



WATCH

Tim Van Doorslaer



**Member of Technical and
Strategic Committee
President of OVA**

- 
1. Observations
 2. Reality check & looking forward




Observations





The Belgian TAM needs to transform towards a qualitative, objective and market accepted video measurement that measures all forms of video consumption of “broadcasters-content” and “advertising” on all devices, on all windows (live, review, preview) and in all forms (livestreams, shortform, longform)



MISSION 2018



5

Television

Online video

Fusion

Ad Viewability

Audience panel

TAM panel

single source
multi-device panel

Cookie panel

other screen
calibration panel

3rd party cookie based (or 1st party)

Census volume

RPD



The whole world is moving on

Towards total video

TAM

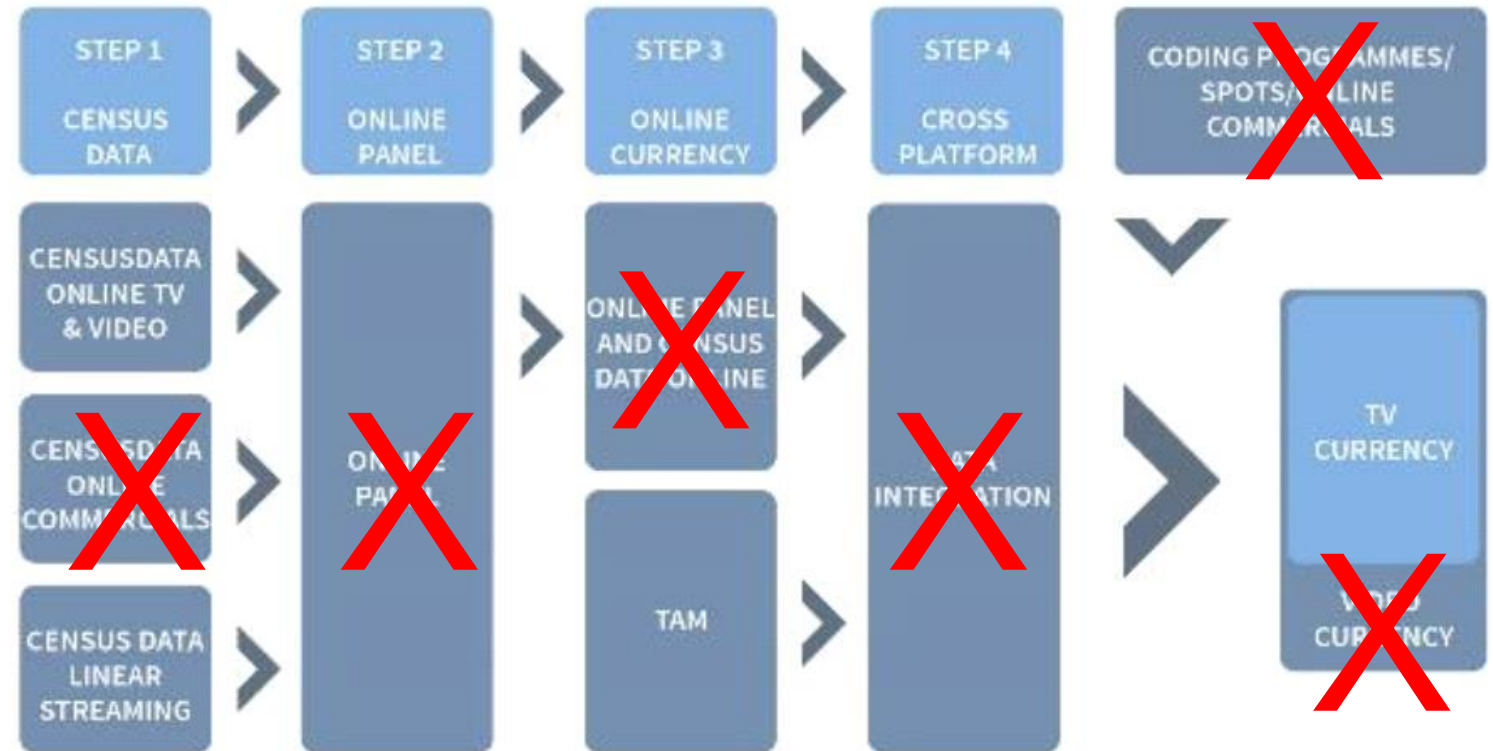
- Bigger panels, using set meters
- SKO tries to measure Netflix (using EAM)
- Addressable Advertising threshold: if target < 2% -> no correction

