Total-TV in Sweden

MMS | GfK An NIQ Company

EGTA Market Intelligence Meeting, Madrid, 12/03/2024

What the market needed

Daily total video data available in external tools!

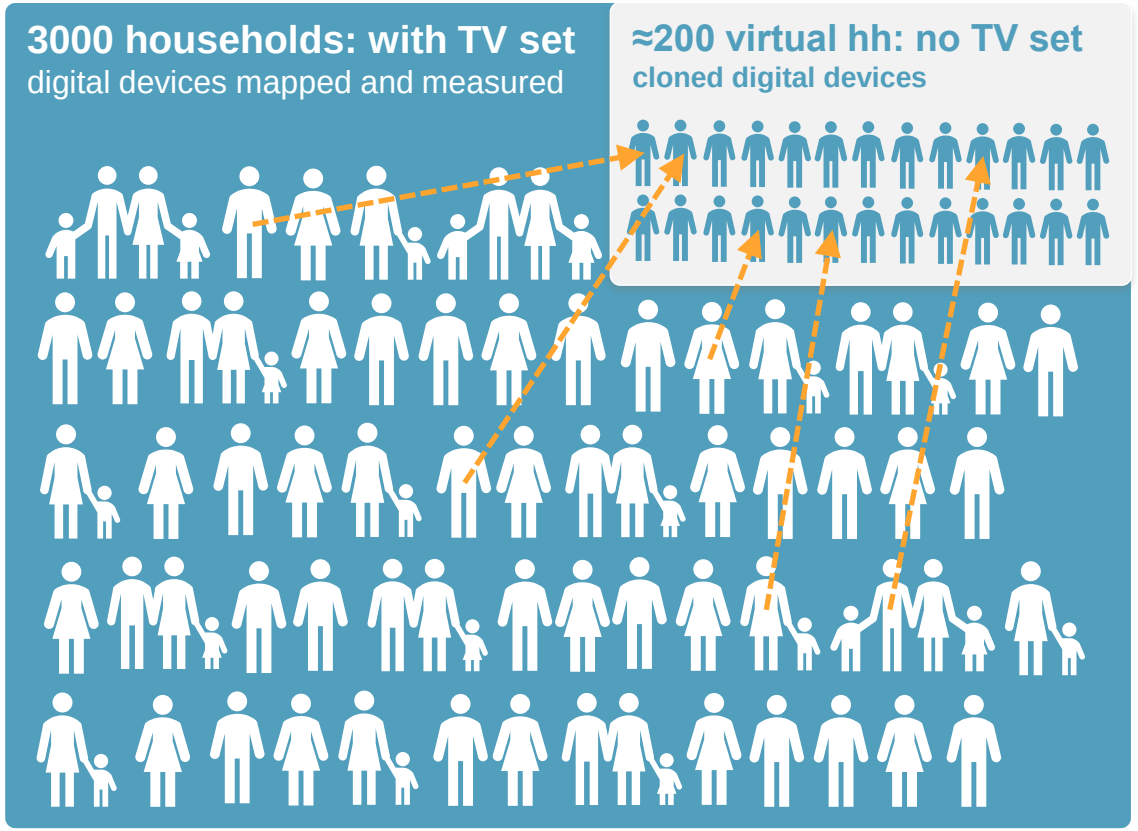
The measurement setup

TV and online video

Key change

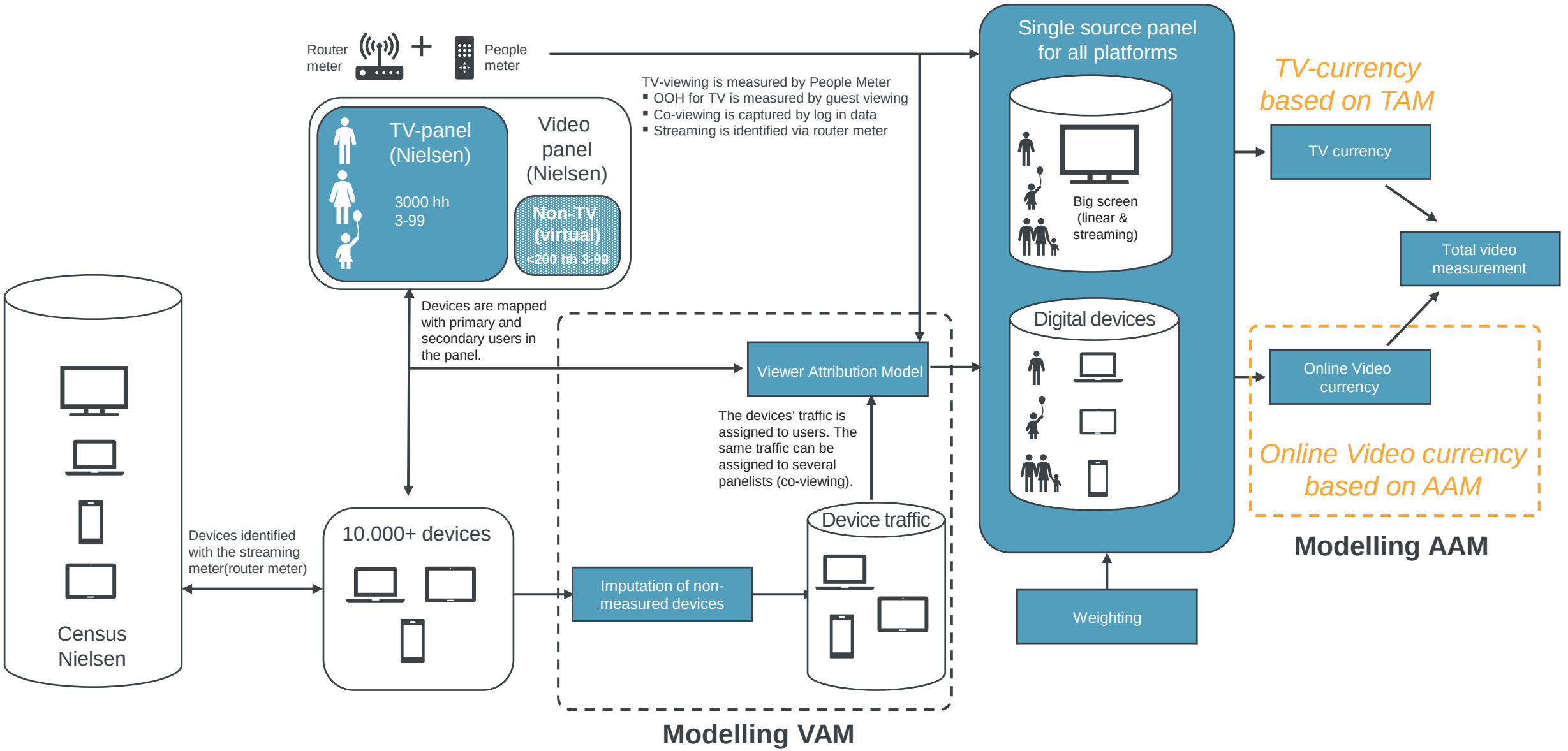
TV Panel into Video Panel

- Changed structure in the panel: **panel now also containing non-tv households**
- **Non-TV households represents for ca 5%** of population, typically more hh among people 20-30 yrs.
- **Non-TV hh subpanel is virtual**
- **Universes stay unchanged**, meaning TV Subpanel households represent fewer Swedish households
- **Changed weights** for TV households/ppl, affecting TV currency levels



