

TTVAM = Total TV mainonnan mittaus -Yhteistyöllä kohti yhteismitallisuutta



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News

MTV, Sanoma Media tap dataBreeders for Total TV ad measurement

Written by **Stuart Thomson** | 1 hour ago

Finnish commercial broadcasters MTV Oy and Sanoma Media Finland have signed a contract with measurement specialist dataBreeders to develop Total TV advertising measurement and currency for the Finnish market this year.

Total TV combines linear television and broadcaster video on demand services. The Finnish Total TV advertising measurement project was launched in 2020 by the Finnish TV industry, and it has been led by Screenforce Finland. Leading cross media measurement consultants from Pure X Media have assisted in the process.

Screenforce Finland members have over 16 TV channels, representing approximately 98% of the Finnish commercial market and €260 million in advertising sales in 2021.

DataBreeders said the move meant that Finland will be one of the first countries in the world to enable a Total TV currency with the aim of unifying campaign measurement across all broadcast platforms.

The Total TV advertising measurement will be developed under a joint entity that will be governed by the leading

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Unified TV ad measurement to be launched in Finland

Wednesday, January 25th, 2023

SCREEN FORCE
THE MAGIC OF TV

New Total TV advertising measurement to be launched in Finland

After a successful proof of concept, the Finnish commercial broadcast measurement specialist dataBreeders have signed a contract with MTV Oy and Sanoma Media Finland to develop Total TV advertising measurement and currency to market in 2023. Finland will be one of the first countries in the world to enable a Total TV currency with the aim of unifying campaign measurement across all broadcast platforms. The Total TV advertising measurement will be developed under a joint entity that will be governed by commercial broadcasters in Finland (MTV, Sanoma and Warner Bros. Discovery).

Total TV content measurement has been available in Finland for five years. The new Total TV advertising measurement introduces a modelling which enhances the process by bringing unified contacts and de-duplicated reach on a campaign level. By using multiple data sources, it combines broadcaster adserver and current TV audience measurement data.

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Finland: New Total TV ad measurement

