted at 9AM and 9PM b) selfpromotion spot for "Devadesátky v devět"

- Detect overall number of TV devices that - a) watched at least small part of programme b) did not watched the programme at all

S3-a: a) Programme/Show: "Devadesátky v devět" its being broadcasted at 9AM and 9PM l
Detect overall number of TV devices that - a) watched at least small part of programme b) did not watched the programme at all

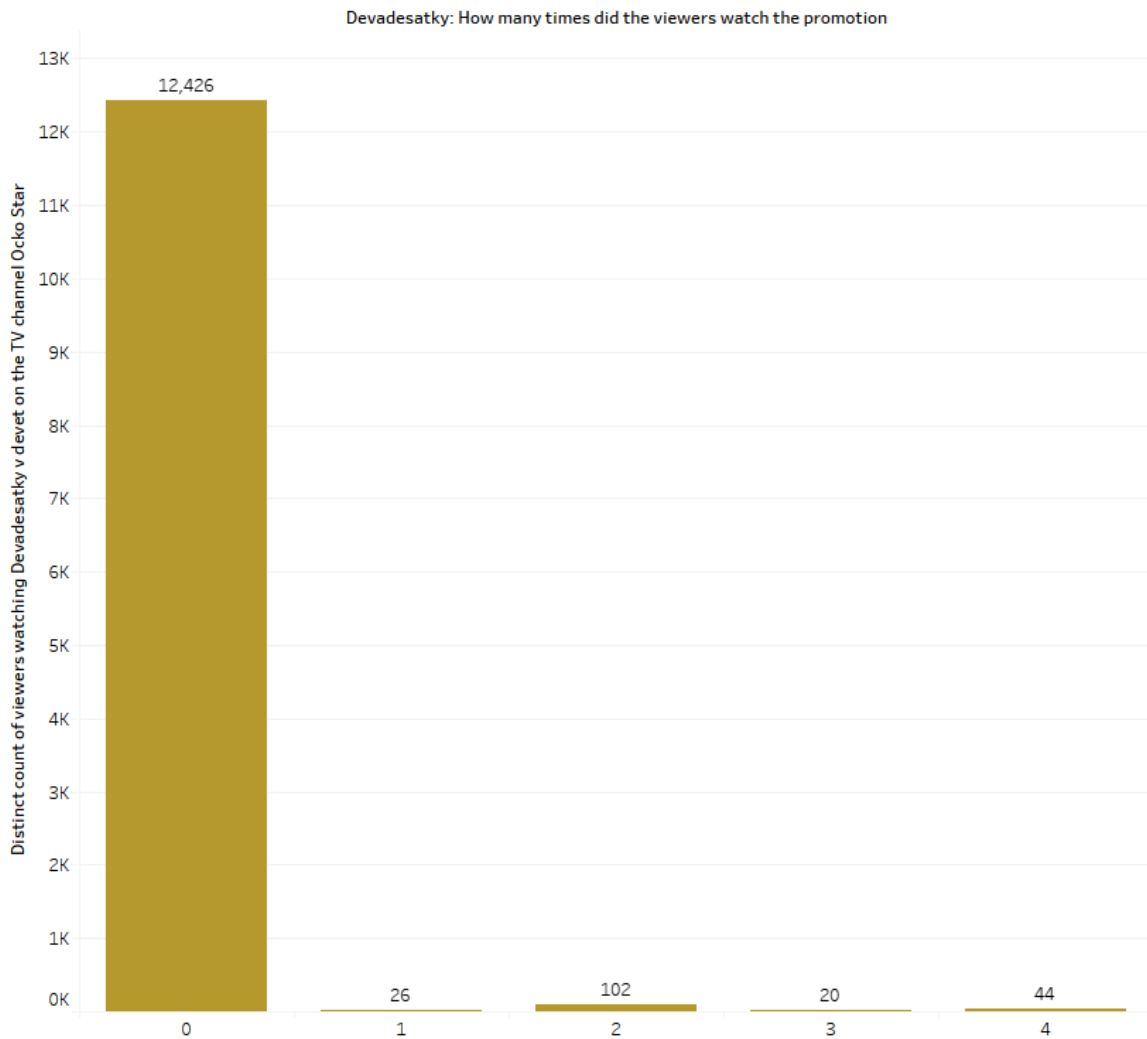
	2021 Q1 January								
	8	9	10	11	12	13	14	15	16
Number of users that did watch Devadesatky - WATCHED	2,166	0	0	3,113	3,925	1,748	2,250	1,812	0
Number of users that did not watch the programme Devadesatky - DIDN'T WATCH	33,758	2,582	15,391	11,517	49,269	11,629	10,696	11,335	9,762
Distinct count of all viewers watching the Ocko Star channel - ALL VIEWERS ACTIVE ON THE CHANNEL	34,702	2,582	15,391	13,564	50,733	12,594	12,169	12,393	9,762

