

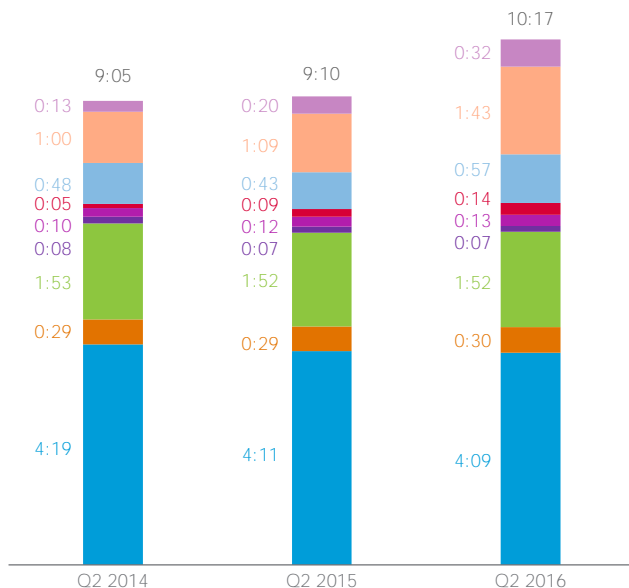
Measurement of Digital content

ΣΔΕ 13 Νοεμβρίου 2017

Σπύρος Ζαβιτσάνος

CHANGING MEDIA USAGE IN THE US

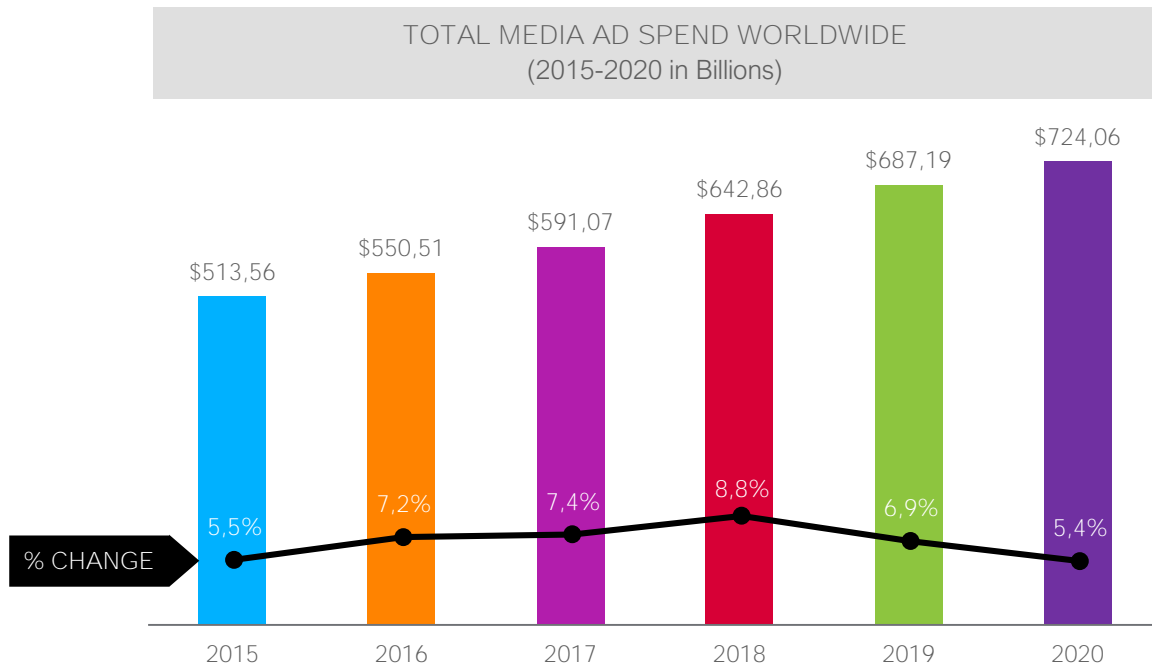
AVERAGE TIME SPENT PER ADULT PER DAY



	2015-16 Diff%	2015-16 Diff%	
TOTAL	1:07	+12%	
Tablet (App/Web)	0:12	+60%	▲
Smartphone (App/Web)	0:34	+49%	▲
Internet on PC	0:14	+33%	▲
Multimedia Device	0:05	+56%	▲
Videogame Console	0:01	+8%	▲
DVD	0:00	0%	
AM/FM Radio	0:02	+2%	▲
Time Shifted TV (DVR)	0:01	+3%	▲
Live TV	(0:02)	-1%	▼

