

# Brand-Specific Advertising Measurement

Advertising measurement across the TV and digital ecosystems

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# From the last meeting: Point-Counterpoint

## On the one hand.....

**Audience delivery differs for commercial minutes and program minutes**

**Average commercial minutes doesn't provide brand-specific insights. Plus program viewing in commercial minutes muddies the waters further**

**Pod position is important and isn't 'counted' - audience delivery differs by minute depending upon where ad occurs in the pod**

**Marketers want greater accountability – is there a way to pay for their brand's "actual" audience delivery, not an average across all brands?**

## On the other hand.....

**Small samples used in TV research may not be able to support more granularity**

**Differences at the brand level may not be statistically significant when based on small samples**

**Marketers and their agencies can get brand-specific commercial delivery now – many research companies already provide it using much larger TV samples**

**The creative execution affects audience delivery. How can a revised system account for this?**

# Accountability is **now** a multi-platform issue as TV becomes Digital



We need **greater comparability** between “traditional” TV and digital platforms



Greater comparability between TV and digital

# How Do We Get There?



# Comparability Requires Change



Not just...

## Measurement At Scale

Insure we measure actual differences, not just outcomes from small sample sizes that are statistically unreliable



But also with a...

## Level-Playing Field

TV ad exposure has always been opportunity-to-see... “validated” digital campaigns insure that digital advertising is too



So that we can make...

## Multi-Platform Decisions

“Traditional” TV but also addressable advertising, interactive advertising and ads on Tablets, Smartphones and PC/Laptops