- Detect overall number of TV devices that a) watched at least small part of programme AND b) watched selfpromotion spot for "Devadesátky v devět" before the programme has been broadcasted

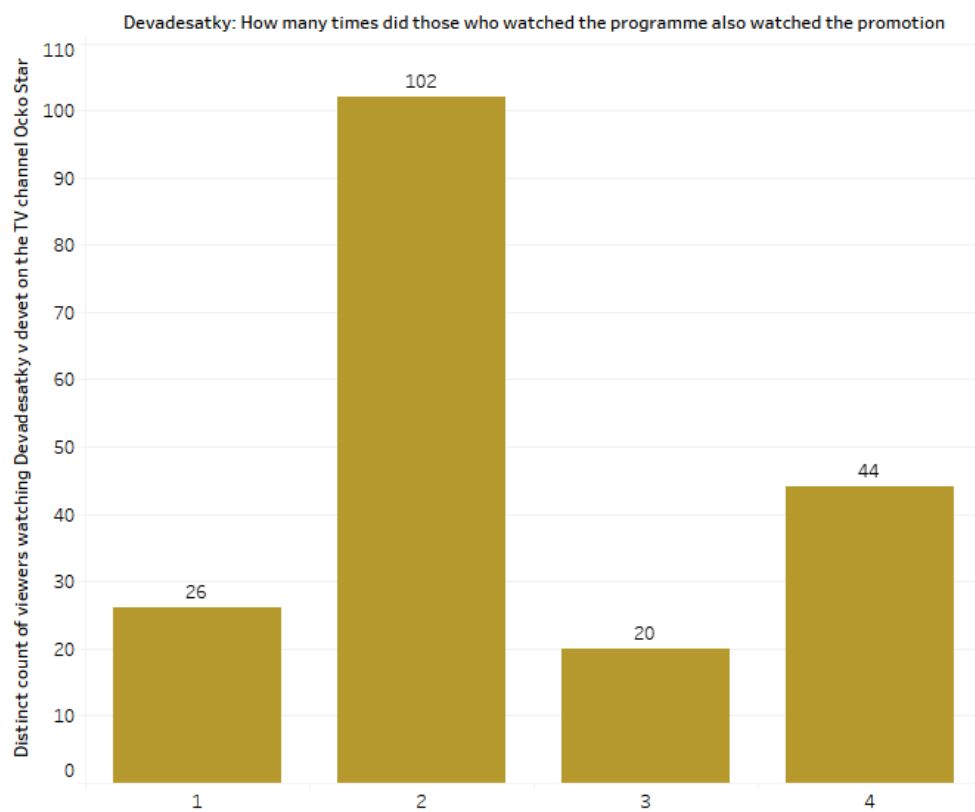
	Content Start (View Filter Ockostar)							
	2021 Q1 January							
	7	8	9	10	11	12	13	14
Number of users that did watch Devadesatky - WATCHED	12,618	12,617	11,021	11,021	11,014	8,673	0	2,248
Number of users that saw the promotion for the programme - SAW PROMOTION	0	77	0	139	69	3,203	0	0

Scenario 4: a) Programme/Show: "Devadesátky v devět" its being broadcaster at 9AM and 9PM b) selfpromotion spot for "Devadesátky v devět"

