

TV tracking : How and why detecting TV ads in real time?



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1 Why TV tracking ?

Every day, thousands of commercials are broadcast on television channels. TV advertising is at the forefront in the audio-visual ecosystem. **In 2018, 5 billion pounds*** were invested by TV advertisers which represent 45% of their total ad spend.

Yet, despite this significant share of advertising spend, **TV advertising lacks visibility**. One of the most blatant examples is the fact that it is impossible for brands investing in TV to know exactly when their TV ads are being broadcast.

At first, one might think that **the media planning provided by the media agencies is sufficient** to give a precise view into the exact moment the TV commercial will be aired. But it's not that simple.

Indeed, it is common to hear **that TV media planning are inaccurate**. Why? Several factors can come into play: a breaking news that disturb programming, an error in setting-up the advertising break... TV ads are frequently being pushed. **In live shows for example, the ads need to be actioned live which can often cause disruption**.

In short, it is very difficult for an advertiser to know when its TV spots are aired. Without being able to control the TV spot broadcasts, **how can one expects going through the in-depth analysis of the media plan** to compare performance by spot, channel, day or even designated day.

So how can one overcome this lack of visibility and finally being able to find out when its TV ads are actually broadcast?

And Google Analytics ?

TV advertising always creates disruptions to the advertisers' web environment. On average, a traffic peak of 37% is observed minutes following the broadcast of a TV spot. This peak can be more significant depending on many criteria, such as the presence of a call to action, the duration of the spot or its position in the advertising break. When we want to analyse the impact of a TV advertisement, we can focus on the «drive-to-web» impact, or by measuring the number of visits generated by the diffusion of the spot on the online environment of the brand.

This peak of traffic could therefore be a good indicator to «validate» a broadcast. On Google Analytics for example, this peak can be quite visible. However, the analysis via GA is limited because of its granularity. The impact time of a TV spot is on average between 5 to 10 minutes. In other words, a TV ad generates online visits up to 5 to 10 minutes after its first second of broadcast. This traffic disruption is of course reflected by Google Analytics but data is only available per hour. It is therefore difficult to know for certain which TV spot is at the origin of the peak, especially if several spots are broadcast within the hour.

* Source: ALF/Nielsen



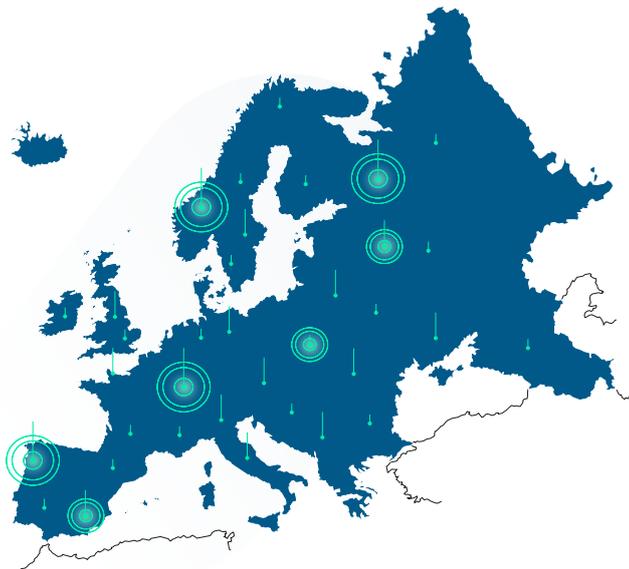
2 TV tracking: how it works?

There are several technologies to capture in real time the broadcast of a TV commercial.

The important factor to consider with regard to TV tracking is to choose a **scalable technology capable of exhaustively identifying both TV commercials and TV program** in several geogra-

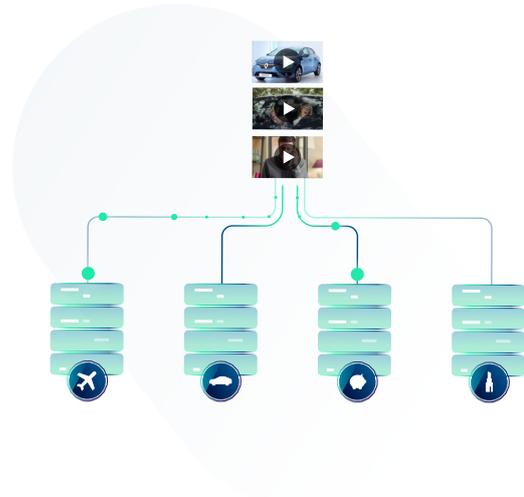
phical areas (for brands that have TV campaigns in several countries).

