

VAB REPORT: "ANY GIVEN MINUTE": SOLVING THE MULTI-SCREEN MEASUREMENT PARADOX



Currently Two Different Measurement Standards Exist By Platform With Each Focused On A Distinct Set Of Metrics

TV Platform



Nielsen

- Reach %
- Average Rating
- Average Frequency
- Impressions (actual audience)
- Average Minutes

Digital Platforms



comScore / Nielsen

- Unique Visitors / Viewers
- Total Page Views
- Visits
- Video Views
- Total Minutes

Buyers and sellers are hamstrung by these different measurement methods which is why each platform is typically analyzed separately even though the same brands and content are consumed across screens.

There's A Need To Reconcile Digital Metrics With TV Measurement And Speak One Common Language To Level The Playing Field

Why? Because...

Digital

Streams

Unique Viewers

Video / Page Views

Global Stats

First Party Unaudited Data



Television

Average Audience
(rating)

Average Audience
(rating)

Average Audience
(rating)

U.S. Audience
(universe)

Third Party Audited Data

There's Also A Need To Differentiate Between So-Called "Big" Numbers & Actual "Meaningful" Numbers Across Screens

Digital measurement, and making sense of what provides truly needle-moving scale, goes beyond just streams, video starts or page views.

There's an array of different metrics & terminology that digital properties use to tout their "bigness":

Views	Likes	Posts	Downloads
Pins	Swipes	Streams	Uploads
Calls	Rides	Tweets	Snaps

**Important to note, Global statistics are also typically used when digital metrics are quoted publicly*

But just because a number looks big in a vacuum is it actually meaningful, especially when compared to a TV audience?

Case In Point, Yahoo's Streaming Of An NFL Regular Season Game This Past Season

On October 25th, 2015 at 9:30a ET, Yahoo! made headline news by being the first website to ever live stream an NFL game across the world for free when the Buffalo Bills played the Jacksonville Jaguars



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TECH

Yahoo Wins Rights to NFL's First Streaming-Only Game

Deal to air Oct. 25 Buffalo Bills-Jacksonville Jaguars matchup is a big bet on luring more ad dollars



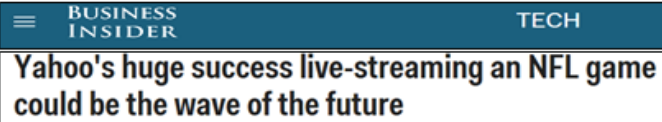
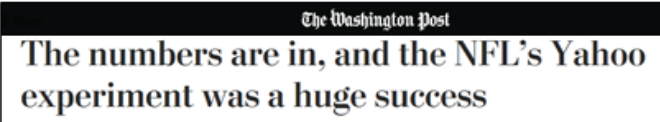
HOME | DIGITAL | NEWS
NFL, Yahoo Team Up for First Free Live-Stream of Regular-Season Game



Yahoo wins rights to live-stream an NFL game this October

In The Game's Aftermath, Yahoo! Released Some Seemingly Impressive Figures That They Positioned As Rivaling TV Telecasts

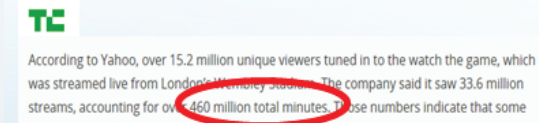
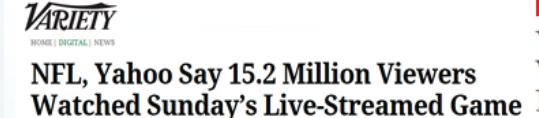
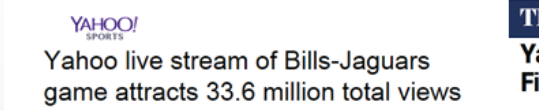
Yahoo! hailed the game stream as delivering an audience that rivals NFL games on live TV, their "big" headlines boasting:



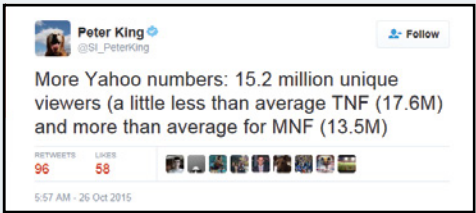
33.6 million streams

15.2 million unique viewers

460 million total minutes "viewed"

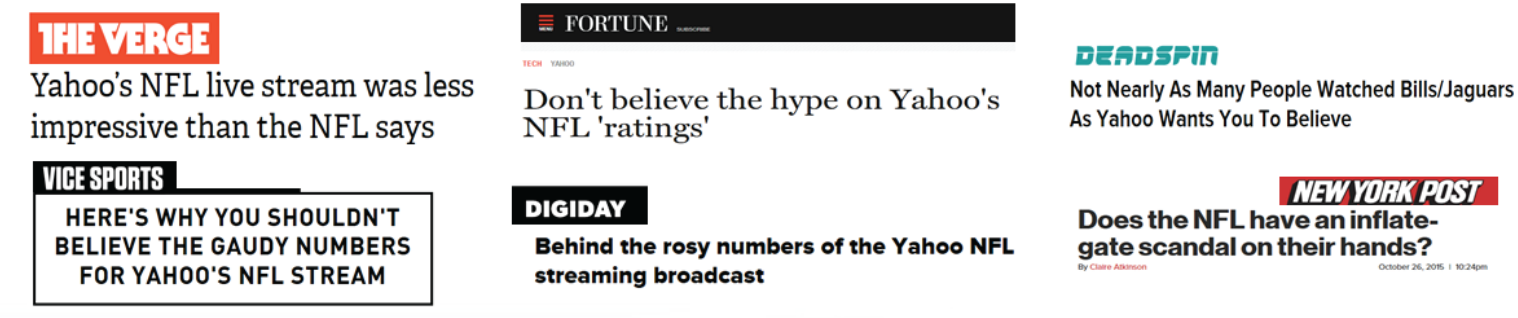


Even Sports Illustrated's Peter King tweeted out a very favorable "comparison" between Yahoo's streaming & NFL on TV



But A Deeper Dive Into The Numbers Told A Vastly Different Story; A Much Less Impressive One For Yahoo!

Many in the press though called Yahoo! for a “false start” quickly after they published their streaming figures:



Why? Because when looking at key measurements within respective media:

<u>Digital</u>		<u>Television</u>
Streams	≠	Average Audience (rating)
Unique Viewers	≠	Average Audience (rating)
Global Stats	≠	U.S. Audience (rating)

This Is The Multi-Screen Measurement Paradox: Digital Metrics Do Not Equate To Television's Average Ratings

Looking at the Yahoo! streaming figures through a similar lens as the standard TV measurement, average audience, the comparable results are much different:

NFL On Yahoo! Streaming

- Based on the “total minutes viewed” (# of streams is rather irrelevant) and length of the game (195 mins), the average streamer only watched for around 30 minutes which meant there was an ***average viewership per minute of 2.36 million***
- Since approximately 33% were outside of the country, this meant there was an: ***average U.S. audience of approximately 1.64 million***

NFL On TV

- In comparison, NFL telecasts on TV (afternoon & night games) have an: ***average audience of 18.2 million viewers***

The Real Truth

- While 460 million total minutes viewed may seem like a “big” number, the Yahoo! streamed game marked the ***lowest average audience ever*** for a nationally available NFL game (in fact, average NFL TV telecasts were 11x higher than the Yahoo! stream)

“Leveling The Playing Field” With Common Metrics That Are Truly Comparable Across Screens

To create a singular language for comparison purposes, metrics commonly associated with only one type of content – such as video starts, page views or streams – need be set aside in favor of measurements that are equally applicable across media.