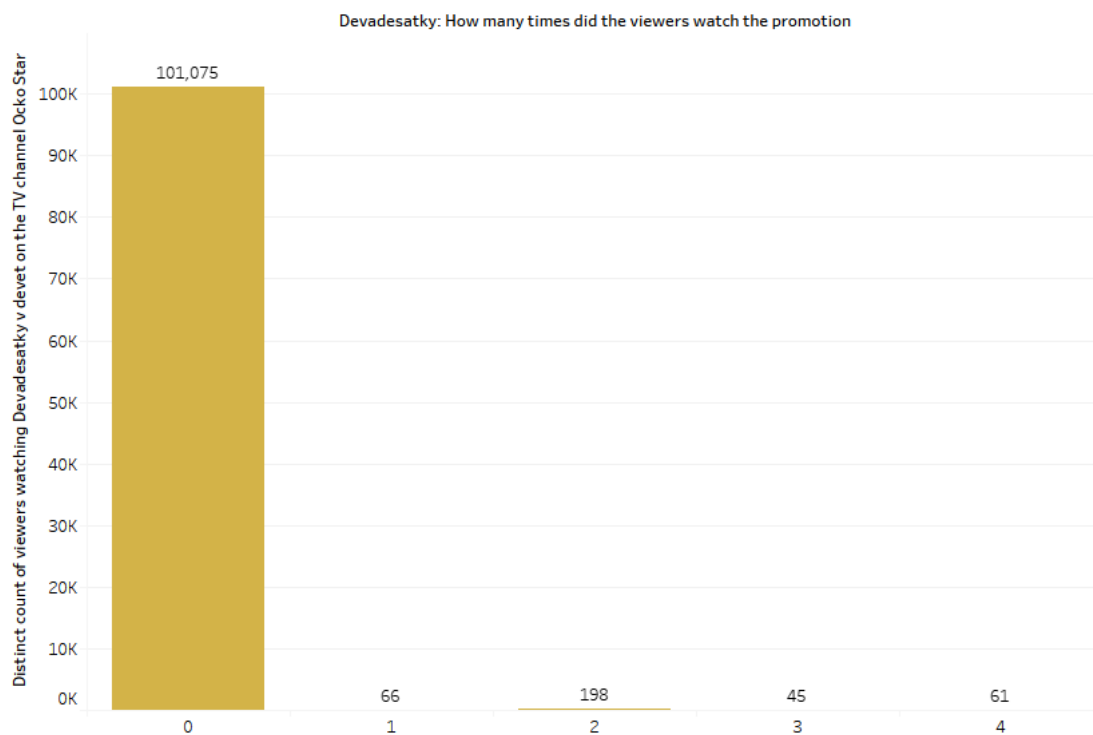
- Detect overall number of TV devices that - a) watched at least small part of programme AND b) how many times TV sets watched the selfpromotion spot (what was the frequency)



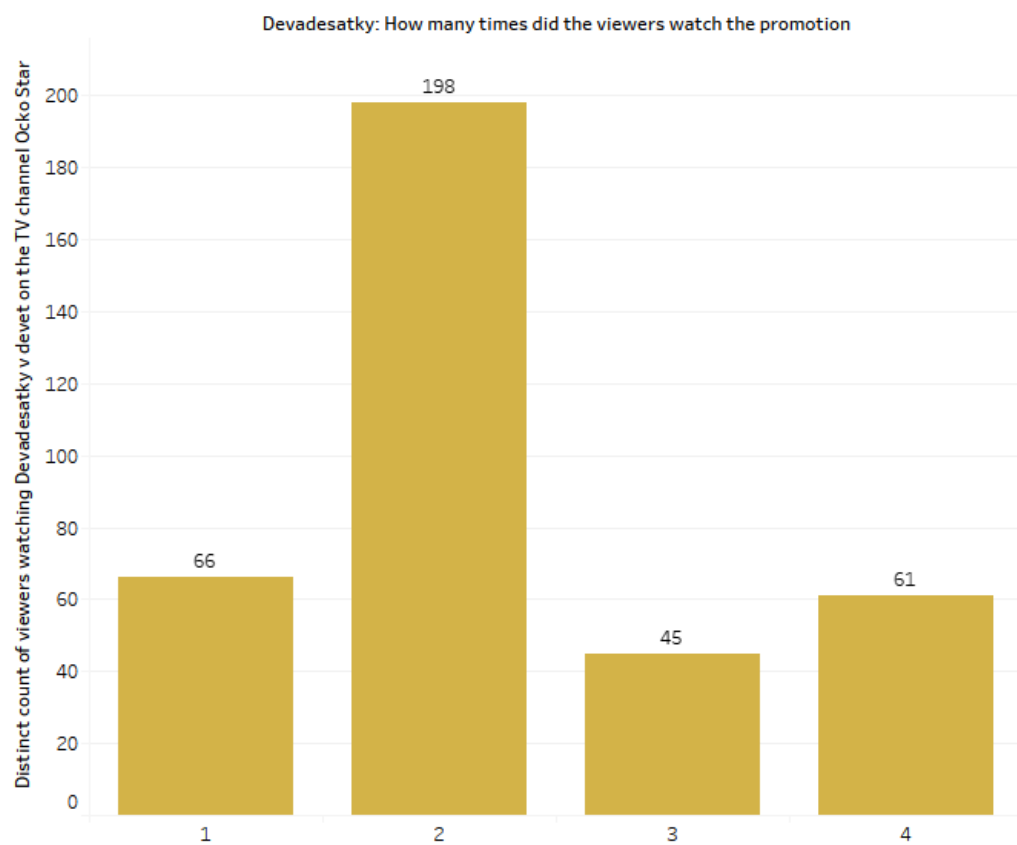
Detail of the smaller values:



- Detect overall number of TV devices that - a) did not watch the programme at all AND b) how many times TV sets watched the selfpromotion spot (what was the frequency)

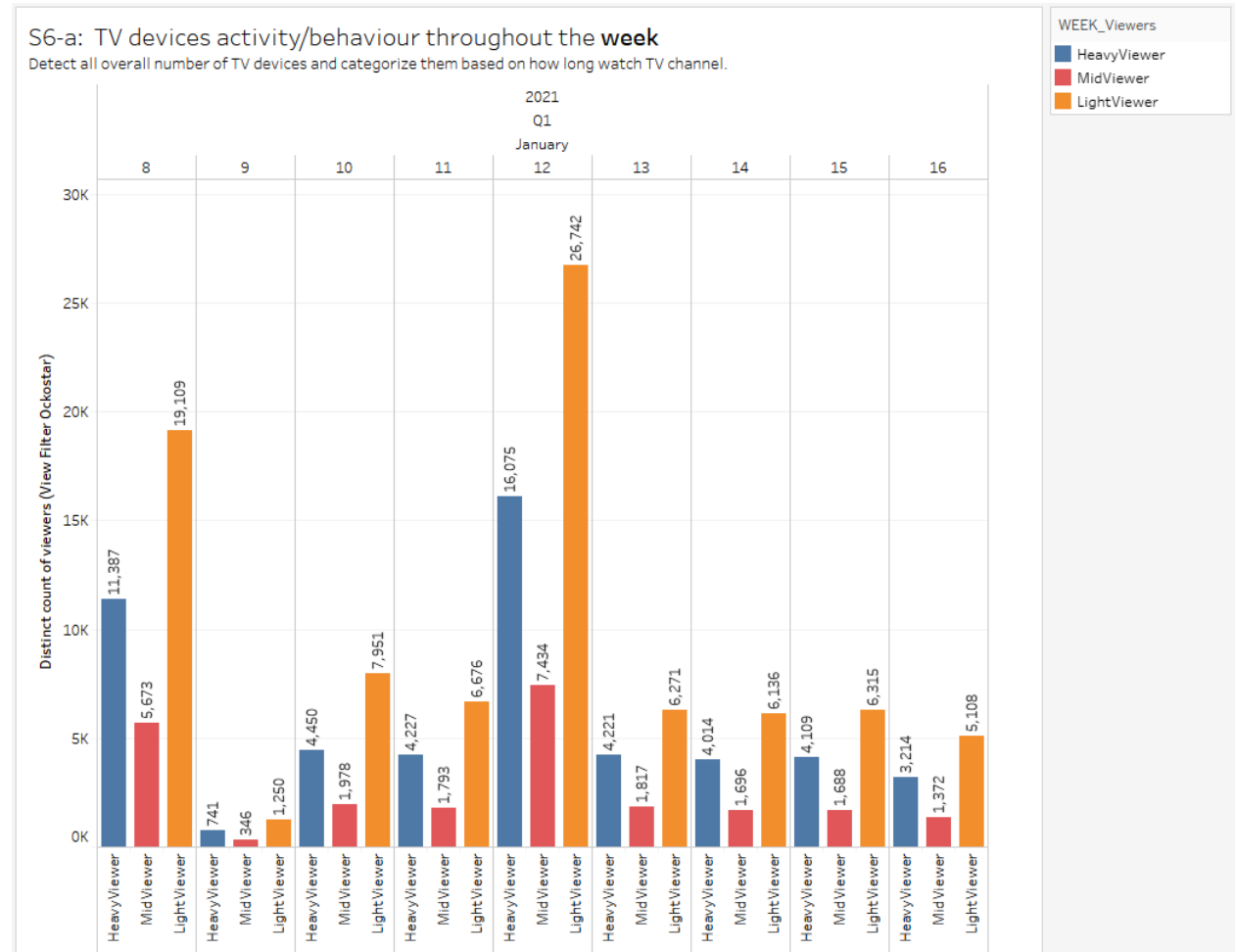


Detail of the smaller values:



Scenario: TV devices activity/behaviour throughout the week

Detect all overall number of TV devices and categorize them based on how long watch TV channel.