# comScore Methodology uses brand-specific measurement

**Campaign Essentials™ - Multi-Platform**  
Campaign Delivery across TV and Digital

**CIMM Multi-Platform**  
20 cable/broadcast networks and 10 brands



**NBC Summer Olympics**  
All platforms – All locations



**ESPN "Project Blueprint"**  
TV, Digital, Mobile, Radio at Scale



**5+ MM TV STB Households**

Combined with Best in Class Digital Measurement

**Brand-specific campaign measurement**

**National geographic coverage**

**Persons Demographics for TV STB data**

**At-scale "Census" measurement combined with Panels**

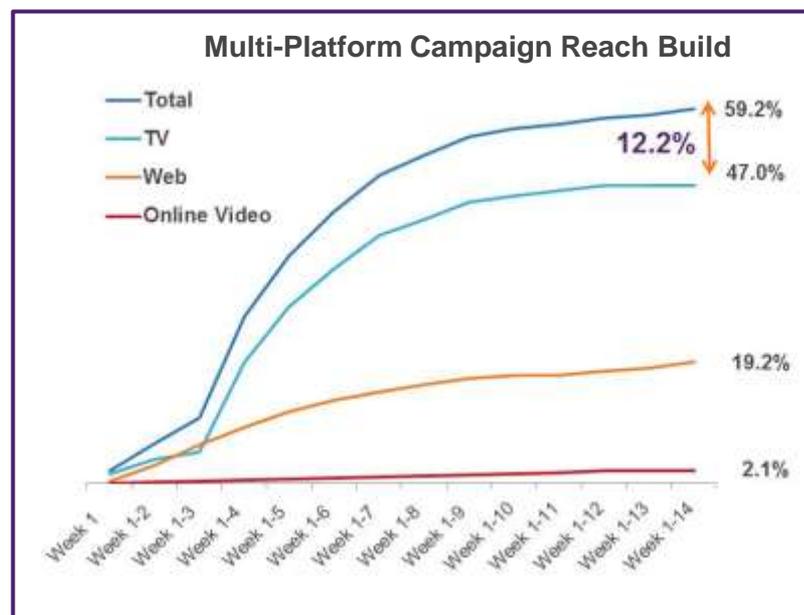
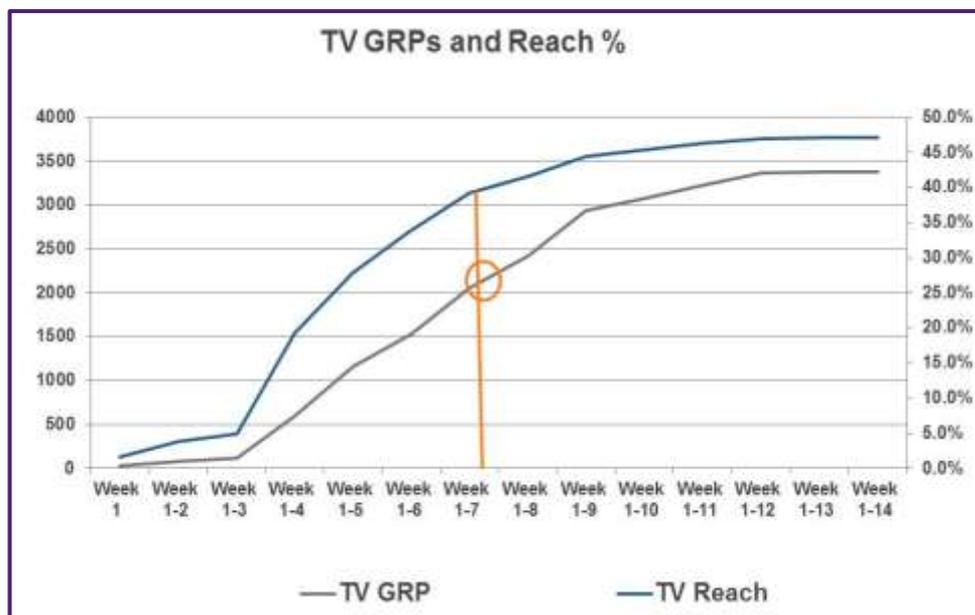
# CASE STUDY 1: Brand-specific measurement for multi-platform campaign



# Case Study 1: CPG Brand

Almost 50% of Reach from TV with Incremental 12% from Digital

TV quickly reaches 50% of target audience. How to reach the other 50%? How do digital platforms fit into the campaign?



