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Television and Video: The Golden Rules of Audience Measurement

This week's egtabite, brought to you in partnership with Kantar Media, highlights the fundamental importance of robust and reliable television and video audience measurement for the medium's continuing prosperity. Leading measurement provider Kantar Media has recently published guidance about audience measurement fundamentals, which are summarised in this week's article.

You can read **Kantar Media's Golden Rules of Audience Measurement for TV and Video** [here](#) and view the associated **infographic** [here](#).

The foundations of hybrid television and video audience measurement

As television viewing increasingly fragments towards non-linear viewing models, and consumer choice over what people want to watch and on which devices grows, measurement providers are evolving their services to ensure every eyeball is accurately captured. Hybrid approaches to measurement systems that combine panel data with census-level measurement of online video lie at the heart of this evolution.

Panel measurement based on representative samples remains the gold standard for reporting total TV and video audiences across platforms and services. People meter devices used to measure television (linear and on-demand) at the household level need to be future-ready to adapt to changing behaviours, and in several markets these are being combined with additional panels, for example using Kantar Media's VirtualMeter, to append demographic information to online video viewing figures and deliver total video audiences.

A consistent approach is essential to ensure measurement, including that of online video advertising impact, is effective. Trust and collaboration between broadcasters, VOD services and the measurement provider are also critical.

There is much to consider beyond accuracy and coverage



While data privacy and security have long been at the forefront of television audience measurement (TAM) providers' concerns, the measurement of online viewing – either within panels or at census-level – introduces additional security considerations. Effective audience measurement relies on panellists being completely confident about the security of their data, and buying markets must have faith that panels are fully representative and immune to any external influence that might distort viewing figures.

This latter point highlights the importance of trust in TV and video measurement systems, which can only be achieved by taking an open and transparent approach. As it forms the basis for a common currency, openness, engagement and collaboration – as opposed to black-box solutions – are essential.

Different markets must find their own approach

Kantar Media's Golden Rules of Television & Video Audience Measurement

Rule 1: Hybrid approaches to measurement are preferable

Rule 2: Gold Standard panels remain at the heart of accurate measurement

Rule 3: Future-ready metering is essential

Rule 4: Streaming measurement requires a granular and consistent approach.

Rule 5: A panel is only as good as the sample it's built on.

Rule 6: Data privacy and security have never been more important

Rule 7: An open and transparent approach to measurement builds trust.

Rule 8: One size does not fit all

Rule 9: The power of audience data can be enhanced

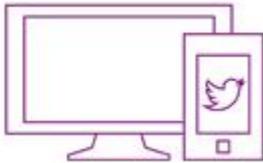
Rule 10: Easy and insightful access to the data is essential

The hybrid approaches to television and video audience measurement systems currently being rolled out in Europe and North America all share the principles outlined above, yet each market has developed a different technical approach.



In Europe, Joint Industry Committees (JICs) are working closely with broadcasters, online video publishers, measurement service providers and other stakeholders to deliver the most market-appropriate solutions. For example, some markets are exploring a single-source approach to cover broadcast and online viewing, while others have built two or more panels to achieve the same objectives.

Advanced audience measurement unlocks new data opportunities



As hybrid methodologies start to harness the combined power of sample and census-level data, audience measurement can reveal new insights into viewing behaviour across an ever wider array of platforms. These can be enhanced through the use of additional data sets, for example purchasing activity, unlocking compelling evidence of return on investment (ROI).

Furthermore, viewing can now be understood in its wider context by measuring social media engagement and second screen activity around content, which can be used to improve audience targeting.

Why this matters for egta members

While a large proportion of television viewing remains minimally affected by digital transformation, consumers – particularly younger ones – are clearly adapting the way they watch video, as well as where they choose to access their content from.

Television audience measurement JICs are already well advanced in developing the next generation of systems to capture the audience as it fragments across screens and devices, and the coming few years will likely be marked by a period of refinement and adjustment of these techniques.

Having been involved in the discussions around audience measurement for several years, egta will continue to monitor developments and share learnings and best practice between markets. We look forward to helping egta members adapt to the new trading environment that is set to emerge in the near future.



Background info

Please click on the links below to access the relevant documents:

- » **Kantar Media's Golden Rules of Audience Measurement for TV and Video** (please click [here](#))
- » **Infographic** (please click [here](#))