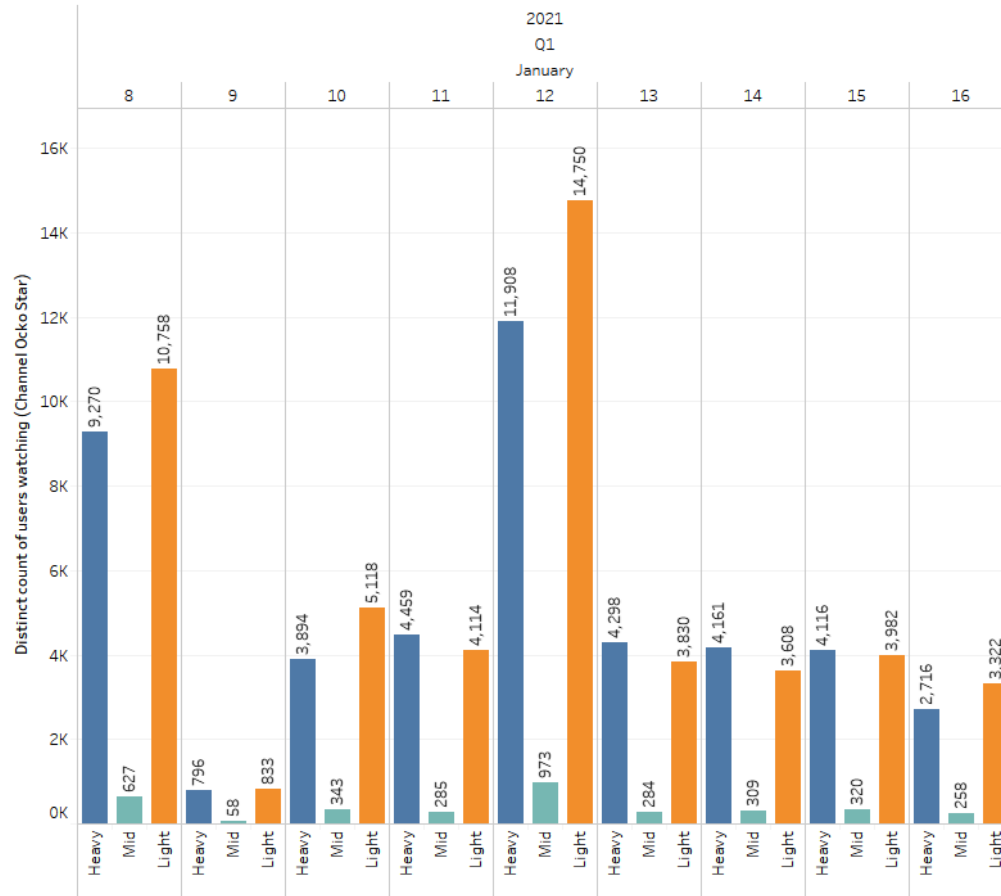


Scenario: TV devices activity/behaviour throughout the day

Detect all overall number of TV devices and categorize them based on how long watch TV channel.

S7-a: TV devices activity/behaviour throughout the day

Detect all overall number of TV devices and categorize them based on how long watch TV channel.



DAY_Viewers

Heavy

Mid

Light