So what are these equally applicable measurements?

- **Unique Audience:** the number of adults who view a given platform or piece of content during a specified time period (daily, weekly, monthly)
 - We’d stress audience over reach % since a percentage can vary based on the universe
- **Average Time Spent Per Visitor / Viewer:** the measure of time spent engaging with each platform or piece of content by person during a specified time period
- **Total Minutes Spent:** the measure of total time spent engaging with each platform or piece of content by everyone who has engaged with it during a specified time period
- **Average Audience:** the measure of adults engaging with each platform or piece of content in an average minute during a specified time period

“Average Audience” Is A Dynamic Comparable Metric To Utilize When Evaluating Media Across Screens

Average Audience is a formula that takes into consideration three critical measurements that are applicable across media – unique audience, average minutes viewed and total minutes.

Here’s the formula:

First Step:

Unique Audience X Average Minutes Viewed/Per Visitor = Total Minutes Viewed

Second Step:

Total Minutes Viewed / Total Minutes In Measured Time Period = Average Audience
(ex. 44,640 in a 31-day month)

In our analyses, “average audience” is factored based on a 24-hour day for digital properties since they’re “always on” and the average during the totality of time that a network or program is on the air.

Not only does this metric take into account three interrelated measurements but it also provides a good snapshot of true scale on a platform or piece of content at any given time

- “Average audience” is also a very relevant metric from a time perspective since a large majority of video ads run between :15 - :60 long

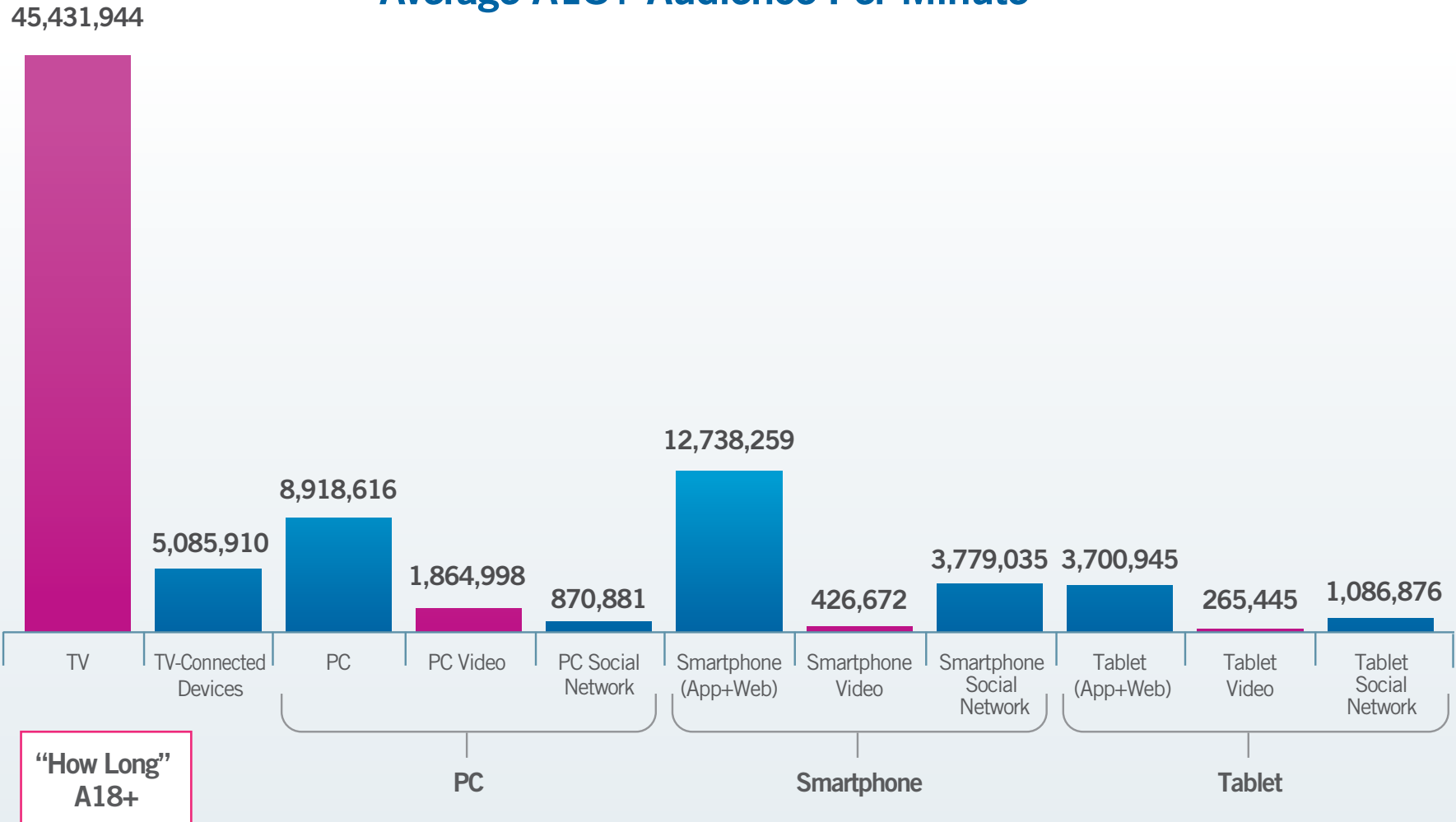
**“Average Audience” is also a key metric used in the “How Long” section of Nielsen’s Quarterly Comparable Metrics Report*



Any Given Minute: By Platform / Device

ON ANY DEVICE: Where Is The Audience In Any Given Minute?