This is exactly how the fingerprinting technology used by Admo.tv works. **Here is an explanation of our technology in four stages.**



1/ Receiving TV streams through data centers

Admo.tv tracks in real time all TV streams distributed throughout Europe. Each of these streams is stored in data centres creating an «exhaustive library». A patented algorithm filtering each TV stream automatically differentiate TV commercials from TV programs.



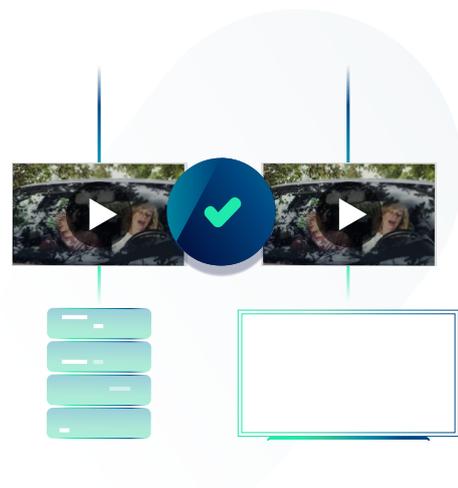
2/ Indexing in a database

Each TV advertisement is automatically identified by our algorithm and then indexed in a database. For each, a domain, a subdomain, a brand and a product name are associated. As the database is filling-up, only TV spots from new campaigns need to be indexed. Our library of TV commercials is updated within 48 hours.



3/ Transcribing images into digital suite

A TV spot consists of a series of images. But, storing and comparing images are resource intensive. This is why our technology associate a digital footprint, called «imprint» for each image, an unique sequence of numbers. In the same way, sound is also transcribed numerically. Today, Admo.tv's database of audio and video fingerprints comprised more than 15 million samples.



4/ Real-time matching of encoded images with TV stream

In order to detect all TV advertising, the fingerprints of the TV spots stored in the database are compared in real time with the TV stream. The algorithm then checks whether there is a match between the encoded images and sound in the database and the TV broadcasts. The algorithm of Admo.tv does a search 25 times per second. It is this last step that allows to have an exhaustive media plan for any brand, accurate to the nearest second.

Having a precision to the nearest second is **essential to the quality of the data collected**. This makes it possible to manage the “clash cases”, the moments when two TV spots are broadcast in the same period of time on two different channels. With this precision, **the algorithm can calculate exactly what is the impact for each spot**.

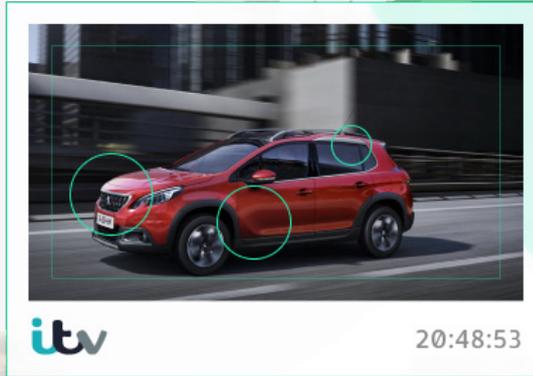
In the same vein, being able to follow any spot is very useful. Imagine a brand wanted to communicate on several products at the same time but wanted to follow the impact of only one of them.

By integrating the follow-up of all the other spots, it is possible to subtract their impact on the brand website to, ultimately, only take into account the impact of the spots of the product that one would like to follow.

Being able to follow any spot is also very useful **in terms of competitive intelligence**. A brand can therefore perfectly know all its competitor’s TV ad broadcast. In other words, the brand would have access to its competitors’ entire media plan.

It is now possible to have, in real-time, the control of the media planning and exhaustively detecting the entirety of the broadcasts. By doing so, it becomes possible to check that the booking is respected, for example if one negotiated a no-competitor clause during the ad break.

Beyond this control, what other perspectives are opened to TV tracking?



3 TV tracking : what's the use?

As already mentioned, a TV spot generates disruption to the advertiser's online environment. By knowing exactly when the TV spot is broadcast, **we can see how online traffic reacts**. From there, scenarios to optimise a media plan becomes possible.