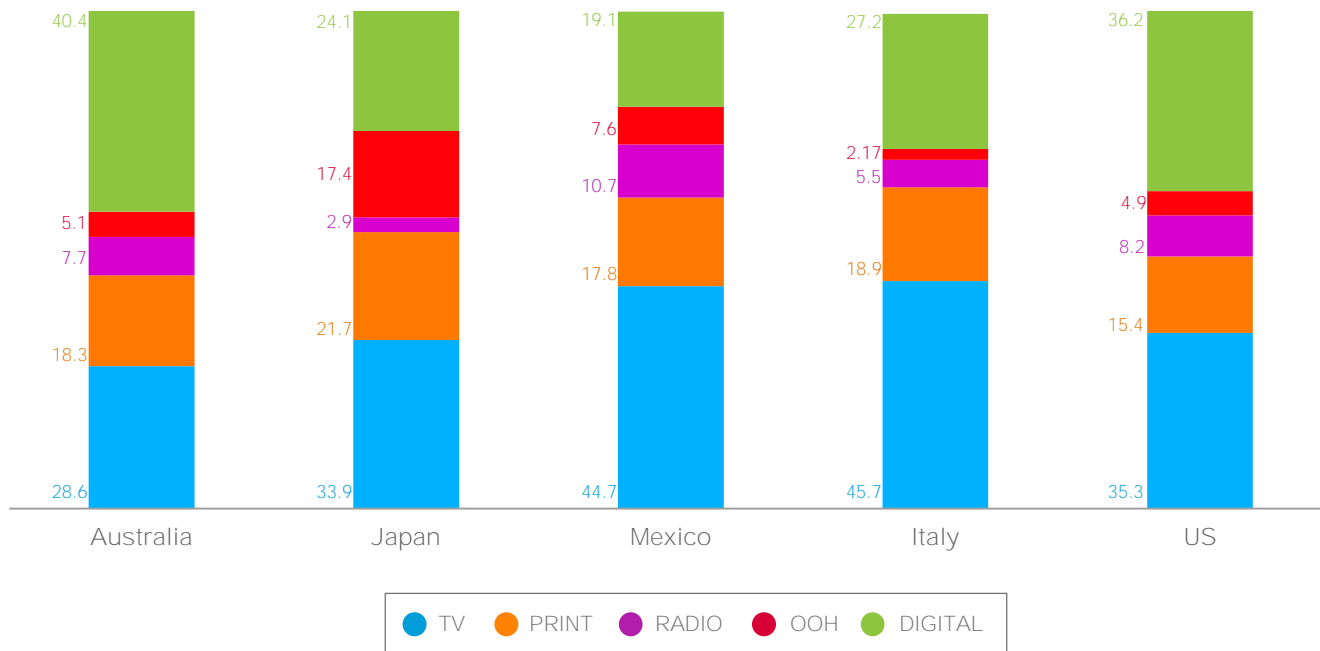
TOTAL AD SPEND GLOBALLY

Ad spend continues to grow although growth rates predicted to slow



AD SPEND PERCENTAGE BY MEDIA MIX

Australia and US digital ad spend is larger than TV



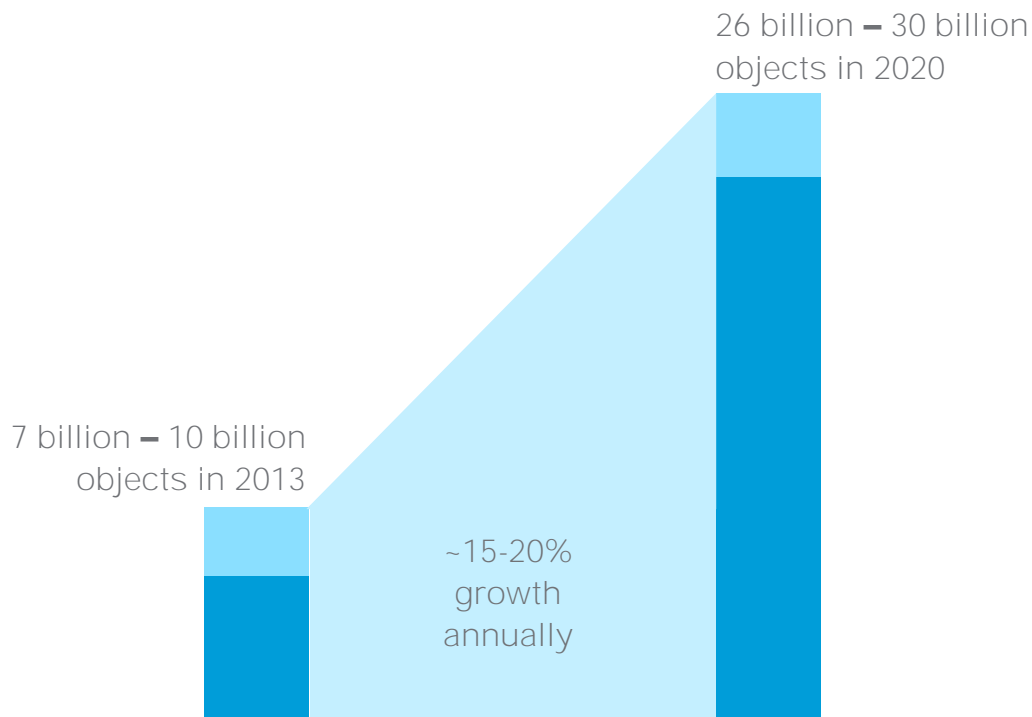
PREDICTION

1:

Time spent will continue to rise via multitasking, mobile access will grow and more channels will come to life

PROLIFERATION OF IOT

30 billion objects may be connected to the Internet of Things by 2020



PREDICTION