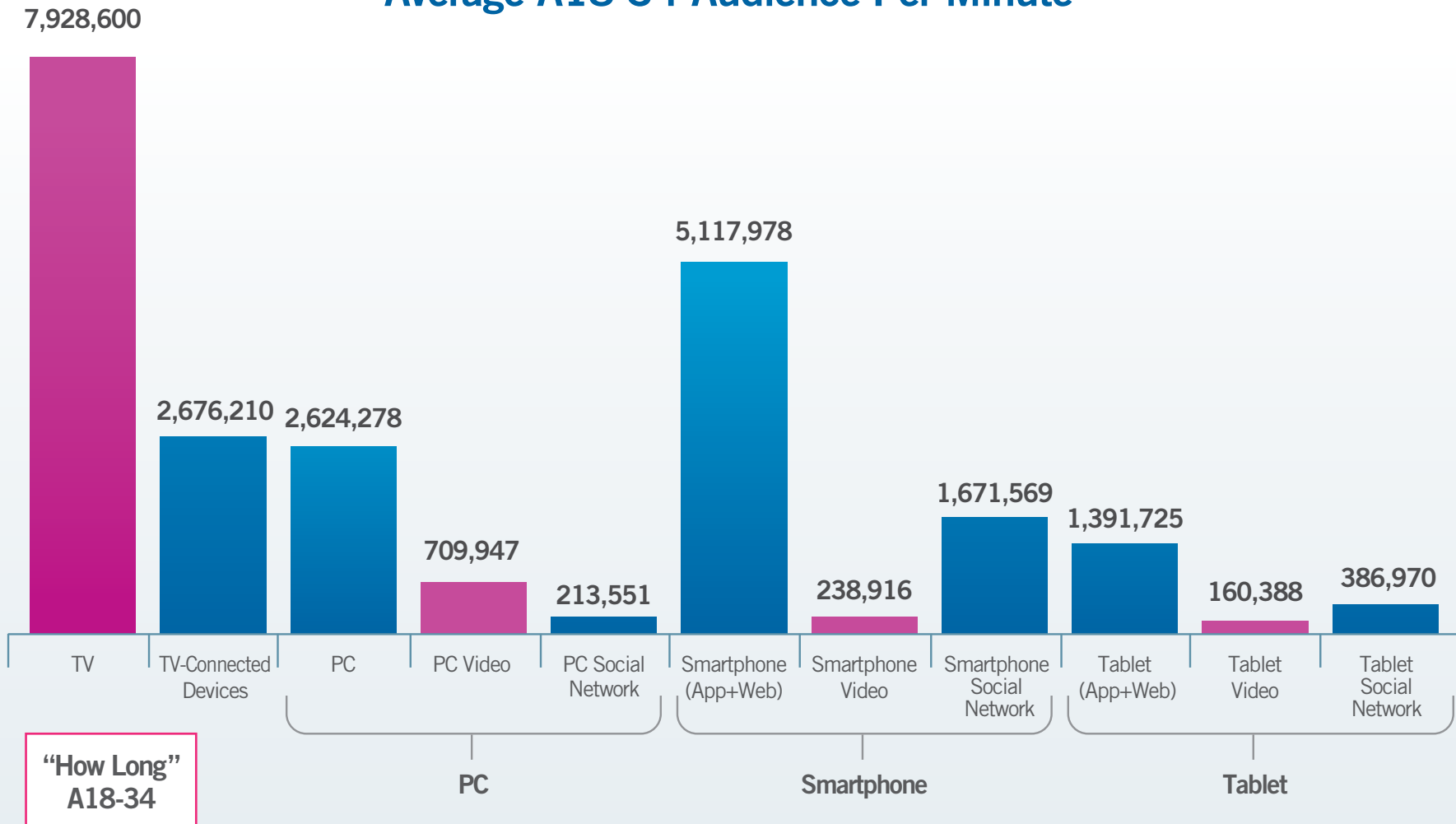
Average A18+ Audience Per Minute



Source: Nielsen Comparable Metrics Report Q3 2015; Data based on average week between July 17th – August 30th, 2015. A18+ UE = 240,160,000. Video & Social Network is a subset of each device's (App+Web)

TV's Average Audience Among Millennials Far Surpasses Any Other Device

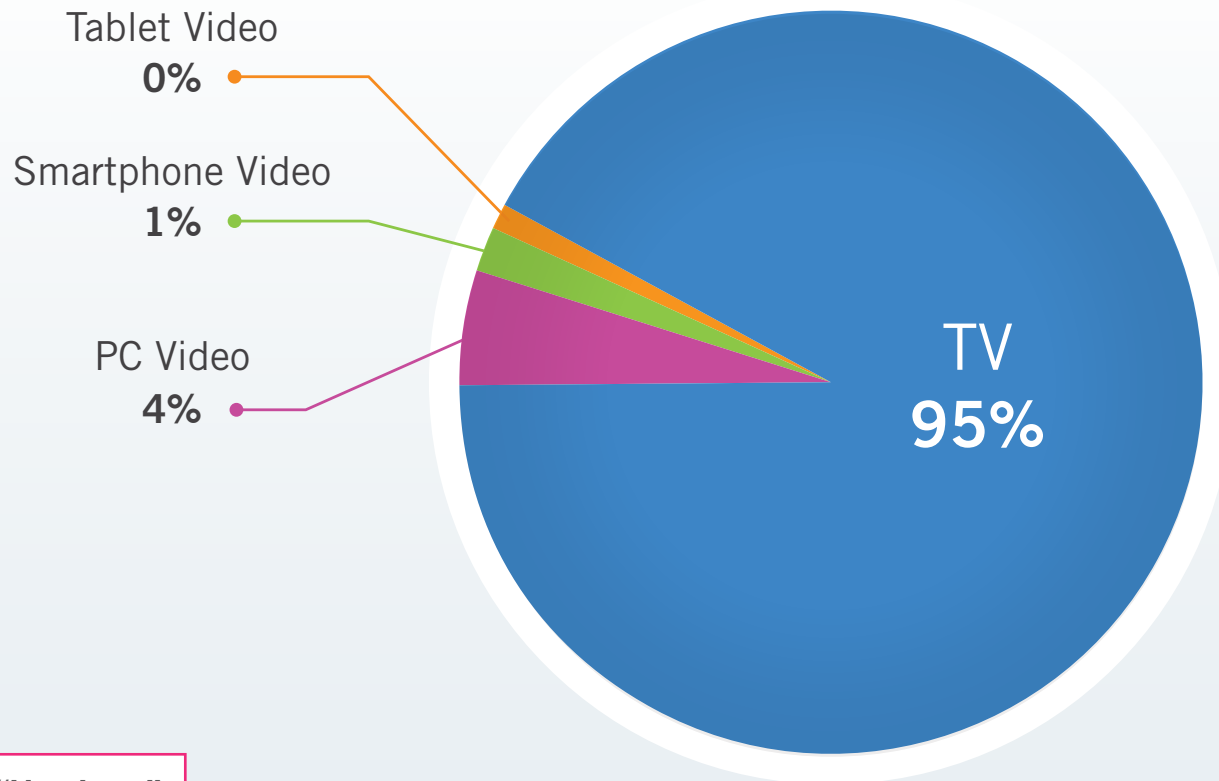
Average A18-34 Audience Per Minute



Source: Nielsen Comparable Metrics Report Q3 2015; Data based on average week between July 17th – August 30th, 2015. A18-34 UE = 72,210,000. Video & Social Network is a subset of each device's (App+Web)

ALL EYES ON VIDEO: Where Are People Watching Video During An Average Minute?

