



STICHTING KIJKONDERZOEK

KANTAR MEDIA

SKO VIDEODATA INTEGRATION

MODEL:

DAILY ONLINE RATINGS

MARIANA IRAZOQUI

SKO: TV RATINGS IN THE NETHERLANDS

Dutch JIC for TV audience measurement since 2002

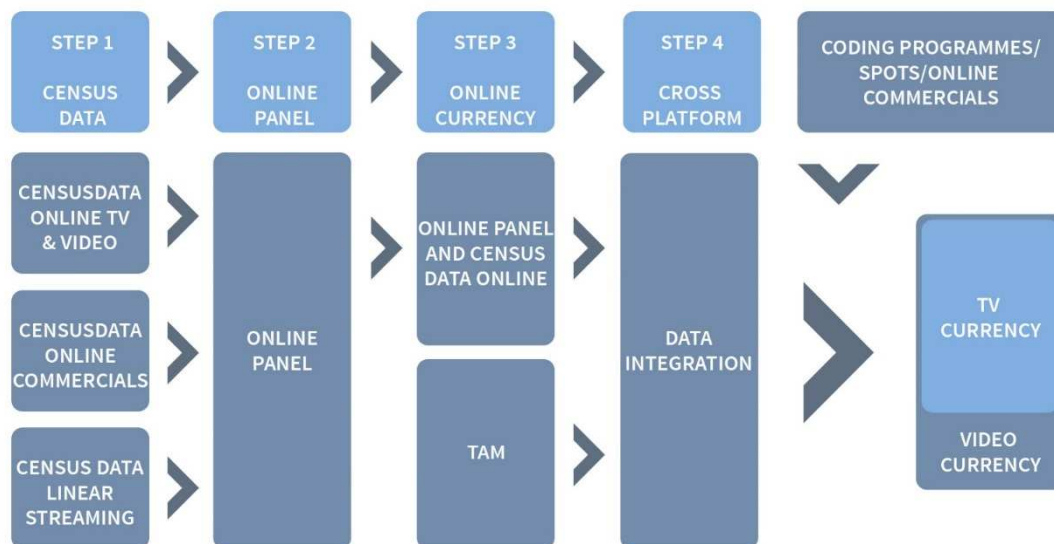
- Joint Industree Committee
- Advertisers, Media Agencies, Sales Houses of public and commercial Broadcasters



New strategy in 2013-2017

- Measurement and reporting (online) video
- All video content / All devices / All video publishers
 - Participation from publishers in online video measurement (e.g. Sanoma)
 - Collaboration with Internet Publishers to report site reach (e.g. Facebook,...) > NOBO