TOTAL VIDEO

- KIS : “Don’t start with too many details”
- Hybrid single source: software meter + router
- \$ TV <> \$ YT
- JIC’s disagree on the acceptability of using server logs as part of hybrid solutions

NL: disassembling of the video factory

- Panel: cost vs value
- GRP vs CPM
- Programmatic?





Only in Germany the JIC and Google are working together

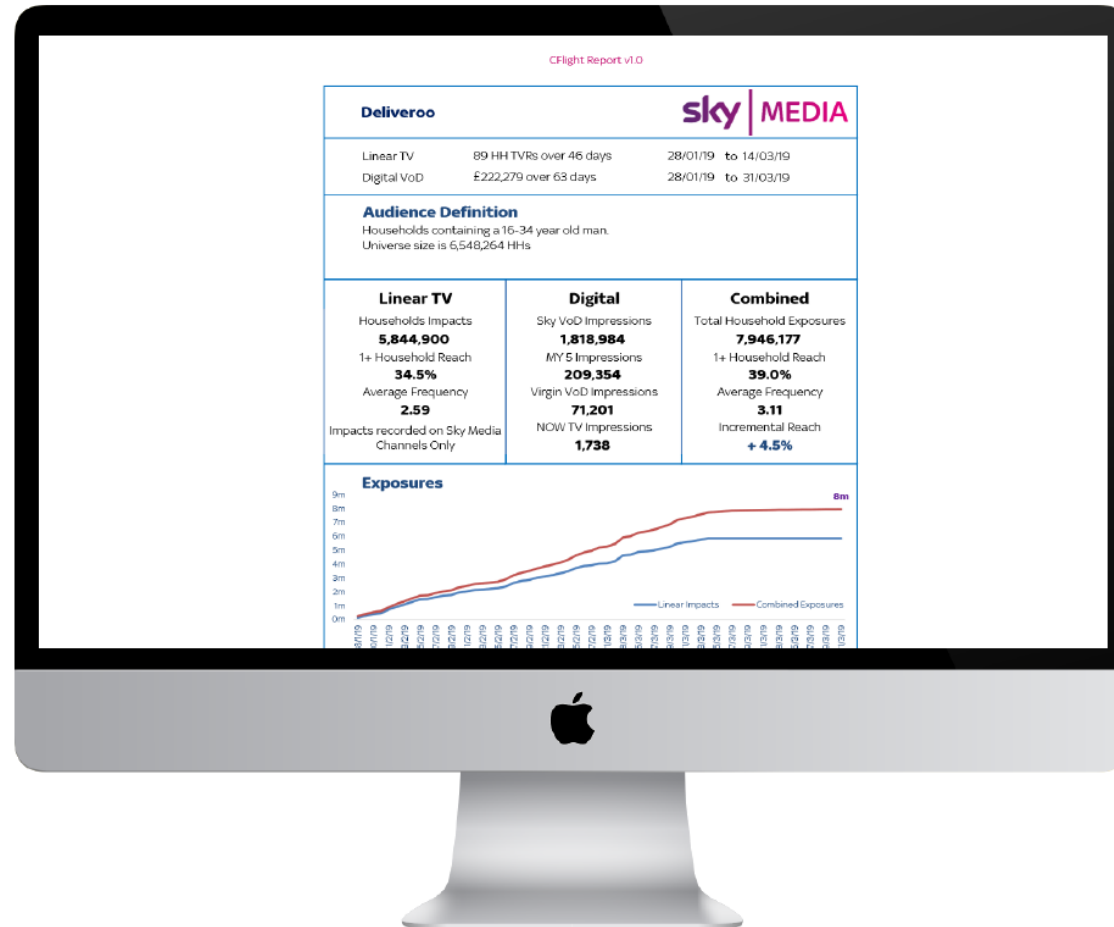
PRESS RELEASE

Collaboration between AGF and YouTube provides new evidence of the relevance of video in the German media landscape