In fact, by comparing the performance of each spot according to the advertiser's objective, the subsequent analysis can be a valuable learning.

We can learn, for example, that some **TV channels have underperformed**, that certain slots guarantee a better engagement than others, or that certain days of the week are not suitable for the advertiser's message.

In the end, thanks to TV tracking, the brand can know **if it has really reached its targeted audience and can then optimise its media mix accordingly**.

To go a step further

It is also possible to accurately identify Internet users coming from the TV on a brand's website. This is the challenge of TV attribution. Admo.tv has published an Ebook explaining in details its TV attribution technology and possible applications for a brand. You will find it in our online content library.

Implementing the optimisation of a media plan **can sometimes take some time**. One of the reason is that today, TV is not bought in real time, just like digital. But thanks to TV tracking, it is possible **to maximise in real time the drive-to-web impact of TV advertising**.

How? By taking advantage of the interest generated online by TV spots, for example on Google or Amazon, **to get as many hot prospects as possible**.

Each TV spot broadcast causes a rise in search volume around brands or product keywords. A brand that can make sure to be on **the first position on Google Ads** when ads are broadcast on TV can therefore maximise its acquisition. More aggressive strategies can also be implemented: a brand can **take advantage of its competitor TV ad broadcast to gain traffic on Google Ads**. However, this requires access to a exhaustive TV tracking technology jut like admo.tv.

Conclusion

Real-time control of TV advertising broadcasts is therefore a prerequisite for any attempt to **analyse the effectiveness of TV media**. Not knowing when a TV spot is exactly broadcast would base any analysis on **false or skewed assumptions and conclusions**.

TV tracking does not only allow you to analyse in detail the performance of a TV media plan; But it is also **the basis of digital activations**, such as TV ad synchronisation with Google Ads, which allow **to create bridges between TV and the web**, to boost even more the “drive-to-web” and business impact of the TV advertisement.

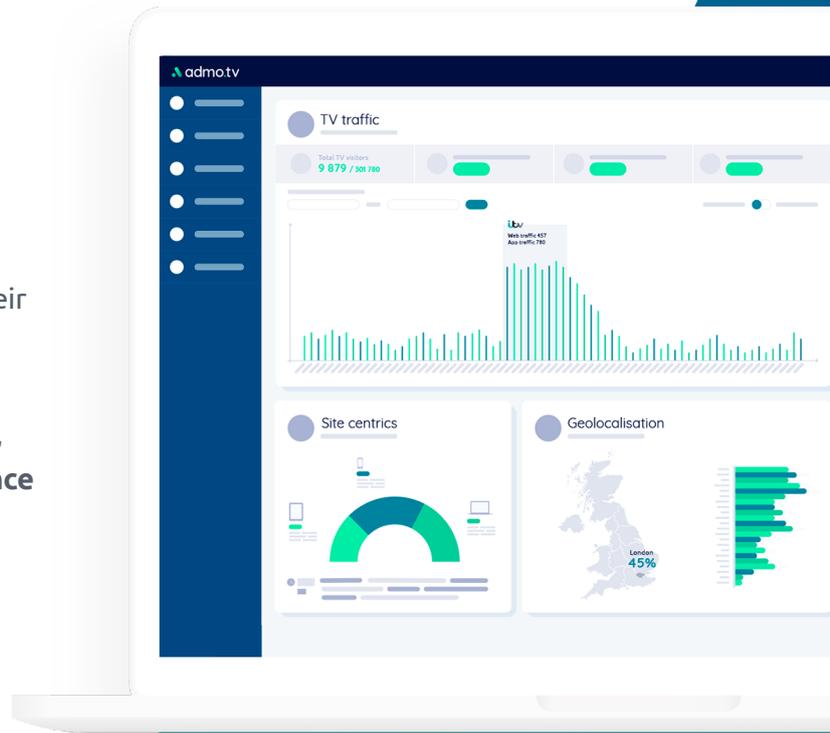
To go a step further

If you want to know more about TV search synchronization strategies, find our dedicated Ebook in our website.



Admo.tv is the first TV attribution platform that allows advertisers and media agencies to measure and maximise the performance of their advertising.

Thanks to its patented technologies in Europe, **Admo.tv qualifies online TV engaged audience to meet the new challenges face by brands:** measurement of business-drive impact and branding, socio-demographics analysis and remarketing of TV engaged audience.



They trust us