2:

Consumers will continue to watch live TV and managed carefully, will be more open to sharing personal information



MILLENNIALS TODAY

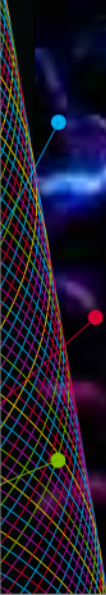
LIVE TV

2.75
HOURS

Spent Daily
Watching Live TV

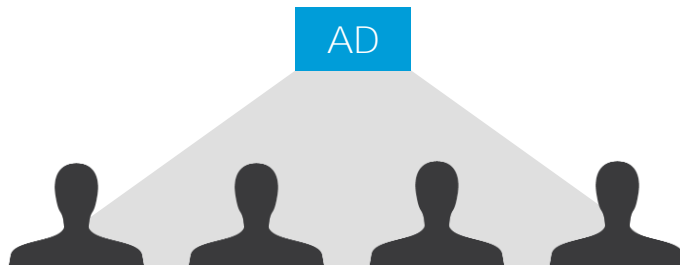


PREDICTION
3:
The world will go
addressable

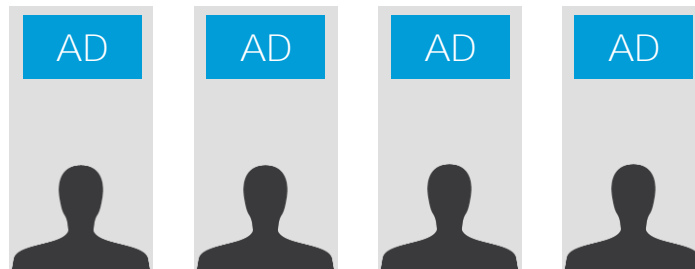


THE WORLD IS GOING ADDRESSABLE REGARDLESS OF AD MODEL

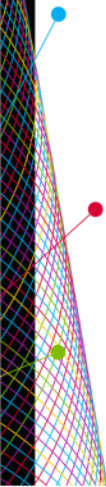
BRAND ADVERTISING
(MASS BUYS)