Frankfurt/Hamburg, Mar. 6th, 2019 — For the first time, the AGF Videoforschung (AGF) and YouTube published the results of their cooperation. Their collaboration started more than three years ago. The aim of this cooperation is to map the additional use of video through other platforms within the framework of the AGF convergence standard.

The results for the observation period show that — with an average daily viewing time of 267 minutes for persons 18 years and older — the relevance of video in Germany is unbroken! During the study period, traditional linear TV usage averaged 232 minutes per

Broadcasters are building tv+online planning solutions



<https://www.youtube.com/watch?v=MCi0nGHkAeY&t=29s>



**Reality
check**

**Looking
forward**

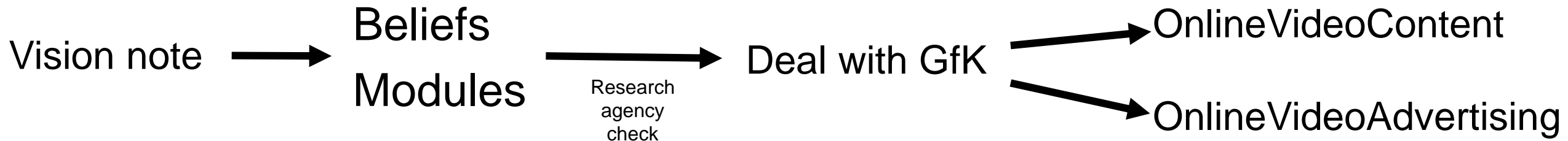
Milestones

Start of a double track

2018

2019

2020



Content



Content on track?

Reality check

1. TAM contract
2. Online video content OVC
3. OSU
4. Compensate Addressable
5. Google-YT
6. TV+online

New contract +6,5j

TV-identical OVC sept '19

x

Optimise the method

x

x

New TAM contract

To keep a strong base



A new window



+6,5j -> 2025

Telecontrol meter Jan '20 -> June '21

Granularity

More precise & reliable?



Single source



950 software meters mobile devices
Representative sample?



