

Television and video measurement: what advertisers really need to know.

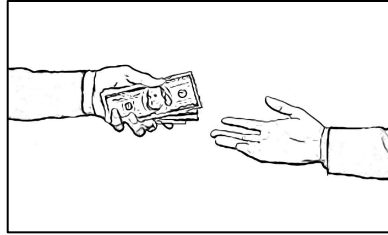
An international perspective



Richard Marks

RESEARCH**THE**MEDIA

Data is the lifeblood of the media industry



Trading



Content



Effectiveness

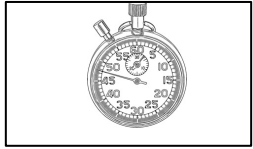


Investment

Seven key issues....



1. People not devices



2. Minimum durations



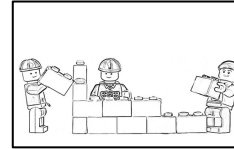
3. Content and context



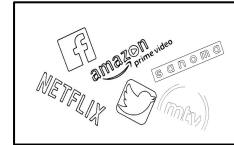
4. Does size matter?



5. The role of attention



6. The cross-media measurement 'North Star'



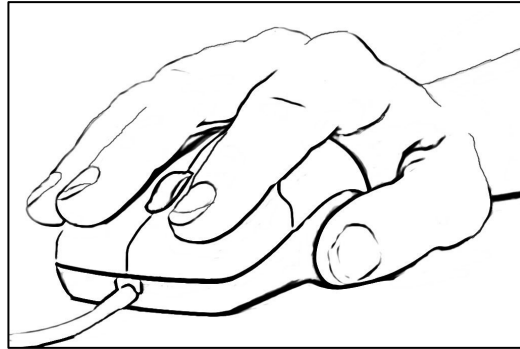
7. What is television?