% of A18+ Video Consumption By Device
Based on Average Audience Per Minute

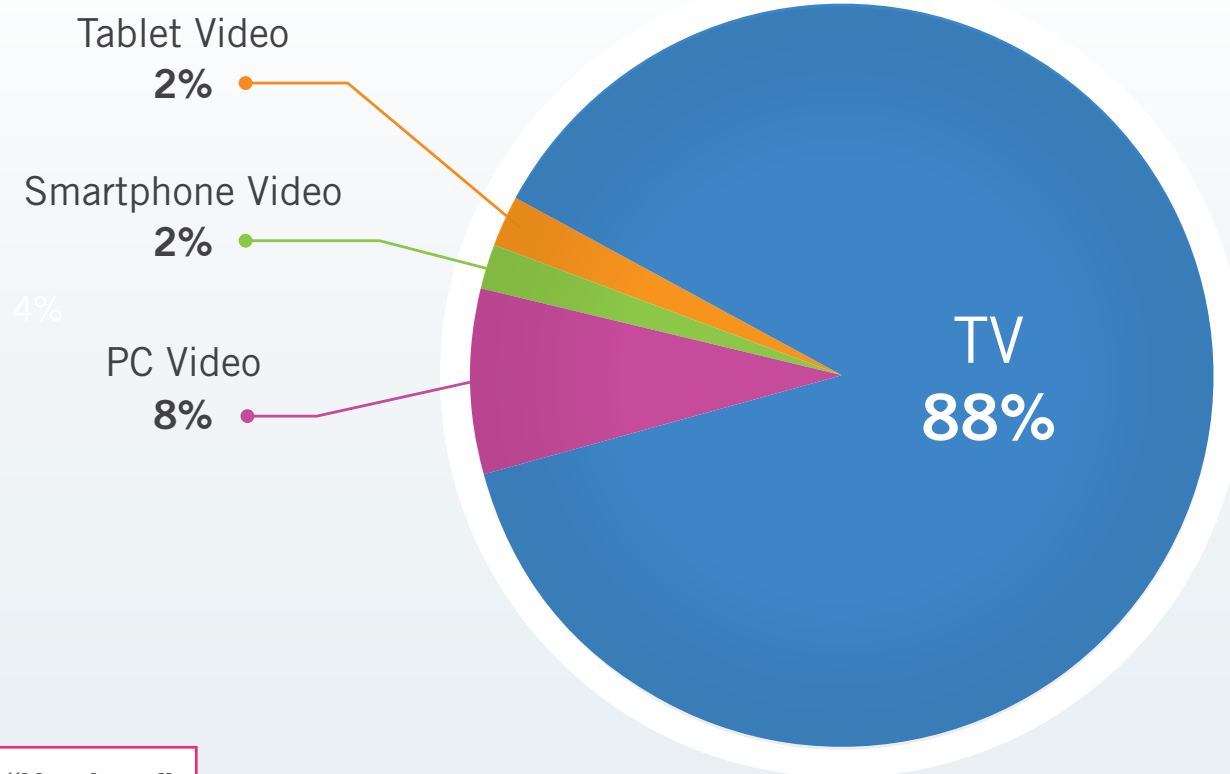


**“How Long”
A18+**

Among Adults 18-34, TV Accounts For 88% Of Total Video Consumption During An *Average Minute*

% of A18-34 Video Consumption By Device

Based on Average Audience Per Minute



**“How Long”
A18-34**

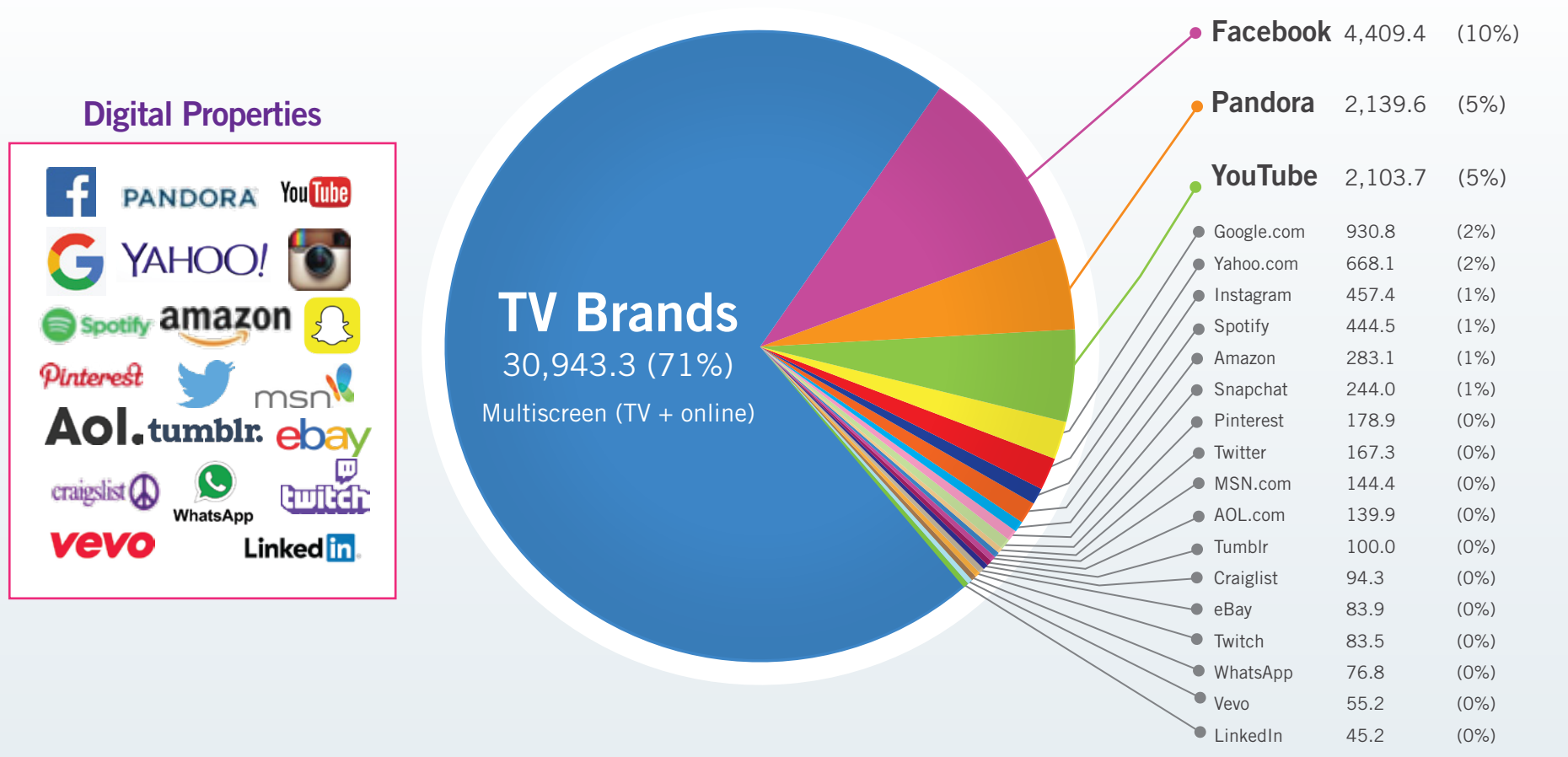
Any Given Minute: Multi-Screen TV Brands Vs. Ad-Tech Properties



Note: “average audience” for digital properties reflect any user activity done on their website, not just video consumption, as measured by comScore

Multi-Screen TV Brands Deliver A Much Higher *Average Audience* During Any Given Minute Than 20 Popular Websites Combined

A18+ Average Audience (000) Comparison Ad-Supported TV Brands Vs. Popular Websites