Multi-platform campaign measurement is grounded in brand-specific data

# CASE STUDY 2: What Can We Learn About Digital Video Advertising?

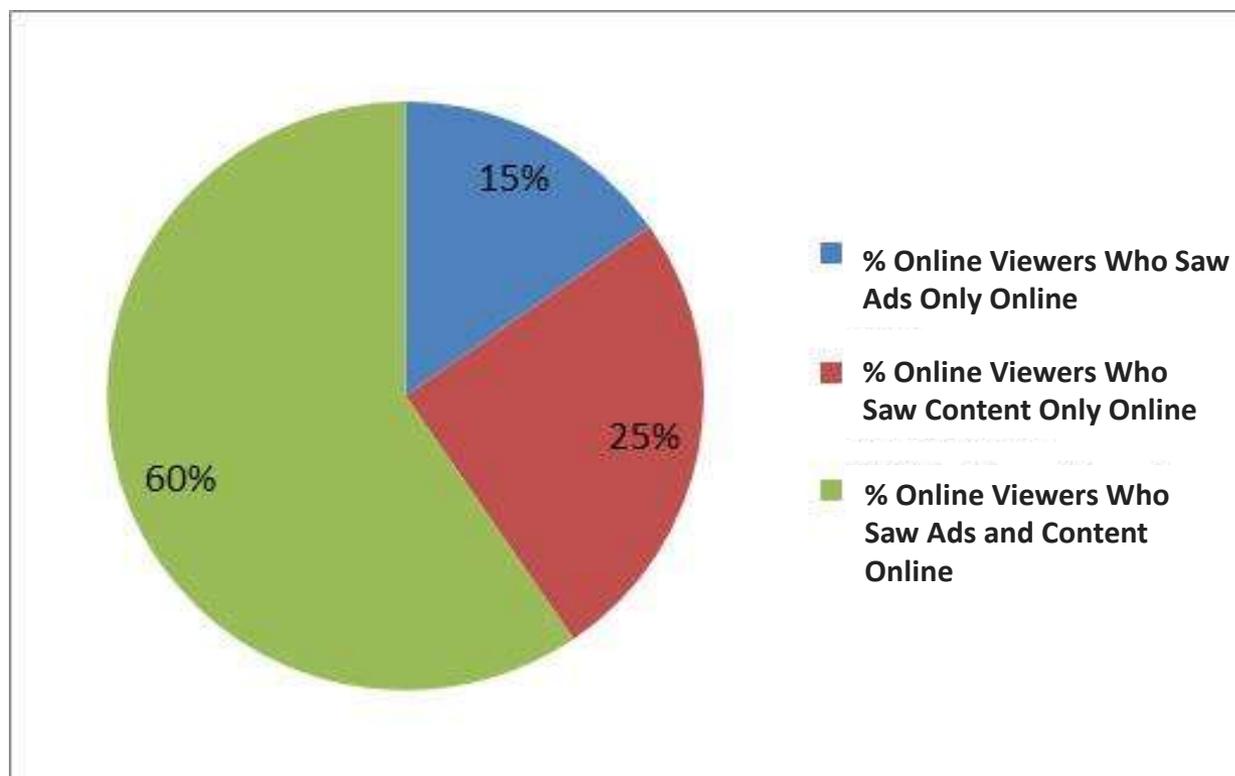


# How many online viewers saw ads?

## CASE STUDY: Broadcast prime-time TV show

### For this TV show, most online viewers were seeing both content and ads

- 75% of online viewers saw ads, with 60% seeing both ads and content. 25% did not see any ads. 15% saw only ads.



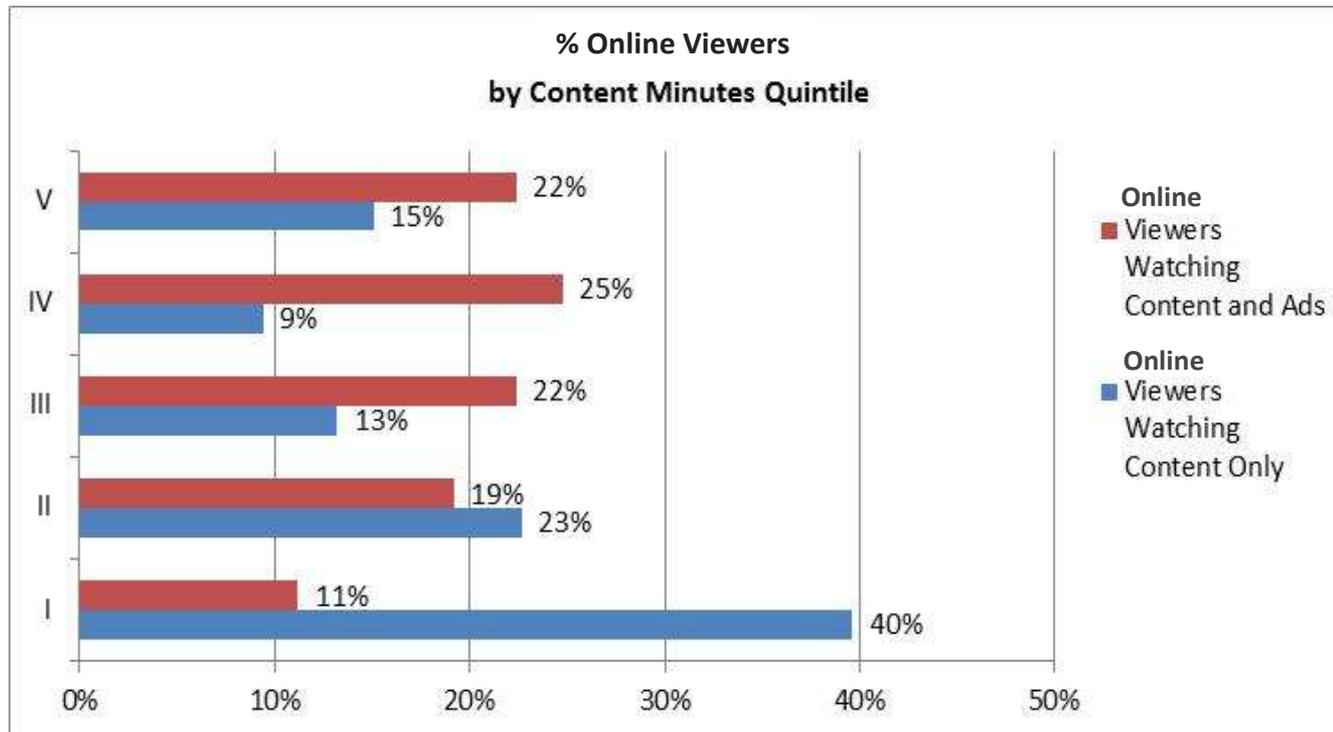
Results based on broadcast prime-time TV show that aired during the week of 1/21/2013-1/27-2013. Results may not be applicable to other TV shows or online content