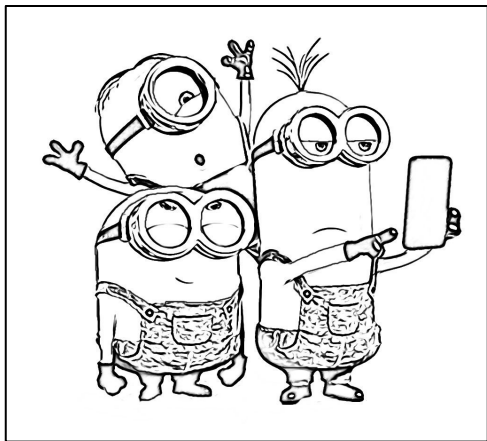
1

People not devices



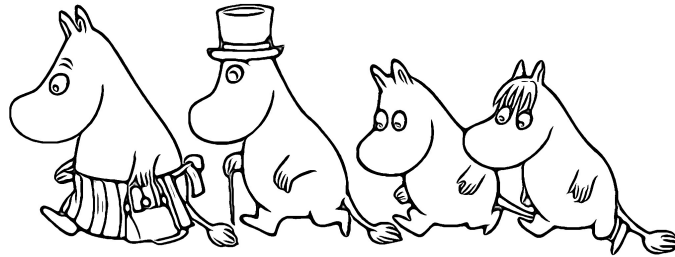
Hits
≠
People





Devices
≠
People

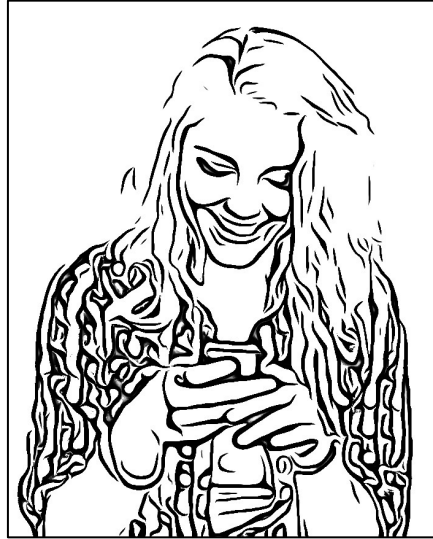
From devices to people



From impressions to impacts



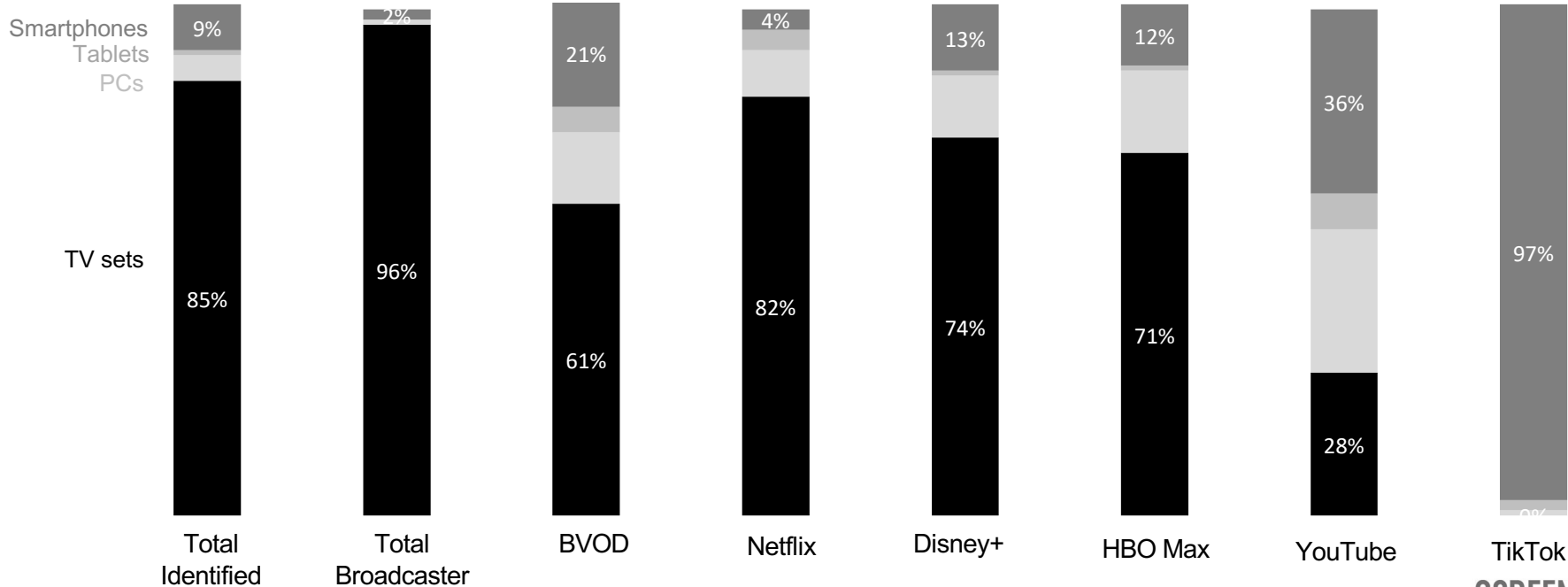
1:1.4



1:1

Viewing profile by device - Finland

All aged 4+ weeks 16/17 2023

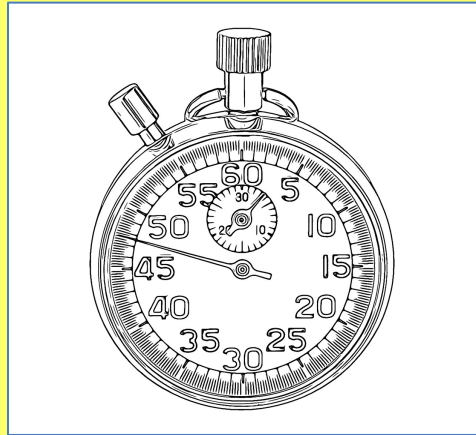


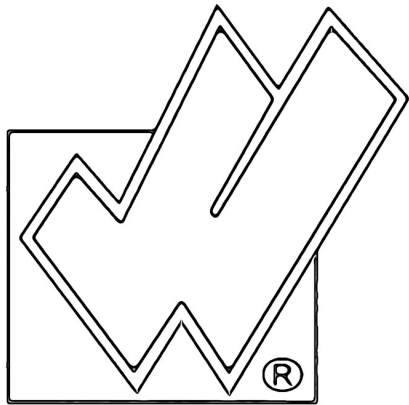


**People-centric
measurement is
essential**

2

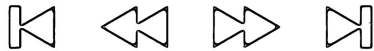
How Long does it take to make an impression?





