

March 2023

What's the Deal with Viewership Data Collection?

Part 1 of a 5-part series on Video Measurement



Insights.
Inspiration.
Impact.

Making Sense of Measurement

What you need to know about innovations and advancements in measurement



What's the Deal with...?

Innovations in video measurement are occurring in abundance with lightning speed. Marketers now have more choices than ever to utilize advanced measurement to plan, buy and measure the success of their video campaigns.

With measurement being such an exciting space brimming with advancements, we've compiled some of the most common themes and questions we've heard from marketers.

Our new series "*What's the Deal with...*" has been built to simplify and provide clarity in five key areas of measurement so that you can make the most informed measurement decisions.

This **5-part series** will answer common questions asked about these aspects of measurement

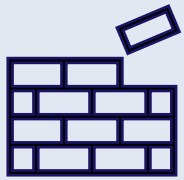


What is Viewership Data Collection?



A core foundation of measurement, viewership data collection is the process of gathering viewing data for business decision-making, strategic planning, research and more

Why is Viewership Data Collection Important?



The cornerstone of measurement is the data source(s) themselves



Viewership and audience data collected/stored properly from a representative source increases the likelihood of accurate measurement



Many measurement providers take a multi-method approach. It is important to consider how the differences in data collection can impact the results you see



Transparency is paramount and measurement partners should be forthcoming in their methods



Common Viewership Data Collection Questions

- 1** What are the most common ways that viewership is measured?
- 2** What is census level data and what role does it play in measurement?
- 3** Is it possible to get a full picture of the viewership of my cross-platform video campaign?
- 4** How do I target and measure campaign impact beyond demographics?
- 5** How can I “futureproof” my measurement to best set myself up now to measure better in the future?

1

What are the most common ways that viewership is measured?



Click here to download 'Untangling Terminology Within Video Measurement' to learn more



ACR (Smart TV)

Related Terms – 'glass level' & 'from the glass'

Identifies ads and programming content across Internet enabled TV-connected devices via audio or video fingerprints

Collection Type: Device

Solves For: Can capture both linear and OTT viewing

Limitations: Audiences are required to 'opt-in' for a smart TV to be able to activate its ACR and collect viewing data

Example Companies



Set Top Box (STB)

Related Term – 'RPD (Return Path Data)'

Audience based viewing data that comes from calibrated set-top boxes installed at the subscribers' homes

Collection Type: Household

Solves For: Can provide more granular data for the insights on audience behavior across a large footprint

Limitations: STB homes can skew to higher HH Income leading to potential biases in viewing data

Example Companies



Panel

Related Term – "Survey", 'Local People Meter'

Viewing habits, behaviors and demographic info are collected from a small group of people to represent a larger group

Collection Type: Person

Solves For: When stable, panels can be used to provide a common view of the TV landscape

Limitations: Expensive to maintain and can encounter representation challenges

Example Companies



Streaming

Related Terms – 'CTV', 'AVOD' & 'SVOD'

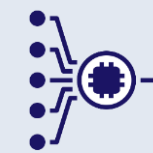
An OTT service that provides content from broadcast and cable networks, plus streaming providers (e.g., Sling TV, YouTube TV, HBO Max, Netflix, Peacock, Hulu, fuboTV)

Collection Type: Person / Device

Solves For: Data can be collected in real time allowing for greater flexibility in campaign reporting and optimization

Limitations: More likely to be restrictive in how they provide access to measurement, attribution, and reporting data

Example Companies



Big Data

Census level data that is comprised of multiple sources, which can be used for insights. Can include data from (but not limited to) ACR (Smart TV), STB, Panel and Streaming

Collection Type: Multiple

Solves For: More aggregated data can mean greater opportunities to find valuable insights

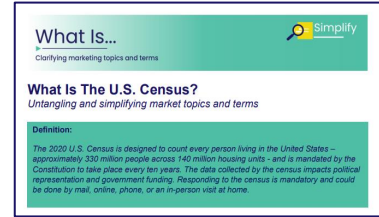
Limitations: Managing large datasets can become unwieldy, requiring large amounts of processing to make it actionable

Example Companies



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What is census level data and what role does it play in measurement?



Click here to download 'What is The U.S. Census' to learn more

Census Level Data

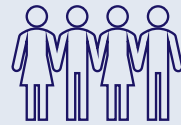
Census level data means every viewer in an ad environment universe is counted.

(Not to be confused with the US census)

Census level data can help marketers...

- ▶ Reduce ad waste
- ▶ Enable more representative measurement
- ▶ Identify audiences in a more granular way
- ▶ Receive greater coverage across people, platforms, and geographies
- ▶ Attribute response more granularly

Role of Census Level Data



People

Who is being measured

- ▶ Census level data can allow for a more demographically representative measurement. All audiences should be counted fairly and accurately.
- ▶ Enables more accurate measurement of diverse audiences. This creates economic growth opportunities for marketers with audiences that are rapidly growing (and historically have not been fairly counted/measured).



Platform / Devices

What is being measured

- ▶ Viewership is across multiple screens, and all screens can and should be counted. Consumers have broadened their definition of TV and will find and follow their favorite premium content across platforms and the devices they use.
- ▶ Coverage across multiple platforms and devices results in reach extension capabilities.