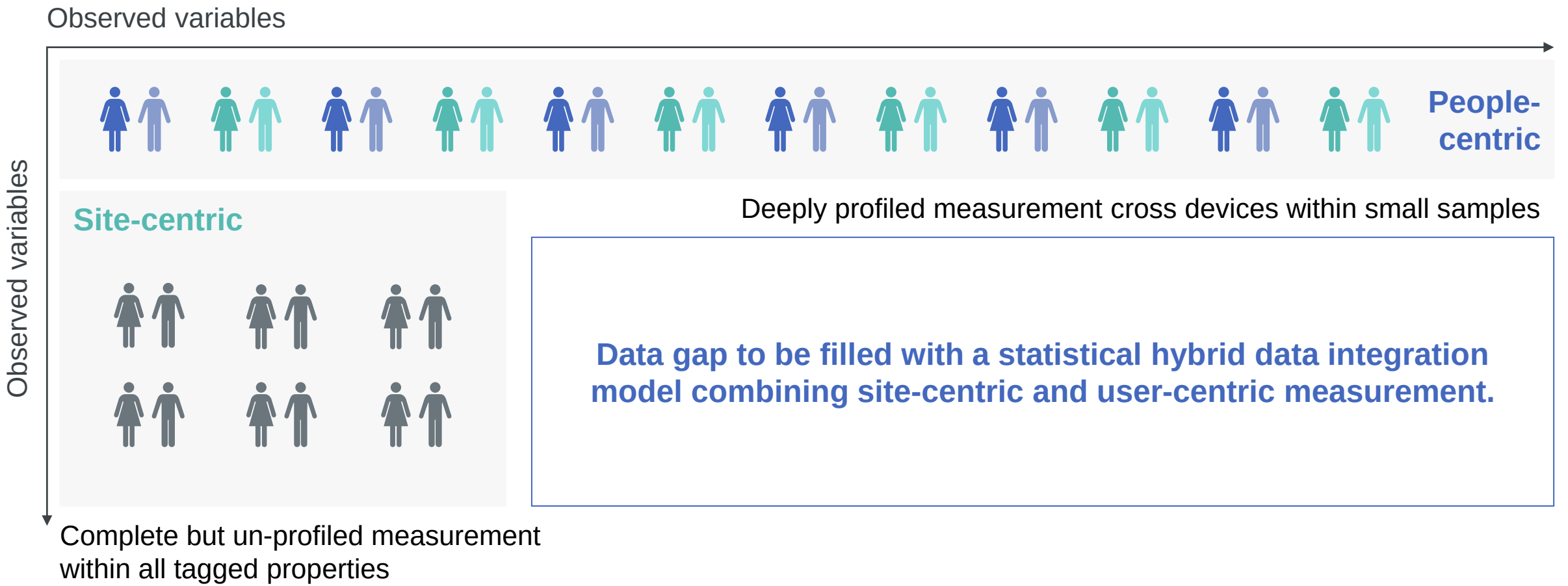
Streaming by similar households (non or low TV viewing and same demographics) in the TV subpanel is donated to corresponding virtual household in the non-TV subpanel.