Accredited by
Media
Rating Council®

Is two seconds enough?



Pre-roll

Skippable ads

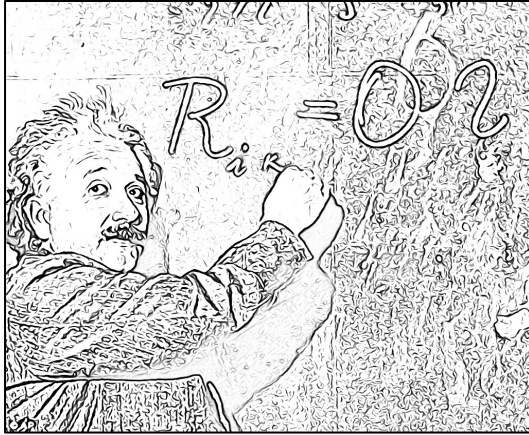
Fast-forwarded ads?

Implications for ad creative

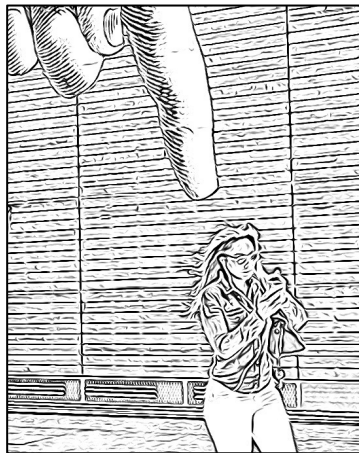
3

The importance of content and context



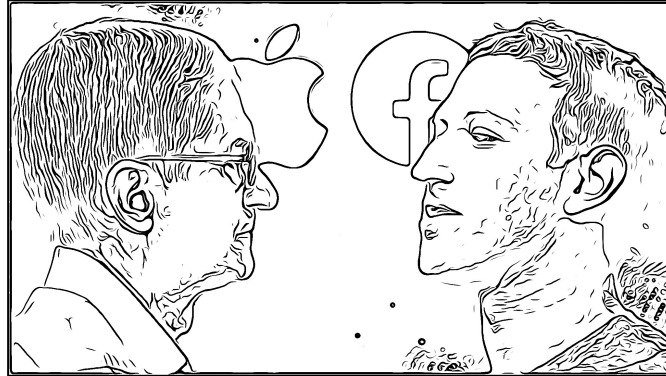


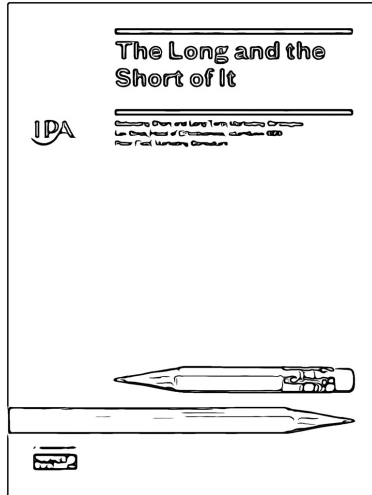
**All exposures are
not equal**



**“I want to buy people
not programmes”**

Privacy wars





Long term brand building vs short term sales activation



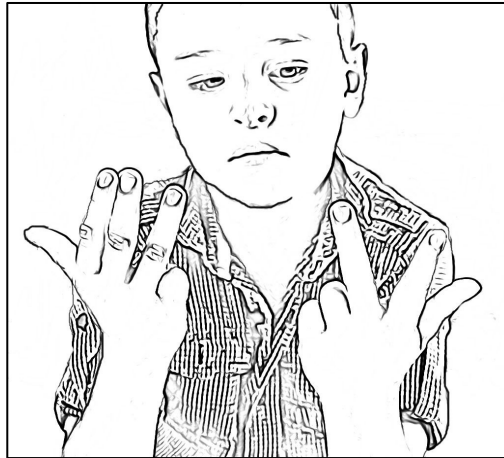
4

Does size matter?