Fusion



AAM virtual panel -> intellectual property issues



OSU



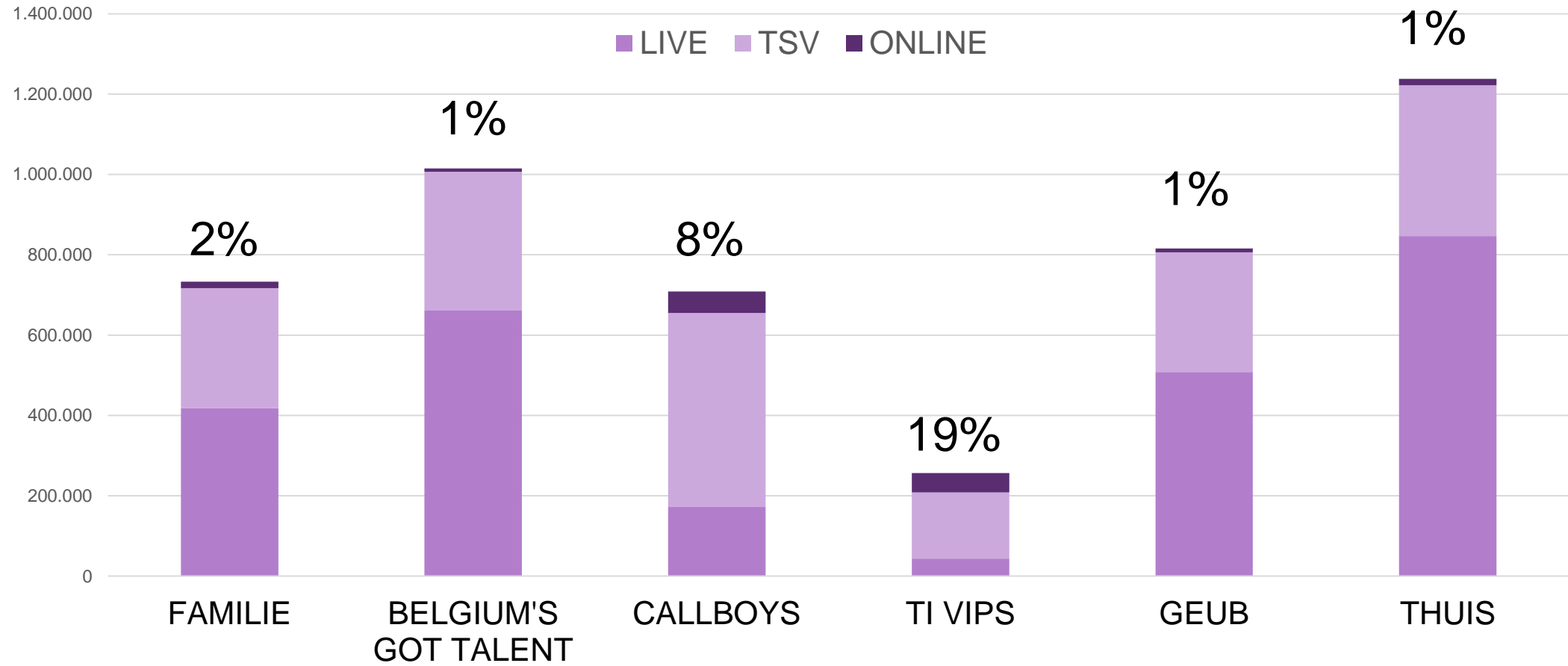
Router solution -> cost & exploitation

Online video content

Step by Step development -> PR value

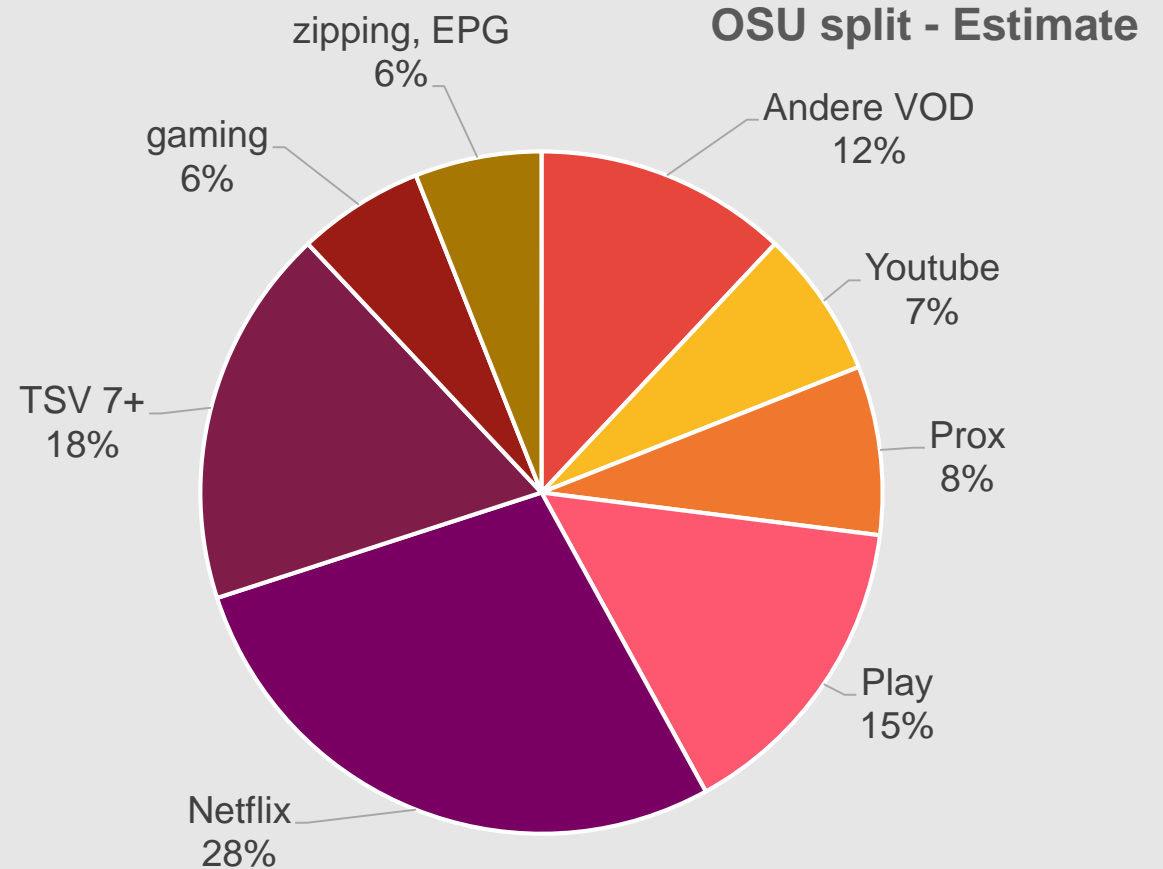
- **Jan '16** broadcast video players (excl Yelo,...), census & profile
- **Sept '19** VOD full episodes data with tv link, views & webrating
- **Jan '20** live, fragments (&preview?) -> extra views/web rating
- **Later** web only, catalogue
- **?** audience episodes, live,...