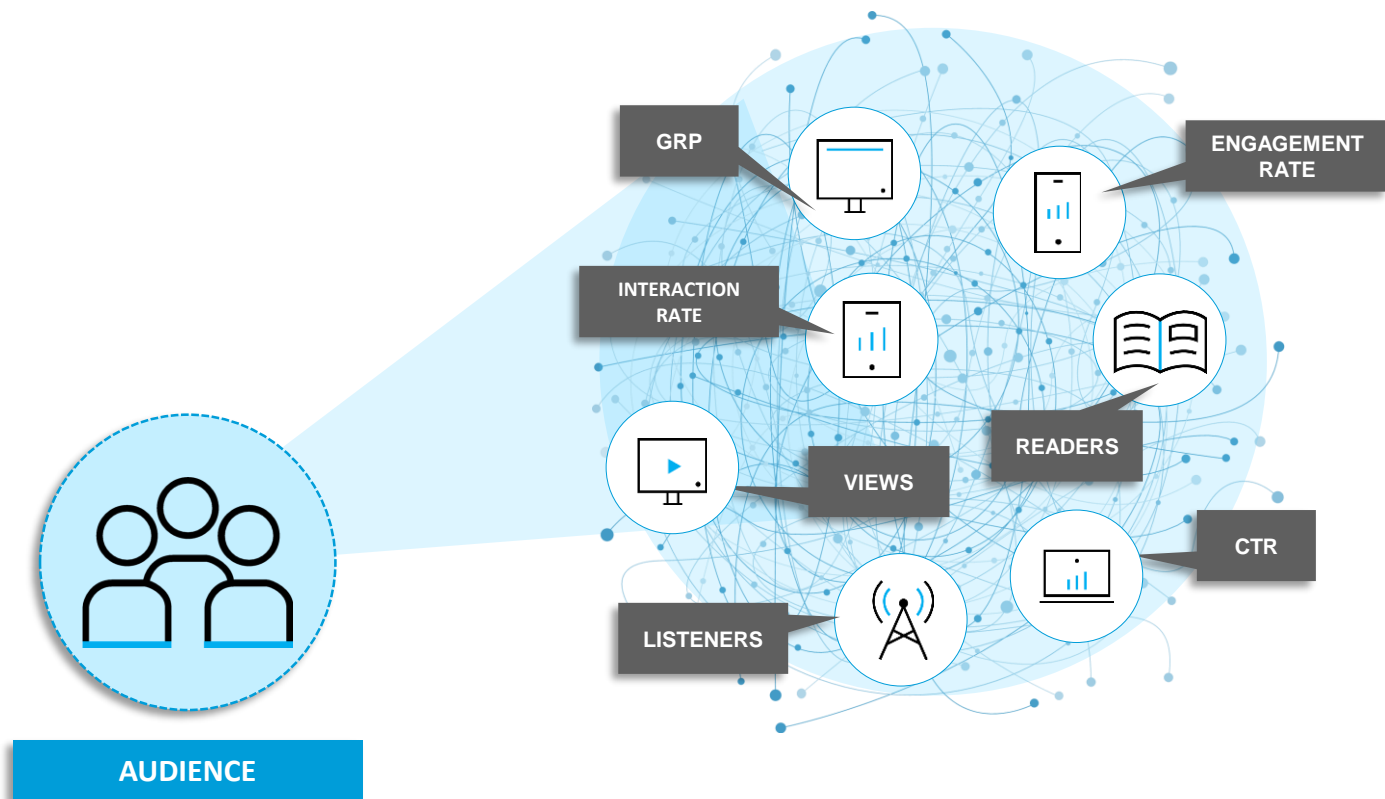
TARGETED ADVERTISING
(ADDRESSABLE)



MEASURING THE MARKETPLACE

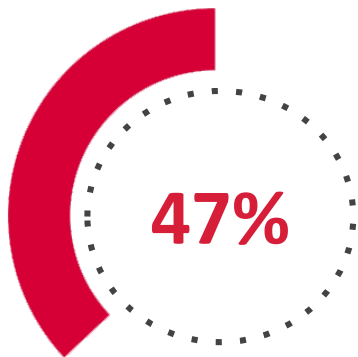


THE MARKETPLACE IS INCREASINGLY COMPLEX

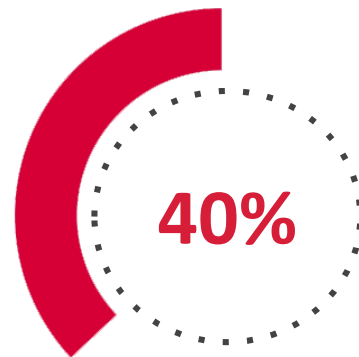


CAMPAIGNS ARE STILL MISSING KEY AUDIENCES

Finding your audiences across digital devices is harder than it seems



*of impressions
miss their target
demo*



*of impressions
are not seen*

What do Advertisers need

“Impressions” in general and “unique {users}” are not enough

- Browsers or People: **People (Reach and GRP's)**
- The RIGHT People: **Demographics (% on target)**
- On which device: **Computer or mobile**
- Across channels: **Reporting per placement**
- Across traditional & digital media: **Total Audience Measurement (coming soon)**

NIELSEN'S ANSWER TO THE MARKET CHALLENGE:

DIGITAL AD RATINGS

provides transparent and actionable audience measurement across digital screens



Digital Ad Ratings

*Audience demographics
Reach/frequency/GRPs
Viewability by demographic*

WHAT



Reach



Frequency



Gross Rating Points

HOW...



...by day



...by publisher



...by placement

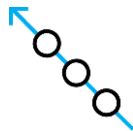


...by demo

And on top



The first
MRC-accredited independent
measurement solution



Accuracy

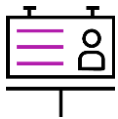


Speed and
Granularity

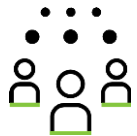


Cross-Platform
Comparability

WHO SHOULD USE DAR?



Advertisers

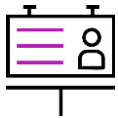


Agency



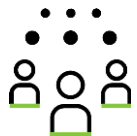
Publishers & Platforms

WHY SHOULD USE DAR?