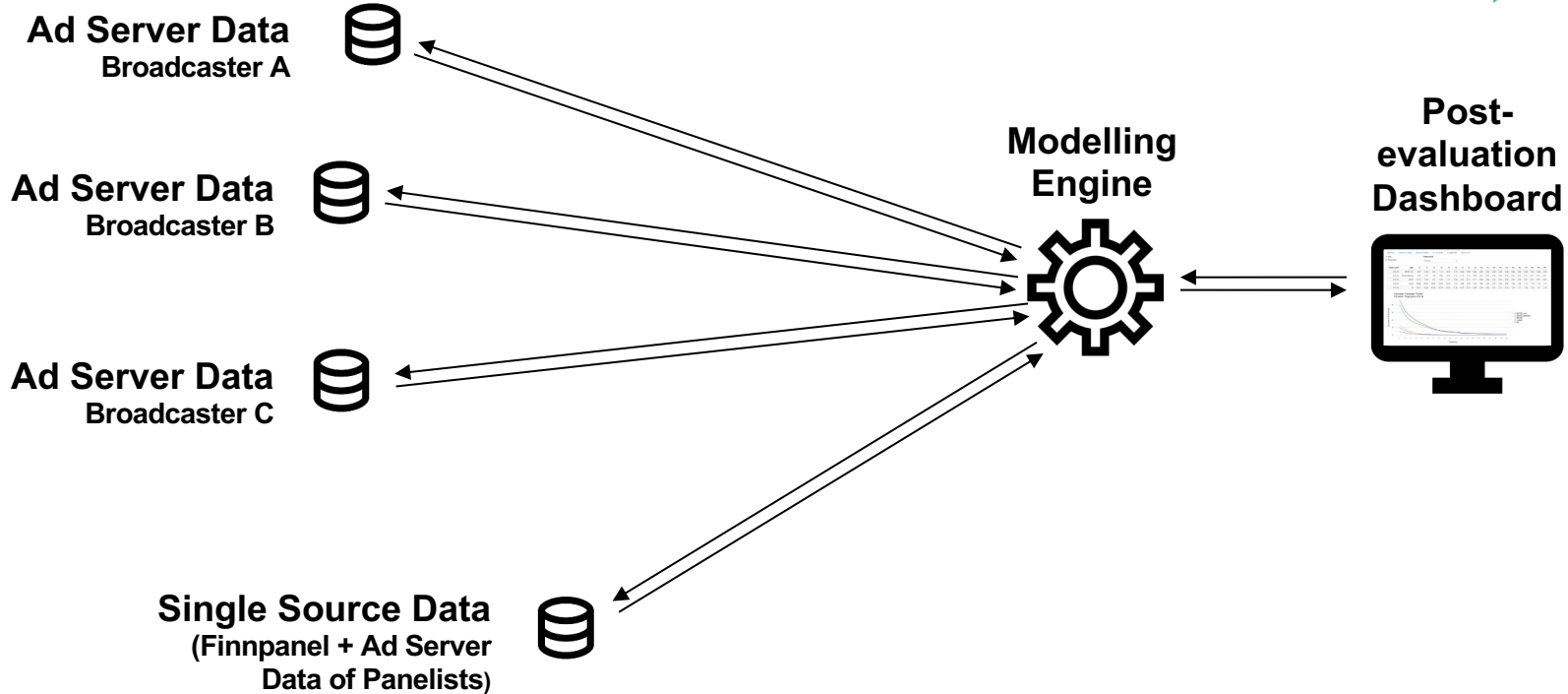


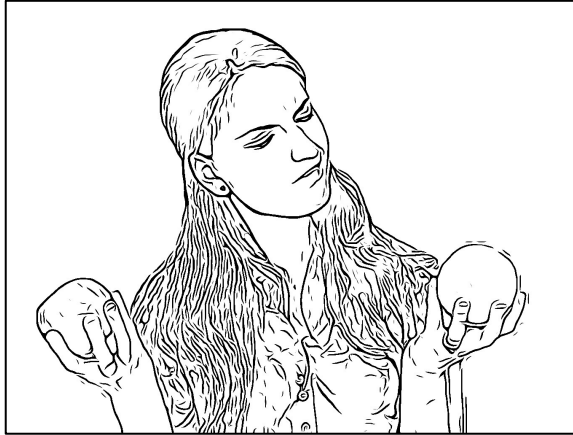
Counting errors





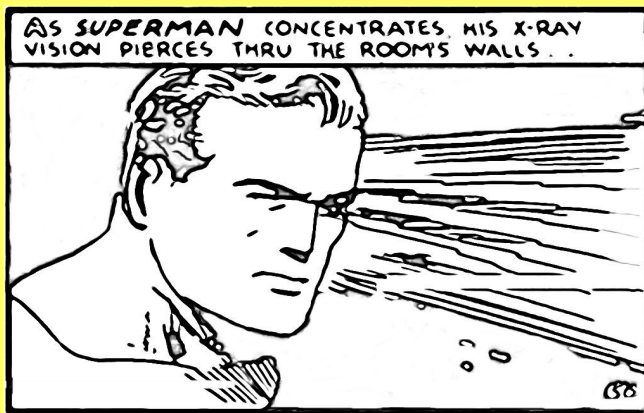
TTVAM: Big data and a panel working together





5

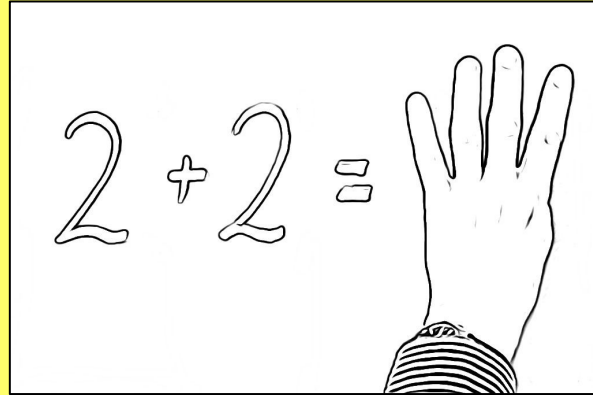
Paying attention