January 25, 2023



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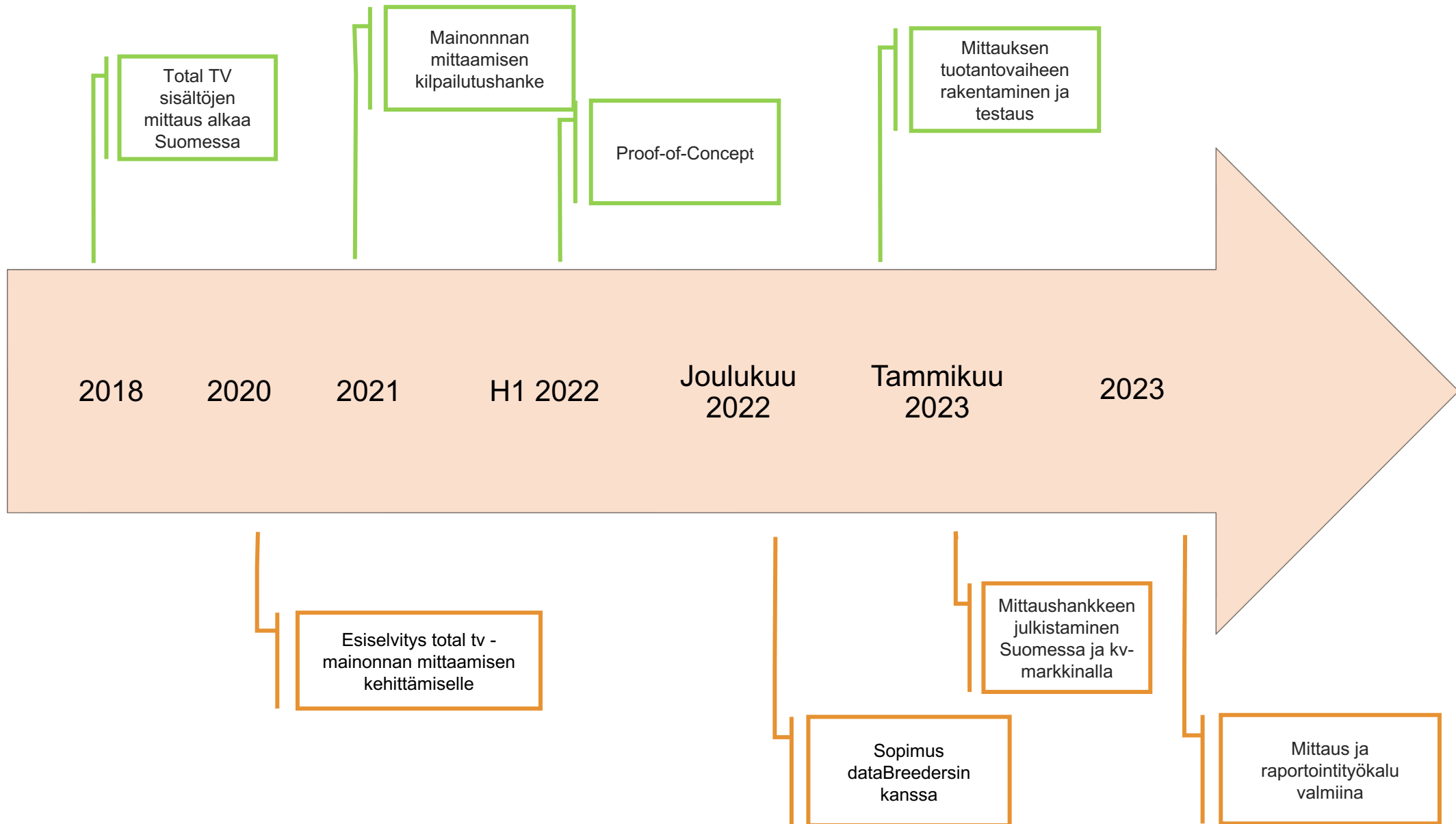
"TV measurement has to be a gold standard: transparent, trustworthy and consistent. This is made possible by partners like Finnpanel. We are extremely excited to be one of the first in the world to enable Total TV currency to the market," says Anna Lujanen, Executive Director of Screenforce

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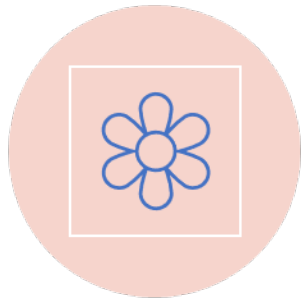
Askel askeleelta kohti maalia



Askel askeleelta kohti maalia



Lähtökohdat ja periaatteet



TV-sisältöjen katselutavat monimuotoistuvat, joten mainonnan mittauksen tulee myös kehittyä



Haluamme tarjota mainonnan ostajille kokonaisvaltaisen ja yhteismitallisen näkymän kampanjointiin lineaarisilla TV-kanavilla sekä suoratoistopalveluissa



TV-toimialan yhteinen ratkaisu yhteisillä säännöillä
Muille toimijoille mahdollisuus liittyä mukaan



Läpinäkyvyys ja luotettavuus

Onnistumisen avaimet

- ✓ Screenforce neutraali taho projektin koordinointiin
- ✓ Hallittava määrä TV-yhtiöitä
- ✓ Spotgate ID: markkinassa jo mainosspotin yksilöivä tunniste
- ✓ Luotettavat ja laadukkaat datalähteet (Finnpanel ja TV-yhtiöiden oma data)