Measurement setup



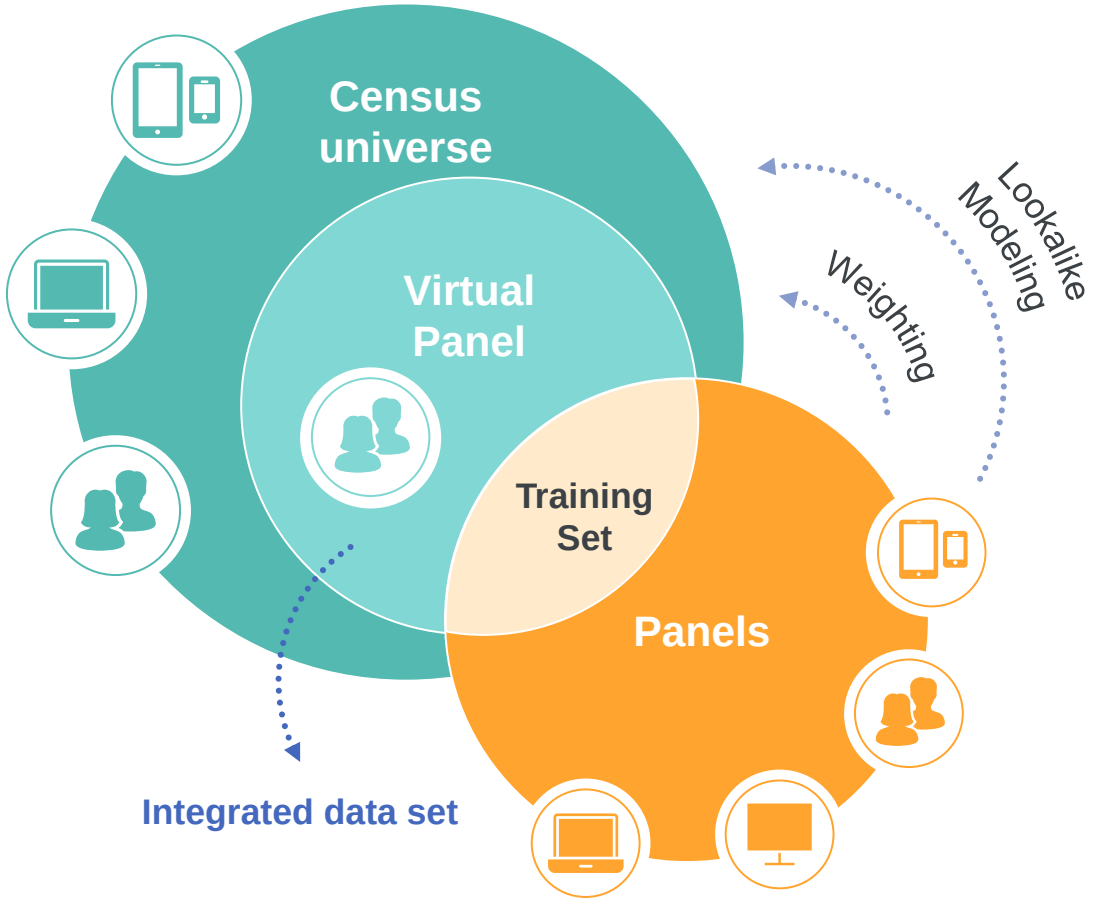
Size matters

Hybrid measurement and modelling



GfK Audience Ascription Model

How the methodology works



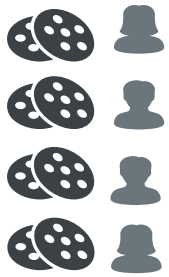
1. A training set is created by direct data match of panel and census data.
2. The training set is used to find lookalikes in the census universe.
3. A reasonable amount of best lookalikes are used to boost the panel to reach a sufficient sample size.
4. The weighting and cross-device overlap of the panel is preserved. Further panel data is transferred to virtual panelists.
5. An integrated data set is created.

Profiling

Popular content

Niche content

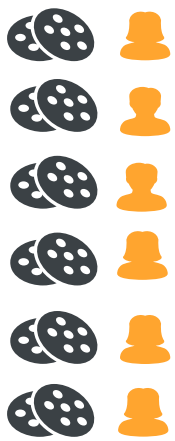
Panel



Learn which videos and pages are consumed by which target group from panelists‘ cookies