Geography

Where is being measured

- ▶ Census level data can allow for greater flexibility in the geographies measured
- ▶ Creates opportunities for more precise measurement at the local, regional and national level

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Is it possible to get a full picture of the viewership of my cross-platform video campaign?



Click here to download *'How can a Convergent TV advertising strategy drive business results for brands?'* to learn more

Advancements in viewership data collection have enabled measurement providers to provide full picture cross-platform video measurement.

Those advancements have resulted in a plethora of ways to measure the success of a cross-platform video campaign.

While there are an increasing number of metrics that can be used to determine the success of a cross-platform video campaign, there are 5 metrics that should be table stakes for how you evaluate your campaign.

Good to know: New advancements such as Open AP XPM and Open ID are making total cross platform measurement easier to achieve.

5 Common Cross-Platform Video Campaign Metrics



Total Reach

Campaign Reach across all platforms



Total Impressions

Total eyeballs reached by the campaign



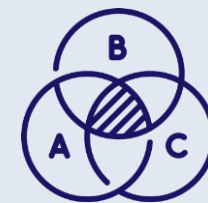
Avg. Frequency

Average number of times a viewer has been exposed to a campaign



Unique Reach

Reach of linear only and reach of digital only



De-duplicated Reach

Who saw ads on both, and who saw ads on just one platform or the other

4

How do I target and measure campaign impact beyond demographics?



Click here to download *'Proven Strategies & Tactics In Audience-Based TV Buying'* to learn more

5 Ways to Target and Reach Consumers Across Platforms



Geographic

Local, Regional & National



Psychographic

Attitudes, feelings, interests, values, opinions, and lifestyle



Behavioral

Actions taken by consumers like shopping for a product or being light or heavy viewers



Device

Type of device(s) used by consumers



1st Party Data

Information collected directly by the marketer from their customers

Advancements in viewership data collection have created greater opportunities in audience targeting and measurement. As marketers shift to an audience-based approach to their video campaigns, these new capabilities allow for more advanced segmentation of audiences that can lead to **'smarter' advertising campaigns.**

Audience-Based Buying Helps Marketers...

- ▶ Reach the right audience
- ▶ Heighten engagement
- ▶ Drive full funnel outcomes

5

How can I “futureproof” my measurement to meet my current and future marketing goals?



Click here to download 'Today's Innovations in Measurement - Q4 2022' to learn more

5 Actions You Can Take Now to Set Yourself Up for Future Success

Future-proofing your approach to measurement means taking strategic steps and implementing forward thinking processes (or investments) that empower you to be agile as the industry evolves.

Anticipating changes in the industry enables you to:

- ▶ Minimize future challenges
- ▶ Embrace shifts in the landscape
- ▶ Address future business requirements



1st Party Data

Consider collecting information directly from your customer. 1st party insights can be leveraged for advanced targeting and attribution. Enabling you to connect your campaign to consumer outcomes now and in the future.



Modern-Currency

With the legacy TV currency retiring in Sept. 2024, consider testing new measurement providers to prepare for the future.



Identity & Privacy

Consider conducting regular identity and privacy internal reviews to ensure you're compliant with current laws and regulations. Familiarity with your own compliance will prepare to make shifts as laws and regulations evolve.



Cross - Platform

Consider establishing partnerships with measurement providers who have cross-platform capabilities. This can put you in an advantageous position to seamlessly measure future campaigns as viewing behaviors continue to evolve and shift.



Audience Based Buying

As advanced targeting capabilities continue to grow, increasing investments in audience-based buying will drive revenue and expand your customer base.

Best Practices for Marketers



Know where your viewership data is coming from



Ask for table-stakes cross-platform viewership metrics to be included in your reporting



TV is data driven. Leverage advancements in viewership data collection to drive customer targeting, acquisition and engagement.



Prioritize the future. Take steps now to set yourself up for measurement success

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Check out this related VAB content

We believe in modern TV measurement.

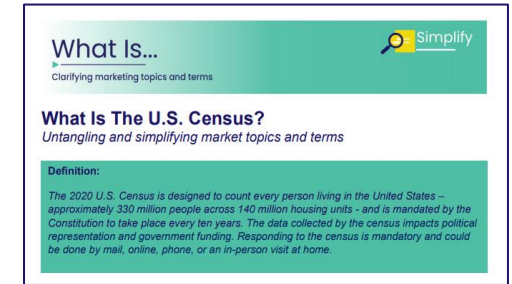
Let us be your guide.

Visit the VAB's [Measurement Resource Center](#) to get clear answers to questions our industry is asking about TV measurement.

VAB Members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at [theVAB.com](https://thevab.com)



Untangling Terminology Within Video Measurement



What Is The U.S. Census?



How can a Convergent TV advertising strategy drive business results for brands?
10 real-world case studies highlighting brand successes



Proven Strategies & Tactics In Audience-Based TV Buying
Success Stories Highlighted Through Real-World Case Studies



Today's Innovations in Measurement – Q4 '22
Real-world case studies from industry innovators



You Oughta Know
Why all impressions aren't created equal & what it means for video measurement

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.



We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access at theVAB.com.**

Curious to learn more about VAB? Check out this [quick video](#) to see what we do and how we can help you develop business-driving marketing strategies.