THE SKO VIM PROJECT, RECAP



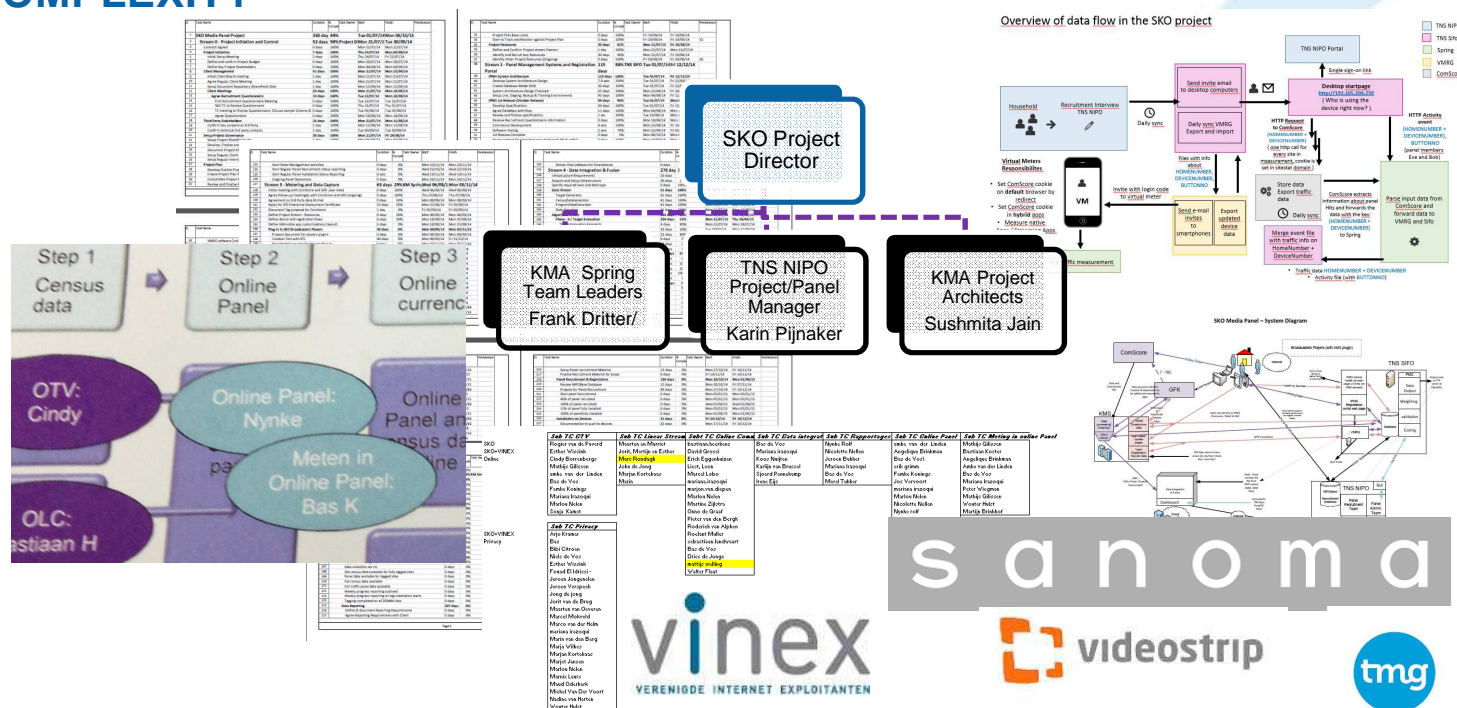
PLAY VIDEO



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COMPLEXITY





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STEP 1: CENSUS PROJECTS





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CENSUS 1: ONLINE TV AND VIDEO STREAMS



SKO

ONLINE TV & VIDEO

Daily report nStreams TV broadcasts at SKO website- Sept 2008



Monthly report nStreams at SKO website
Online analysis tool for broadcasters /agencies - Jan 2009



WEB-TV Playing time report - Jan 2012



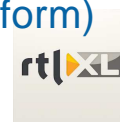
WEB-TV Segments report - Feb 2013
WEB- Previews of TV broadcasts in Online tool - Aug 2013
WEB aggregated programme data files - Oct 2013



OTV Devices report in Online tool- Feb 2014
OTV raw data- Sept 2014

MEASUREMENT SOLUTION CENSUS MEASUREMENT

- **In player measurement:** a tag+library based measurement solution for **all devices**
- **All content:** Online only TV/broadcast-related content / Other non-broadcast content
- Uses **comScore** implementations (or one of the other certified suppliers)
 - > Measurement requires cooperation of the participating publishers
- Uses IDFA/AndroidID implementation for Mobile identification
- TV **Nielsen** Metadata link to streams, done by **GfK Netherlands**
- Focus on players certification/check, Q&C and transparency
- Raw data statements (Starts X Visitor ID X Player X Platform)
- Working/reporting on this since 2008!