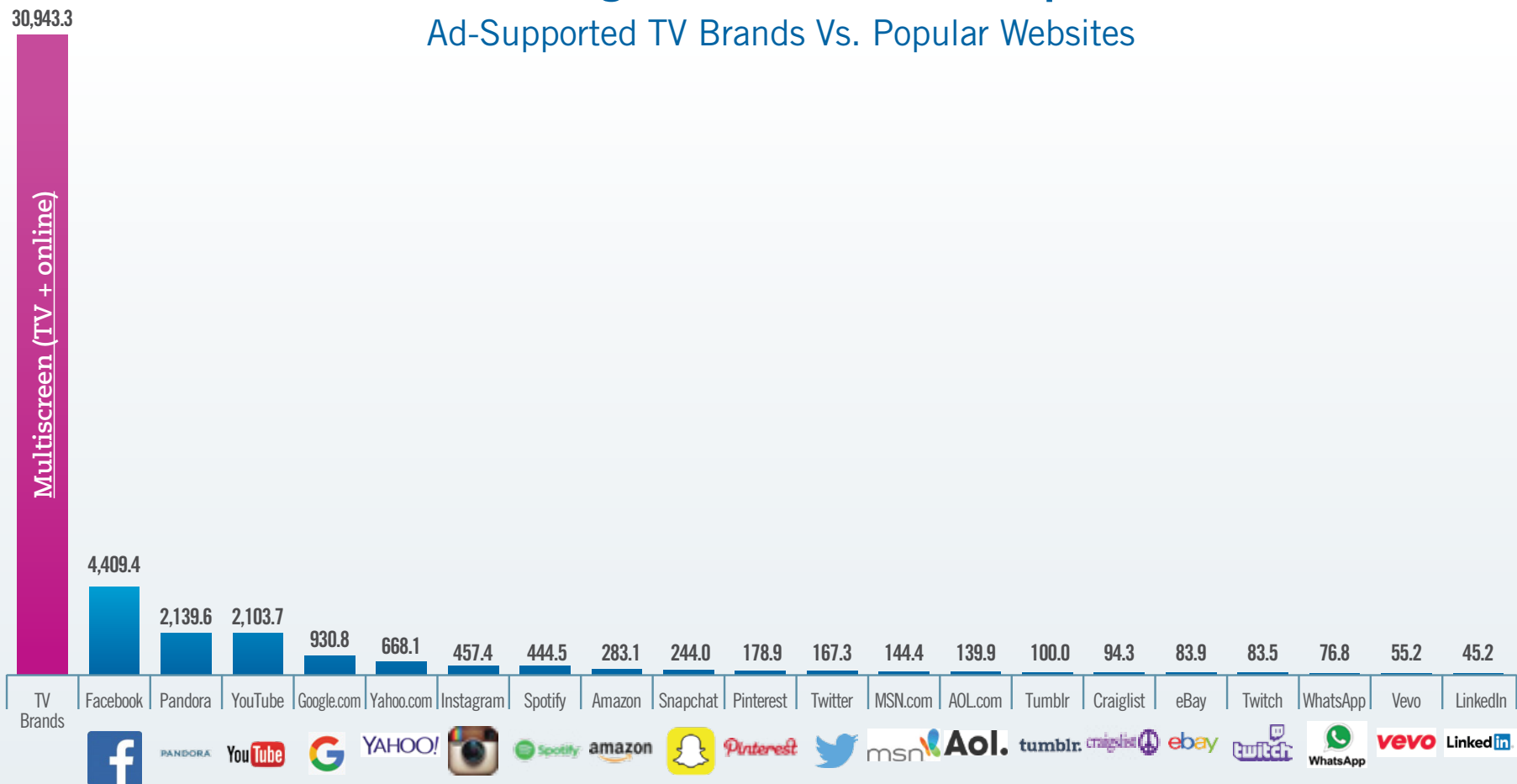


Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18+. Nielsen R&F Program Report, Live + SD, Total Day. December 1-31, 2015; A18+. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Digital website measurement includes all visitor activity, not just video consumption.

Multi-Screen TV Brands' Average Audience Is *Over Seven Times* That Of The Largest Website, Facebook

A18+ Average Audience (000) Comparison

Ad-Supported TV Brands Vs. Popular Websites

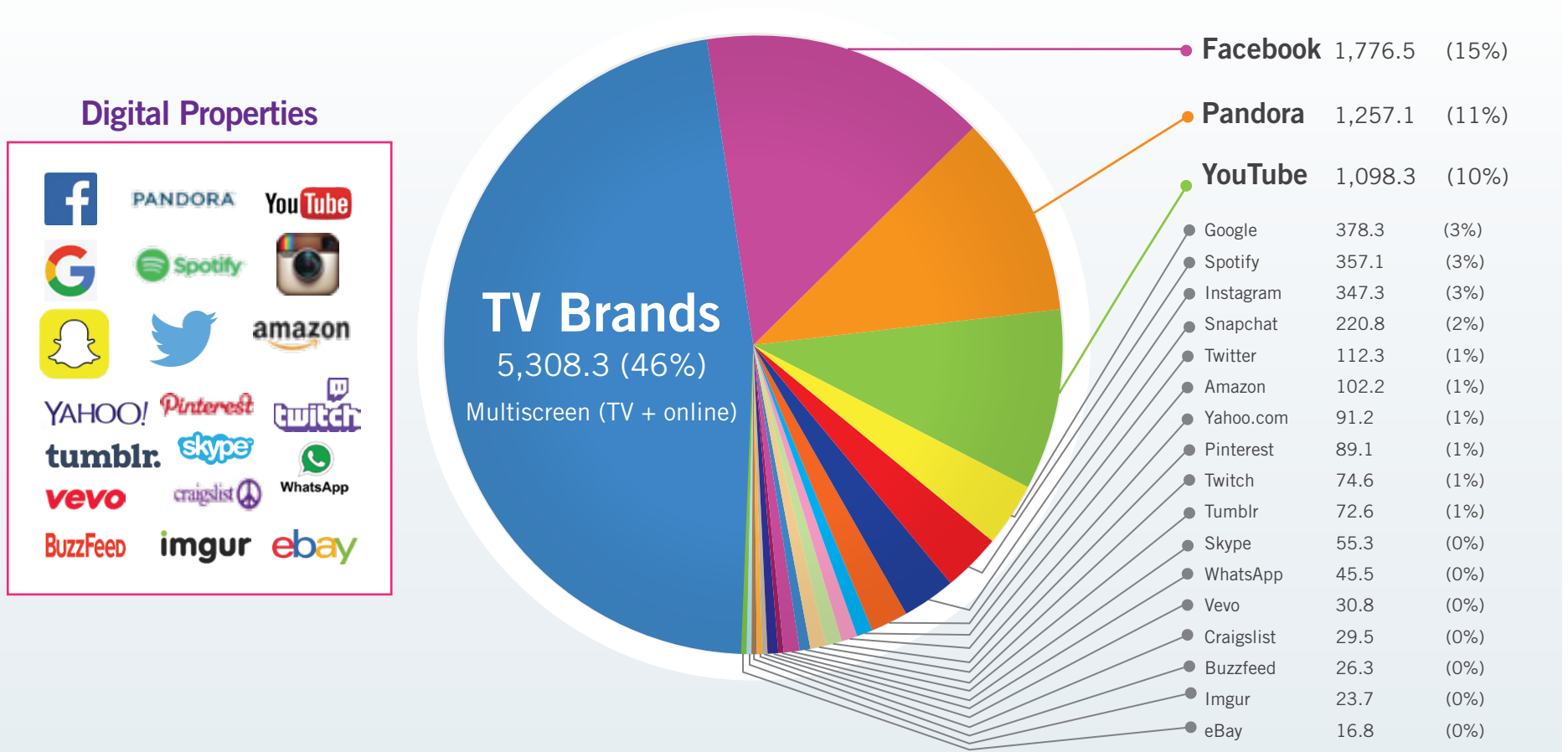


Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18+. Nielsen R&F Program Report, Live + SD, Total Day. December 1-31, 2015; A18+. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Digital website measurement includes all visitor activity, not just video consumption.