OVC: relevant surplus depending on format



OSU: Netflix is the 5th tv channel with 5% MS

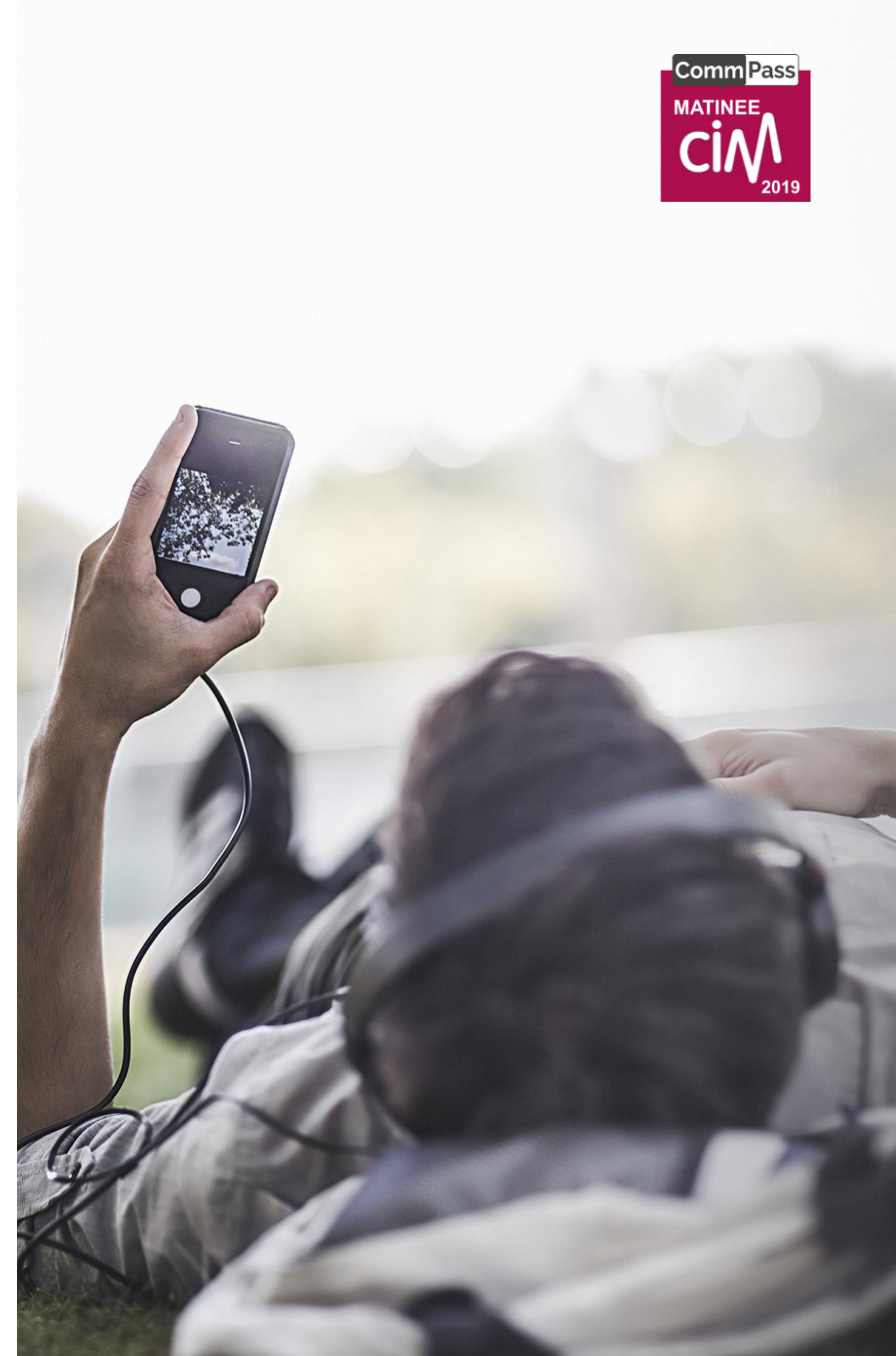
- We could build a reference EAM library and measure the most important programs through fingerprinting
- Use software meter AND router to measure all app and on screen wifi use