6

Cross-media measurement



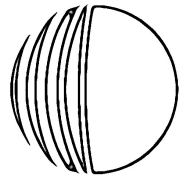


**“too many players
grading their own
homework”
Marc Pritchard P&G**



The WFA North Star

I S B A A N A

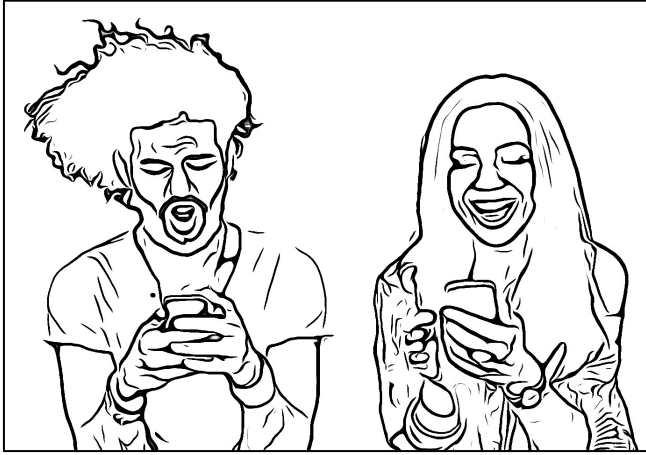


Origin

7

What is 'television'?