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CENSUS 2: ONLINE COMMERCIALS



KANTAR MEDIA Tag Generator [Admin / Help / About](#) [Logout](#)

Generate Tag

Campaign Data

Campaign ID:

Campaign ID:

Advertiser:

Sales Order:

Media Agency:

Advertiser:

Product Name:

Pixel Data

Event:

Alt Text:

Position of Ad in Page:

Ad Creative: [Success](#)

Physical Ad ID:

[Save](#)

ONLINE VIDEO COMMERCIALS MEASUREMENT

- Kantar Media provides templates and **automated tool** for generating measurement pixels for VAST players
- The automated pixel placement is live for DFP users (NPO, RTL, Branddeli)!
- > other systems to follow
- System measures the playout of online video commercials using the the VAST standard for all campaigns on all participating publishers.
- Nielsen codes and harmonizes the commercials like for TV – metadata
 - Harmonisation of Online Campaigns
 - Harmonisation with TV campaigns based on SKO branch, brand and product classification)



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STEP 2: ONLINE PANEL

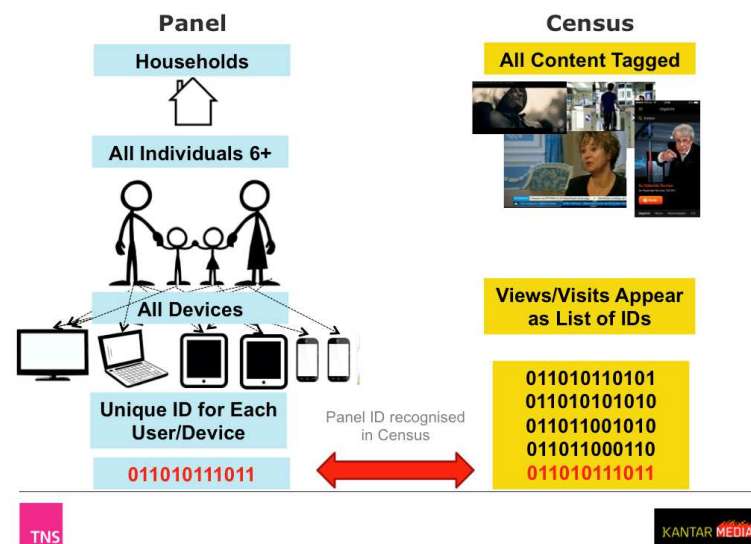




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ONLINE PANEL



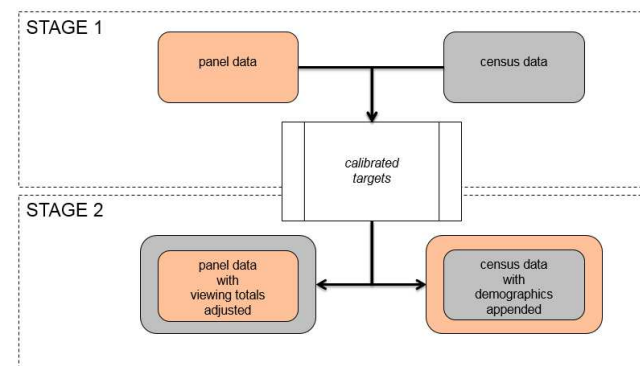
STEP 3: DATA INTEGRATION



DATA INTEGRATION CENSUS AND ONLINE PANEL



Model Design



MODEL DESIGN: HYBRID, THE BEST OF BOTH WORLDS



CENSUS DATA

- EXACT ACCOUNT
- TOTAL MINUTAGE
- ALL PROGRAMMES
- ALL COMMERCIALS
- ALL BREAKS



PANEL DATA

- REACH ESTIMATES
- DEMO PROFILES
- CROSS-PLATFORM BEHAVIOUR AT HOUSEHOLD / INDIVIDUAL LEVEL
- CO-VIEWING



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THE DUTCH ONLINE VIDEO





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WHAT'S NEXT?





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WHAT'S NEXT? WHAT SHOULD BE ADDED?



- Ratings for **online only** content
- Ratings from **online live** streams by cable operators.
- Ratings for **Youtube premium** campaigns; if tagged
- TV programs ratings **Overnight +1**



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FUTURE PROOFING VIDEO AUDIENCE MEASUREMENT

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