Advertisers

- To determine: Audience composition & Delivery of audience against intended targets
- Optimize media planning, in-flight or for future campaigns
- Optimize budget allocation across media, using GRP metric to compare



Agency

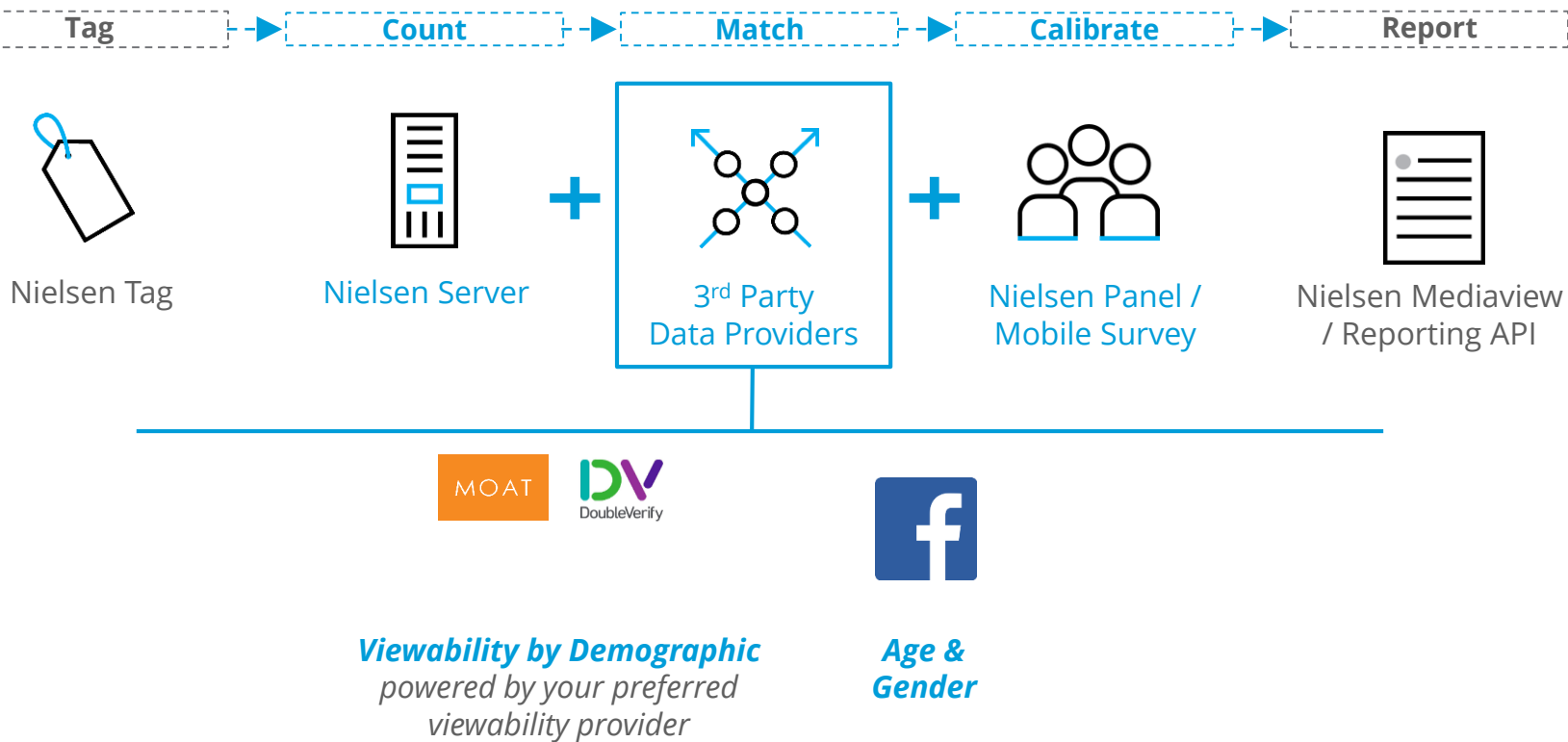
- All of the above listed for advertiser
- Validate delivery of intended media strategies and objectives
- Build planning insights and performance norms



Publishers & Platforms

- Validate audience delivery for clients
- Show audience delivery performance against campaign averages
- Optimize campaign delivery in-flight using daily reporting
- Sell strategically using GRP bundles with/against cross-media comparisons
- Conduct internal audits of targeting vendors

THE BEST DATA FROM THE MOST TRUSTED SOURCES





nielsen

AN UNCOMMON SENSE
OF THE CONSUMER™