Against Millennials, Multi-Screen TV Brands Deliver An Average Audience That's On Par With 20 Popular Websites Combined

A18-34 Average Audience (000) Comparison

Ad-Supported TV Brands Vs. Popular Websites

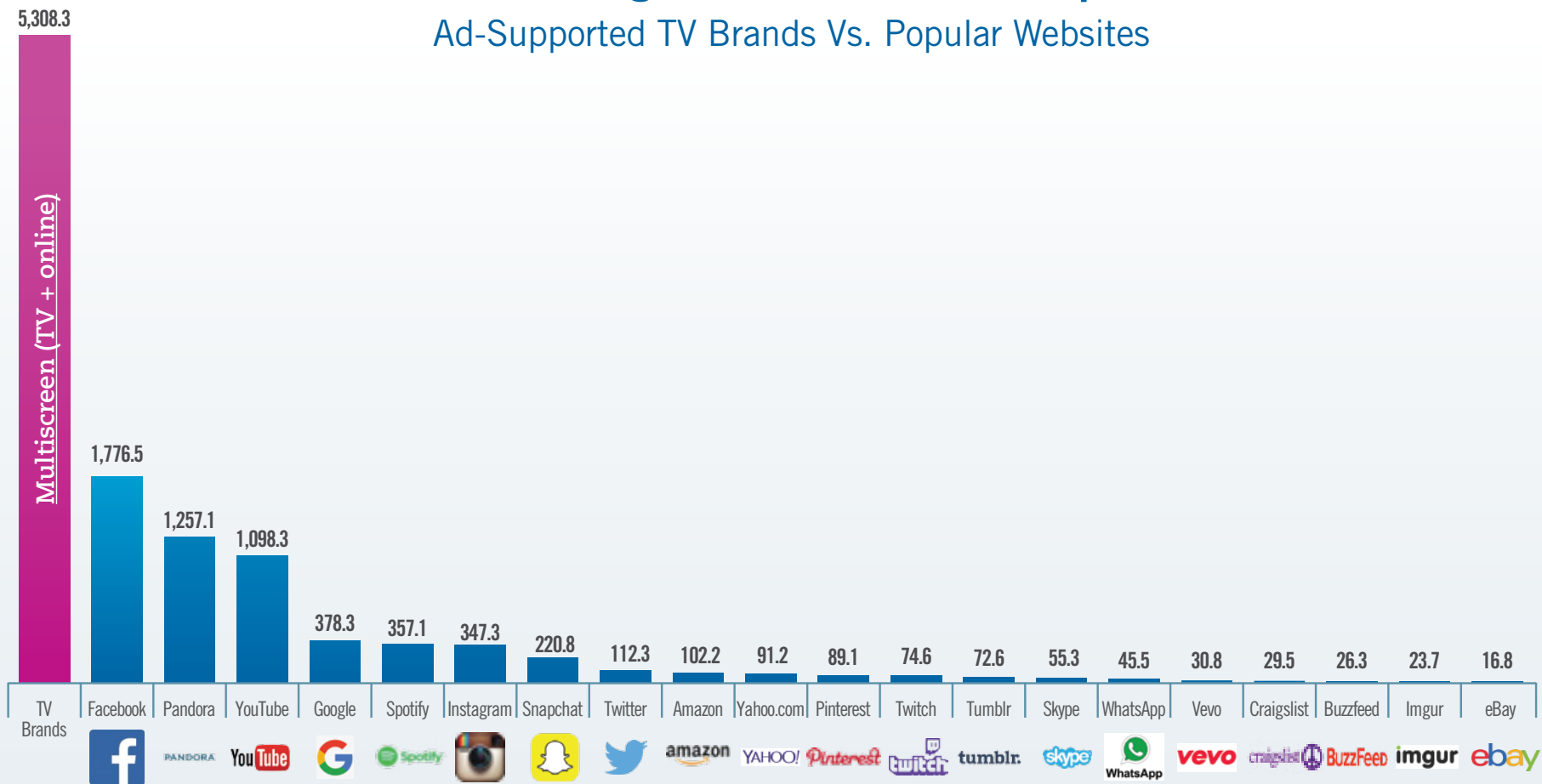


Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18-34. Nielsen Npower, Live + 7 Days, Total Day. December 1-31, 2015; A18-34. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Digital website measurement includes all visitor activity, not just video consumption.

THE MILLENNIAL MINUTE: What Platforms Get The Millennial Audience At Any Given Moment?

A18-34 Average Audience (000) Comparison

Ad-Supported TV Brands Vs. Popular Websites



Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18-34. Nielsen R&F Program Report, Live + SD, Total Day. December 1-31, 2015; A18-34. "Average Audience" is based on the average minute, which is factored across the full month for websites and TV. TV Brands include linear TV and TV-related websites. Digital website measurement includes all visitor activity, not just video consumption.



Any Given Minute: Ad-Tech Properties Vs. TV Content

Only One Ad-Tech Website Would Rank Within The Top 200 TV Programs On Average Audience

Where Would Top Websites Rank Among Ad-Supported TV Programs?

Based on A18+ Average Audience

Website	Avg Audience (000)	Rank
Facebook	4,409.4	158
Pandora	2,139.6	352
YouTube	2,103.7	354
Google.com	930.8	682
Yahoo.com	668.1	810
Instagram	457.4	1,420
Spotify	444.5	1,517
Amazon	283.1	2,115
Snapchat	244.0	2,331
Pinterest	178.9	2,782

Website	Avg Audience (000)	Rank
Twitter	167.3	2,902
MSN.com	144.4	3,159
AOL.com	139.9	3,216
Tumblr	100.0	3,844
Craigslist	94.3	3,963
eBay	83.9	4,162
Twitch	83.5	4,168
WhatsApp	76.8	4,320
Vevo	55.2	4,872
LinkedIn	45.2	5,172

Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18+. Nielsen Npower, Live + SD, Total Day. December 1-31, 2015; A18+. "Average Audience" is based on the average minute, which is factored across the full month for websites and across program run time for TV. Digital website measurement includes all visitor activity, not just video consumption.

The Results Are Similar Even When Sports Programs Are Excluded

Where Would Top Websites Rank Among Ad-Supported TV Programs? Based on A18+ Average Audience

Website	Avg Audience (000)	Rank
Facebook	4,409.4	112
Pandora	2,139.6	280
YouTube	2,103.7	281
Google.com	930.8	576
Yahoo.com	668.1	825
Instagram	457.4	1,297
Spotify	444.5	1,333
Amazon	283.1	1,872
Snapchat	244.0	2,075
Pinterest	178.9	2,498

Website	Avg Audience (000)	Rank
Twitter	167.3	2,606
MSN.com	144.4	2,839
AOL.com	139.9	2,890
Tumblr	100.0	3,465
Craigslist	94.3	3,568
eBay	83.9	3,751
Twitch	83.5	3,755
WhatsApp	76.8	3,892
Vevo	55.2	4,378
LinkedIn	45.2	4,628

Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18+. Nielsen Npower, Live + SD, Total Day. December 1-31, 2015; A18+, excluding sports. "Average Audience" is based on the average minute, which is factored across the full month for websites and across program run time for TV. Digital website measurement includes all visitor activity, not just video consumption.