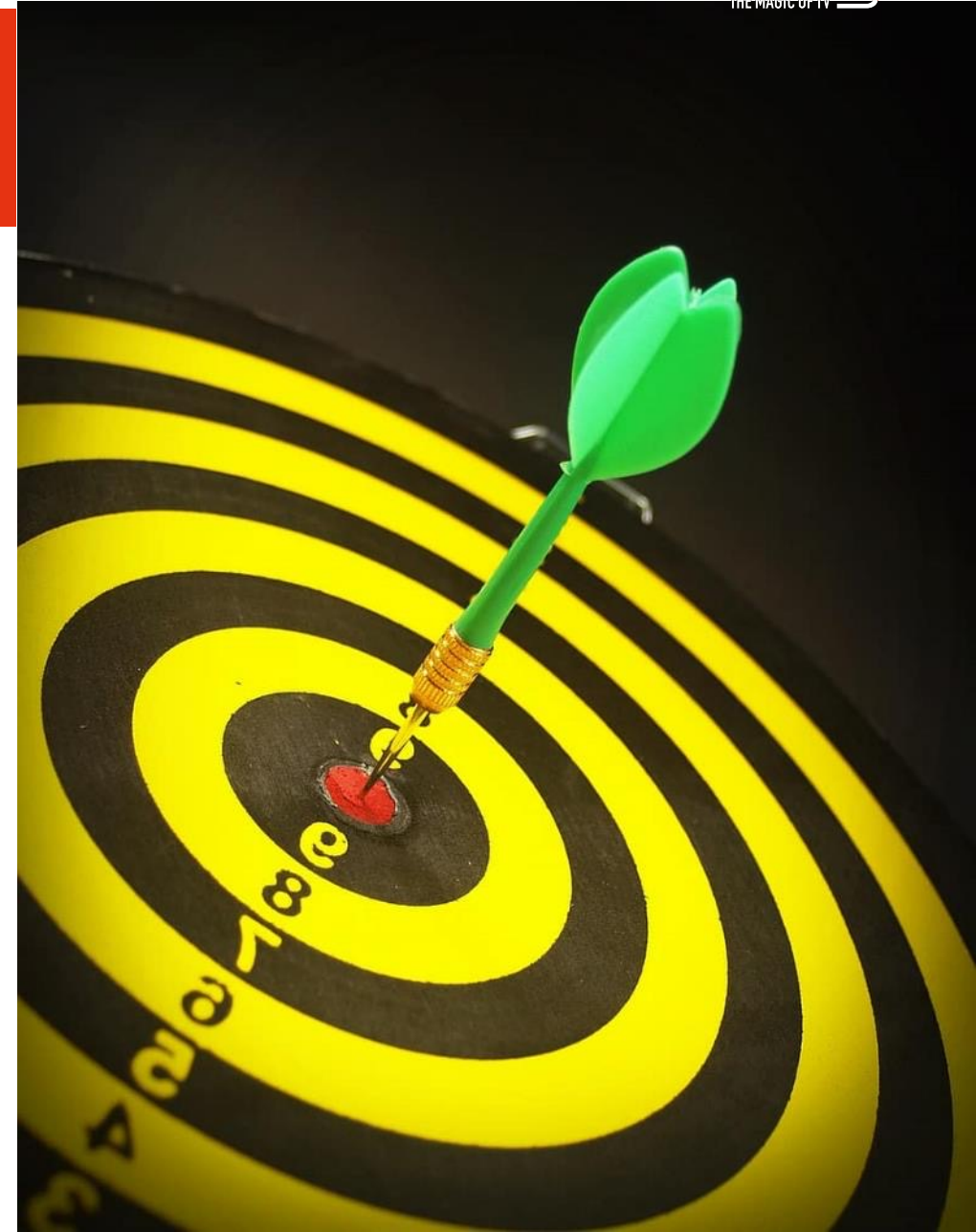
Ainesosat



- Dataa videon mainonnanhallintajärjestelmistä
- Suoratoistopalveluiden rekisteröintidata (demografiat)
- Finnpanel:
 - TV-kampanjadata
 - Reititinmittaridata, joka mittaa panelistien suoratoistopalveluiden (BVOD) sisällönkulutusta
- Spotgate ID

Paneeli- /'single-source' data

- Finnpanelin paneelipohjainen TotalTV-mittaus ('single-source') mittaa kaiken TotalTV-kulutuksen (TV-kanavat ja BVOD)
- TTVAM:ssa onnistuimme yhdistämään BVOD-mainonnan paneeliin
- Paneelin avulla saamme luotettavasti mallinnettua:
 - Laitteet ihmisiksi (=impressiot kontakteiksi)
 - Mainoskampanjoiden tavoitavuus- ja toistolukujen laskennan eri kombinaatioissa:
 - Yksittäinen BVOD-palvelu tai useampi BVOD-palvelu
 - BVOD-palvelut ja TV-kanavat yhdessä