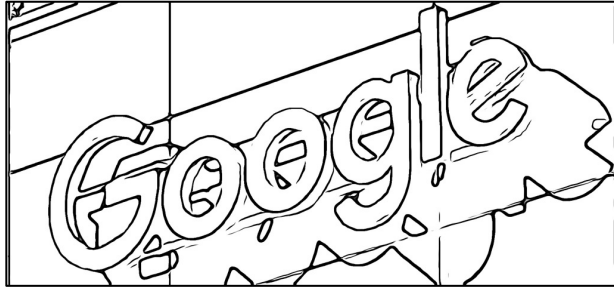
“Fit for TV”



Editorial input and oversight

Regulatory compliance

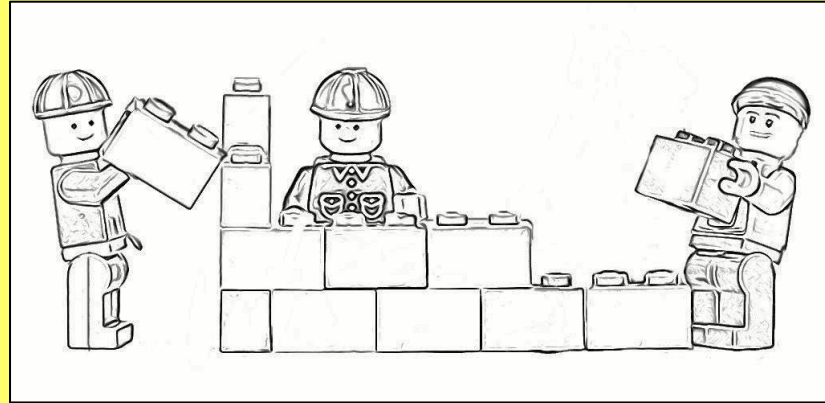
**Safe and suitable
environment for advertisers**

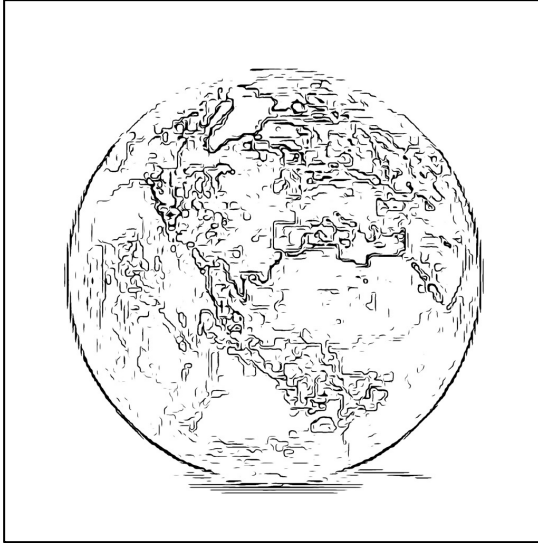


“Let the data run free”

publisher agnostic

Where do we go from here?

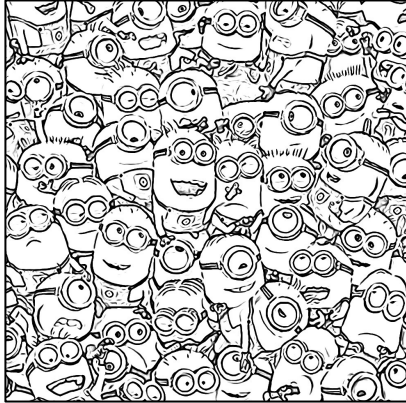




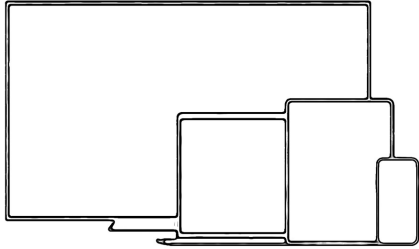
**TTVAM is leading
the way by
reflecting global
trends in
measurement**



**Ad server data delivers
campaign evaluation
at a granular level**



**Impressions into
impacts, devices into
people**



De-duplicated cross-platform reach and frequency across all devices

Television and video measurement: what advertisers really need to know.

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