# Did viewers who did not see ads watch more?

## CASE STUDY: Broadcast prime-time TV show

For this TV show, viewers who saw both content and ads watched more.

- 47% of viewers who watched both ads and content were in the top viewing quintiles. Only 24% of viewers who saw only content were in the top quintiles.



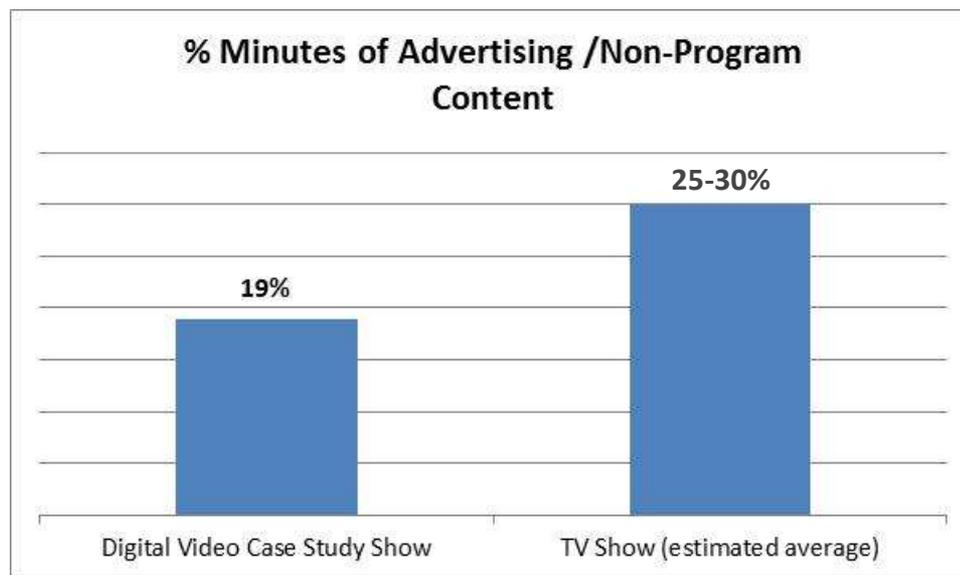
Online video viewing results for a broadcast prime-time TV show that aired during the week of 1/21/2013-1/27-2013. Results may not be applicable to other TV shows or online content

# Are consumers experiencing the same ad loads as TV?

## CASE STUDY: Broadcast prime-time TV show

**For this TV show, online viewers saw less advertising than the TV show – although ad loads online are creeping up**

- 19% of time spent viewing the show online was commercials, compared to 25-30% of show on TV.