PLATFORMS VS. PROGRAMS:

If Ad-Tech Platforms Were TV Programs, Where Would They Rank in Average Audience?

A18+ Average Audience Comparison

Popular Websites Vs. Comparable Ad-Supported TV Programs

Websites			TV Programs		
Website	Avg Audience (000)		TV Program	Network	Avg Audience (000)
Facebook	4,409.4	<	The Today Show	NBC	4,446.6
Pandora	2,139.6	<	General Hospital	ABC	2,729.1
YouTube	2,103.7	<	The Five	Fox News Channel	2,364.8
Google.com	930.8	<	Tiny House Hunters	HGTV	942.6
Yahoo.com	668.1	<	The Pioneer Woman	Food Network	672.0
Instagram	457.4	<	White Collar	USA Network	460.2
Spotify	444.5	<	Charmed	TNT	446.7
Amazon	283.1	<	E! News	E!	284.7
Snapchat	244.0	<	Match Game	GSN	244.2
Pinterest	178.9	<	Will & Grace	WE TV	179.9
Twitter	167.3	<	Gilligan's Island	TV Land	167.5
MSN.com	144.4	<	Secret Life of Elephants	Nat Geo Wild	144.8
AOL.com	139.9	<	Rescue Me	FX	140.6
Tumblr	100.0	<	Mission Asteroid	Science	100.1
Craigslist	94.3	<	What's My Car Worth?	Velocity	94.6
eBay	83.9	<	House Crashers	DIY	84.4
Twitch	83.5	<	Pop Up Video	VH-1	83.9
WhatsApp	76.8	<	My Super Sweet Sixteen	MTV	77.4
Vevo	55.2	<	Maya The Bee	Sprout	55.9
LinkedIn	45.2	<	Beverly Hills, 90210	Pop	45.5

Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18+. Nielsen Npower, Live + SD, Total Day. December 1-31, 2015; A18+. "Average Audience" is based on the average minute, which is factored across the full month for websites and across program run time for TV. Digital website measurement includes all visitor activity, not just video consumption.

Only Three Of The Most Popular Younger-Skewing Websites Would Rank Within TV's Top 200 Programs Against Millennials

Where Would Top Websites Rank Among Ad-Supported TV Programs? Based on A18-34 Average Audience

Website	Avg Audience (000)	Rank
Facebook	1,776.5	27
Pandora	1,257.1	45
YouTube	1,098.3	49
Google	378.3	236
Spotify	357.1	268
Instagram	347.3	275
Snapchat	220.8	563
Twitter	112.3	1,216
Amazon	102.2	1,322
Yahoo.com	91.2	1,430

Website	Avg Audience (000)	Rank
Pinterest	89.1	1,454
Twitch	74.6	1,662
Tumblr	72.6	1,698
Skype	55.3	2,071
WhatsApp	45.5	2,348
Vevo	30.8	2,903
Craigslist	29.5	2,972
Buzzfeed	26.3	3,138
Imgur	23.7	3,319
eBay	16.8	3,823

Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18-34. Nielsen Npower, Live + SD, Total Day. December 1-31, 2015; A18-34. "Average Audience" is based on the average minute, which is factored across the full month for websites and across program run time for TV. Digital website measurement includes all visitor activity, not just video consumption.



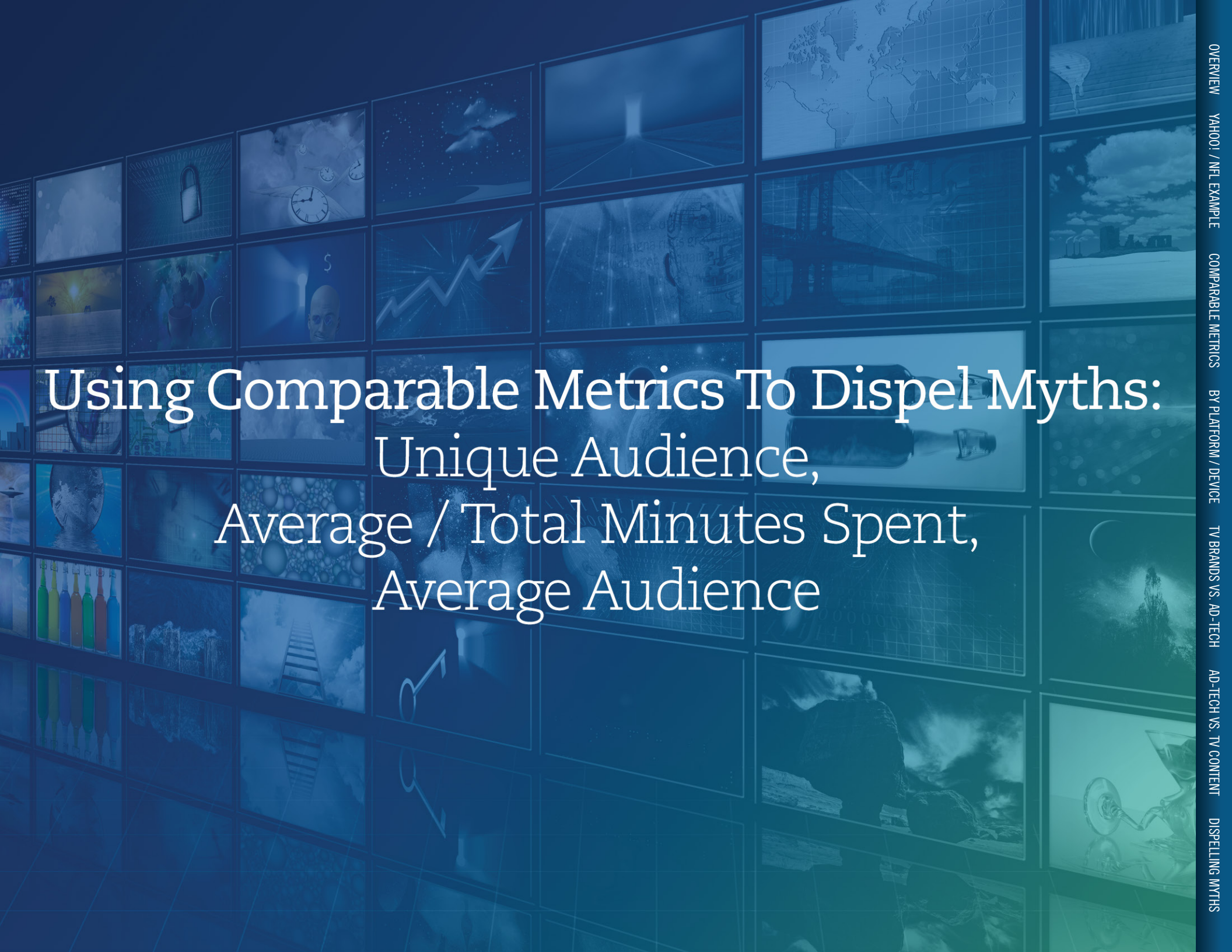
There Are Also Interesting Results When Popular “Millennial” Websites Are Compared To TV Shows With A Similar Young Audience