Compensate Addressable

Need to optimise the method

- **< Summer '19**
 - compensate GRP's via tagging DAI spots & measurement in panel
- **> Summer '19**
 - declaration of impressions by telco's
- **Jan 2021**
 - declaration telco's
 - Tagging DMAT+ measurement in ref site in panel



Advertising



Advertising: we are nowhere

Reality check



1. TAM
2. Census
3. Audience
4. Youtube
5. TV+online

Transparent currency


Moat = indiv. contracts

gDE Gemius tests to do
silo

x



*We want to plan Reach & Frequency of TV,
online and TV+online on campaign level,
including all platforms and sites that offer
online video in Belgium.*



PLANNING CURRENCY



The planning practices

Are known

	CONTENT Total	CONTENT Monetizable	ADVERTISING (monetized)
Case 1 : Total video audience analysis Audiences behavior on all platforms/screens/time windows/content formats + commercial share	X		
Case 2: Strategic planning Understand the potential of all screens		X	X
Case 3: Tactical planning Defining the platform/station mix and tactics for campaigns		X	X
Case 4: Post-Campaign analyses Reporting & validation of campaign delivery			X

Issues to tackle

Pragmatic approach and collaboration is essential

1. Census viewability & impression measurement
 - Declaration from the broadcasters, gDE Gemius
 - Youtube & other in collaboration with agencies
2. Profiling/audience online video campaigns
 - gDe Gemius or Nielsen DAR
 - Matching 1st, 2nd & 3rd party data
3. Contact definition tv & online advertising
 - To be defined. DPGmedia = boolean 75% view through
4. Fusion or modeling tv en online advertising R&F
 - Use of a single source

**Keep
TAM
strong**

**Focus on
online video
content**

**Planning
currency
OVA
Collaboration
with UMA/UBA**

Food for thought

1. We are redefining the approach of CIM on video?
2. What will be the balance between pragmatic approach vs quality outcome?
3. Digital/market proof solution?
4. Governance Cim?
5. Timeline planning currency? Q4 '20?