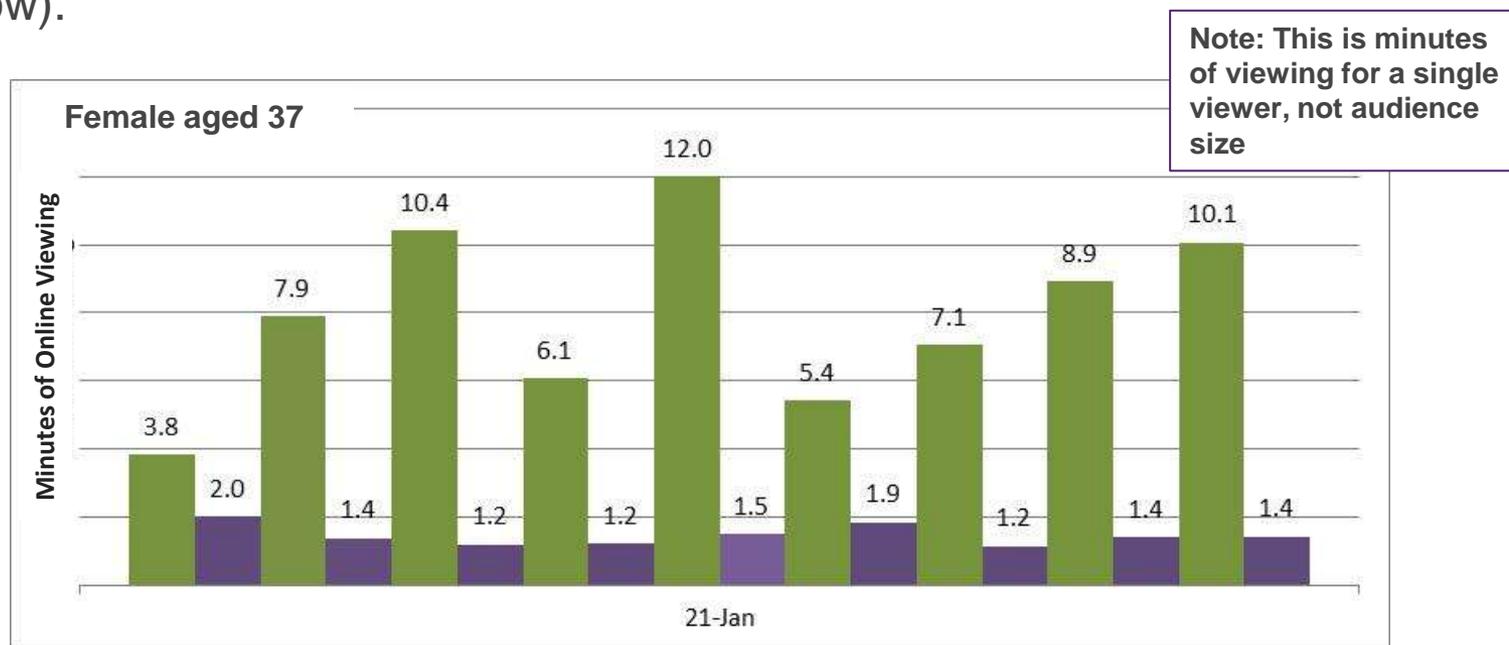


# How did the viewer experience the online ads?

## Broadcast prime-time TV show

### For this Female aged 37, the online video experience is similar to TV

- On average, there were 1 ½ minutes of advertising followed by 8 minutes of programming for this viewer. (This example includes multiple episodes watched in a row).



# Conclusions

- **As TV becomes digital, accountability becomes a multi-platform issue**
- **We need greater comparability between TV and TV/video in digital form**
- **Brand-specific measurements are available now**
- **Granular data, based on large or census sample sizes, provide new insights about how advertising works**

# At comScore, brand-specific advertising measurement is important foundation for both TV and multi-platform services



# Discussion and Questions

# Thank you!



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