A18-34 Average Audience Comparison

Popular Websites Vs. Comparable Ad-Supported TV Programs

Websites			TV Programs		
Website	Avg Audience (000)		TV Program	Network	Avg Audience (000)
Facebook	1,776.5	∨	SEC Championship Football Game	CBS	1,985.8
Pandora	1,257.1	∨	Adele Live In New York	NBC	1,400.7
YouTube	1,098.3	∨	TNF Post-Game Show	NFL Network	1,250.9
Google	378.3	∨	Mat Franco's Got Magic	NBC	386.3
Spotify	357.1	∨	Sinatra 100 - An All-Star Grammy Concert	CBS	369.5
Instagram	347.3	∨	Superjail!	Adult Swim	350.8
Snapchat	220.8	∨	General Hospital	ABC	221.5
Twitter	112.3	∨	The Cleveland Show	TBS	114.3
Amazon	102.2	∨	Middle of The Night Show	MTV	104.1
Yahoo.com	91.2	∨	American Diner Revival	Food Network	93.3
Pinterest	89.1	∨	Donny!	USA Network	89.8
Twitch	74.6	∨	House Hunters Renovation	HGTV	74.7
Tumblr	72.6	∨	King of Queens	TV Land	73.2
Skype	55.3	∨	Fear Thy Neighbor	Investigation Discovery	56.1
WhatsApp	45.5	∨	All That	TeenNick	45.6
Vevo	30.8	∨	Engineering Disasters	History	31.2
Craigslist	29.5	∨	Man-Eating Super Croc	Animal Planet	29.8
Buzzfeed	26.3	∨	Wonders of Life	Science	26.5
Imgur	23.7	∨	Double Dare	TeenNick	24.7
eBay	16.8	∨	Justice w/ Judge Jeanine	Fox News Channel	20.5

Source: comScore MediaMetrix Key Measures (multiplatform), December 2015; A18-34. Nielsen Npower, Live + SD, Total Day. December 1-31, 2015; A18-34. “Average Audience” is based on the average minute, which is factored across the full month for websites and across program run time for TV. Digital website measurement includes all visitor activity, not just video consumption.



Using Comparable Metrics To Dispel Myths: Unique Audience, Average / Total Minutes Spent, Average Audience

Using Comparable Metrics Help Dispel Late Night TV Myths And Provide Proper Perspective And Context

Myth Example #1: YouTube draws larger audiences to their channels for content from popular late night hosts like Jimmy Fallon or Conan O'Brien than linear TV does

This myth is perpetuated by some people trying to compare YouTube's unique visitors to TV's average audience rating, but as we've explained: unique visitors \neq average audience / rating

YouTube		The Tonight Show Starring Jimmy Fallon		Conan	
Metric	Avg Audience (000)	YouTube	Linear TV	YouTube	Linear TV
Total Unique Visitors (000) / Cume Audience Reach (000)		6,843	50,452	2,546	21,521
Average Minutes / Viewer		16.7	68.4	14.9	43.0
Total Minutes Viewed (000)		114,252	3,269,398	37,845	925,953
Average Audience (000)		2.6	3,360.7	0.8	477.3

Fact: Far more people are more engaged for far more time with late night content on the Television while YouTube serves as a complementary platform for viral clips

Source: comScore Video Metrix Key Measures (desktop only), YouTube Partners Report, December 2015; A18+ (The Tonight Show Starring Jimmy Fallon @ YouTube / TeamCOCO @ YouTube). Nielsen Npower / R&F Program Report, Live + SD Days, December 1-31, 2015; A18+. "Average Audience" is based on the average minute, which is factored across the full month for YouTube and across program run time for TV.

Millennials Still Prefer To Consume Late Night TV Content Through The Television Than Online

Myth Example #1: YouTube draws much larger millennial audiences to their channels than linear TV for content from popular late night hosts like Jimmy Fallon or Conan O'Brien

This myth is perpetuated when some people try to compare YouTube's unique visitors to TV's average audience rating, but as we've explained: unique visitors \neq average rating

YouTube		The Tonight Show Starring Jimmy Fallon		Conan	
Metric	Avg Audience (000)	YouTube	Linear TV	YouTube	Linear TV
Total Unique Visitors (000) / Cume Audience Reach (000)		3,437	7,325	1,499	5,212
Average Minutes / Viewer		20.0	43.6	17.6	52.9
Total Minutes Viewed (000)		68,638	318,959	26,319	275,651
Average Audience (000)		1.5	381.9	0.6	146.8

Fact: Far more millennials are more engaged for far more time with late night content on the Television while YouTube serves as a complementary platform for viral clips

Source: comScore Video Metrix Key Measures (desktop only), YouTube Partners Report, December 2015; A18-34 (The Tonight Show Starring Jimmy Fallon @ YouTube / TeamCOCO @ YouTube). Nielsen Npower / R&F Program Report, Live + SD, December 1-31, 2015; A18-34. "Average Audience" is based on the average minute, which is factored across the full month for YouTube and across program run time for TV.

Using Comparable Metrics Also Help Dispel The Facebook Vs. Super Bowl Myth

Myth Example #2: “Facebook has a ‘Super Bowl’ on mobile everyday”



By the numbers:

Utilizing available comparable metrics for daily vs. program measurement

Metric	Facebook (average day in Feb '16)	Super Bowl 50 (February 7th, 2016)
Average Audience (000)	4,388.3	95,813.2
Desktop: Average Audience (000)	1,092.7	N/A
Mobile: Average Audience (000)	3,295.7	N/A
Total Minutes Viewed (000)	6,319,193	18,151,306
Desktop: Total Minutes (000)	1,573,430	N/A
Mobile: Total Minutes (000)	4,745,763	N/A

Fact: Total “time spent” viewing last year’s Super Bowl was almost *four times higher* than time spent on Facebook mobile and almost *three times* that of total Facebook consumption

The Facebook Vs. Super Bowl Myth Is Even Busted Amongst Millennials

Myth Example #2: “Facebook has a ‘Super Bowl’ on mobile everyday”



By the numbers:

Utilizing available comparable metrics for daily vs. program measurement

Metric	Facebook (average day in Feb '16)	Super Bowl 50 (February 7th, 2016)
Average Audience (000)	1,624.7	22,685.4
Desktop: Average Audience (000)	270.4	N/A
Mobile: Average Audience (000)	1,354.2	N/A
Total Minutes Viewed (000)	2,500,841	3,510,606
Desktop: Total Minutes (000)	416,273	N/A
Mobile: Total Minutes (000)	2,084,568	N/A

Fact: Total “time spent” viewing last year’s Super Bowl among millennials was 68% higher than time spent on Facebook mobile and 40% higher than Facebook consumption

Using Comparable Metrics Also Help Dispel BuzzFeed's Notion That Their Reach Rivals Television

Myth Example #3: BuzzFeed's reach now rivals that of the largest TV networks

BuzzFeed

By the numbers:

Metric	BuzzFeed	Rank Vs. TV Networks
Total Unique Visitors (000) / Cume Audience Reach (000)	80,442	#26
Average Minutes / Visitor	20.5	Last*
Total Minutes Viewed (000)	1,651,406	#108
Average Audience (000)	37.0	#114

Fact: Not only would BuzzFeed not break the top #25 on reach among TV networks but it would also be ***one of the lowest-ranked properties*** on average audience and against “time spent” metrics



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