Mitä uutta hyödyllistä tietoa mainonnan ostajille

Tarkempaa tietoa mainonnasta suoratoistopalveluissa (BVOD)

- Suoratoistopalvelujen mainonta kontakteiksi impressioiden sijaan (vain 100 % loppuunkatsotut mainokset)
- Päivittäin mainoskampanjoiden kontaktit (edellyttää Spotgate-koodia) eri demografisissa kohderyhmissä 10 vuoden ikäryhmät/sukupuoli

Yhteismitalliset kampanjatunnusluvut lineaarisista TV-kanavista ja suoratoistopalveluista (BVOD)

- Yhteismitalliset kontaktit / TRP-määrät → mahdollistaa valuutan
- Yhteismitallinen tavoitavuus (1+, 2+, 3+) ja toisto aiemmin mainituissa demografiaryhmissä

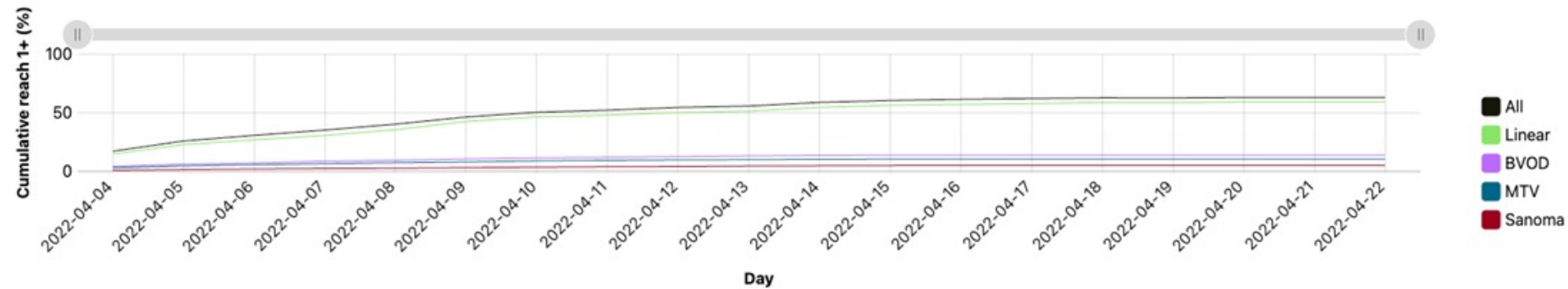


Summary Impacts by target Build-Up impacts R1+ by target In target R&F **Build-Up R1+**

VIEW Reach (000) Reach (%) Target group A25_44 ▾

Type	Target name	2022-04-04	2022-04-05	2022-04-06	2022-04-07	2022-04-08	2022-04-09	2022-04-10	2022-04-11	2022-04-12	2022-04-13	2022-04-14	2022-04-15	2022-04-16	2022-04-17
All	A25_44	17.2	25.9	30.7	35.2	40.2	46.3	50.3	52.1	54.4	55.6	58.7	60.3	61.3	62
Linear	A25_44	14.8	22.9	26.9	30.6	35.5	42.5	46.4	47.9	50	51.2	54.4	56.2	57	57.7
BVOD	A25_44	4.3	6.3	7.3	8.8	9.5	10.7	11.6	12	12.7	13.3	13.8	14	14	14.1
MTV	A25_44	3.2	4.8	5.8	6.7	7.5	8.2	9	9.5	9.9	10.1	10.4	10.5	10.6	10.6
Sanoma	A25_44	1.1	1.7	2.2	2.6	2.8	3.3	3.7	4.1	4.3	4.7	4.9	5.1	5.2	5.3

Campaign: Candy
Target group: A25_44



Gold standard

- Luotettavuus
- Johdonmukaisuus
- Läpinäkyvyys
- Datan laatu