Problem: Long Tail

Census

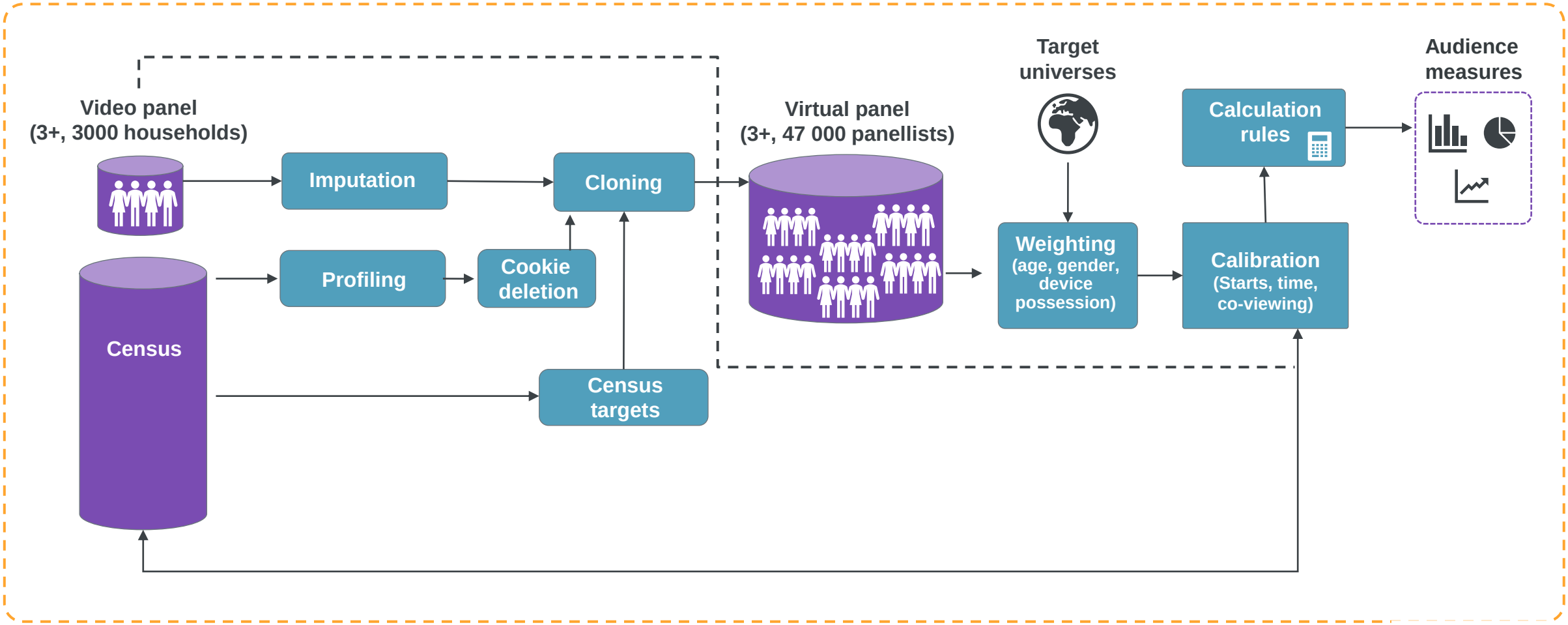


Apply learnings on non-panelists‘ cookies using the popular videos and pages; **each cookie receives a profile**

Having profiled cookies, profiled cookie reaches and profiled imressions can be calculated for niche videos

AAM Model

Virtual panel



Integrating TV and Online

What is our goal?

- Establish one central source of truth to allow analysis of additional and total reaches

How do we achieve that?

- Finding the best mapping between TV panelists and virtual online panelists by making the most of single-source nature of the panel

What are criteria for a good mapping

- Similar structure between online usage of a virtual panelist and online usage of her matched TV panelist
- Stable reach overlaps within final results compared to the observed overlaps in the original single-source panel
- High reach stability over time

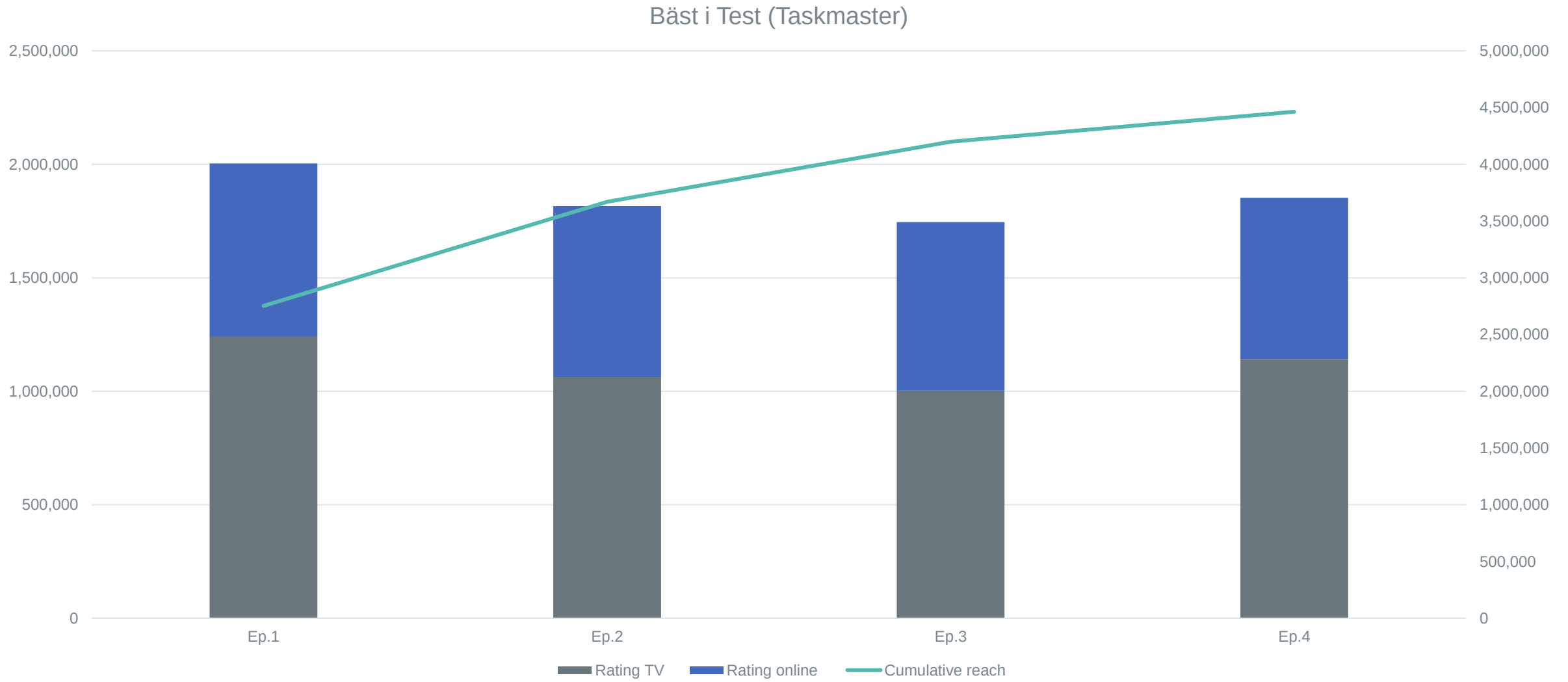
Speaking statistics, what are we doing?

- Solve a set of massive linear optimization problems with thousands of constraints and millions of decision variables
- Applied algorithm: HiGHS (high performance software for linear optimization)
- Massively parallelized
- Auto-generated (simpler) fallback problems to guarantee delivery in time (daily process)

The results

Total video measurement

Program reporting



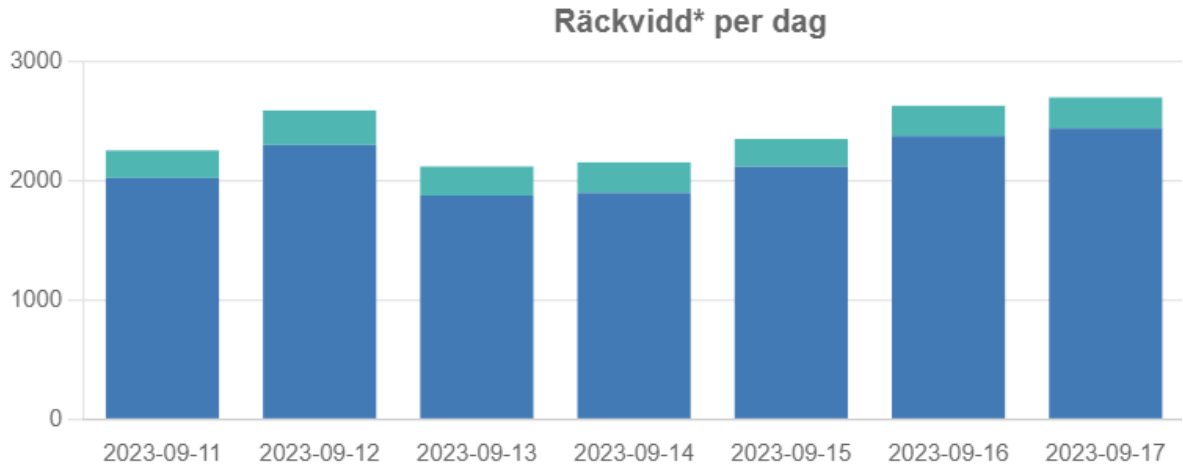
Source: MMS Total-Analys

Total video measurement

Reporting ads

Lista | Summering | Kampanjrapport

Period:	2023-09-11 - 2023-09-17
Kanaler:	Discovery, TV4, Viaplay Gro...(23)
Filmkoder:	E1WF8B200O, E1WFFF200K, E1W...(7)
Målgrupper:	A3-99
Annonsörer:	Tele 2
Produkter:	TELE 2, COMVIQ
Byråer:	Mediacom



Dag	TRP 000s A3-99 (tv-data)*	TRP 000s A3-99 (online-data)*	TRP 000s A3-99 Total
BERÄKNING	**48128,2**	**3348,5**	**51476,7**
2023-09-17	9238,8	513,5	9752,3
2023-09-16	8526,6	496,6	9023,2
2023-09-12	5624,3	577,8	6202,1
2023-09-15	6982,6	442,0	7424,6
2023-09-11	5968,1	416,4	6384,5
2023-09-14	5886,0	477,4	6363,4
2023-09-13	5901,9	424,7	6326,6

Source: MMS Total-Analys

Data deliveries

Current reporting

- TV currency – *overnight*
- Online video currency – *daily with 2 days delay*
- Total video measurement – *daily with 2 days delay*

Upcoming reporting – later this year

- All streaming – *overnight*

Market reactions

Finally a measurement that gives us a complete picture of the total audience of programs and the organization. From the minute level to monthly level, without the risk of double counting and for all relevant metrics.

- SVT

We now have the opportunity to evaluate the communication as a whole, and to follow how the various parts contribute to it, which is crucial for how we allocate our advertising investments today.

- ICA
(Sweden's largest advertiser 2023)

Thank you

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