



## Tune In, Outside the Box



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NBCU TV & Streaming





## TUNE IN, OUTSIDE THE BOX

Developing Better Measures to Guide Promotion Strategies in a Cross Platform Media Environment

#### **NBCUniversal**

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NBCUniversal TV & Streaming



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Solution & Methodology



Learnings & Impact





Solution & Methodology



Learnings & Impact



hours

Video viewed each day per person, over half on Traditional TV

30%

Digital share of viewing for the average **NBC** Entertainment program

50+

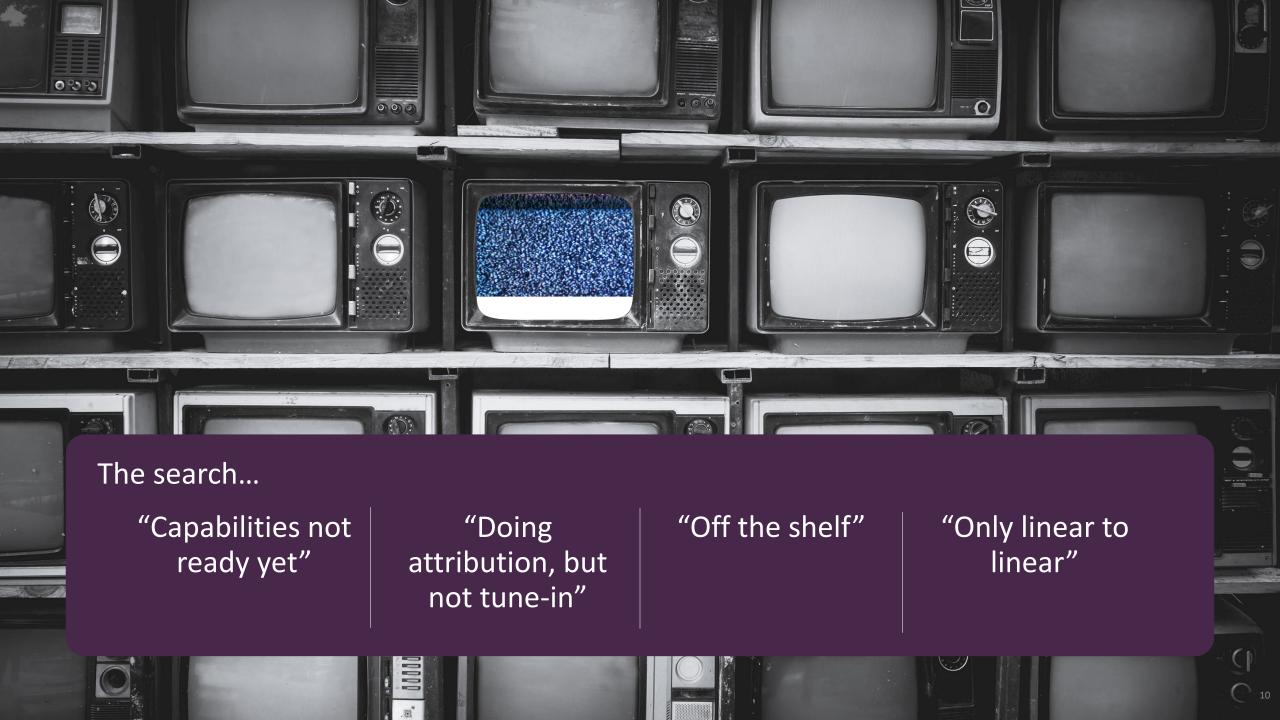
Campaigns per year

100%

Share of campaigns including linear and digital advertising, and driving both linear and digital tune-in

How effective is NBCU's content marketing in launching and sustaining shows in today's complex, fragmented viewing environment?

- Are we spending our marketing dollars in the right places?
- Which tactics are working well today, and where can reallocate our budget?
- How much does including streaming viewership in this measurement impact our campaign results?
- How does conversion compare for audiences exposed on linear only, digital only or both?
- What role does our on-air and cross-channel inventory play in the marketing mix?
- What is the right mix of frequency by platform, and when do we see diminishing returns?
- Do our investments in digital advertising drive to linear TV or streaming tune-in, or both?
- Can we optimize our impression mix by promo length?
- Could we identify individual creatives that worked more effectively than others?



## GOALS



Ongoing measurement across all series campaigns



Cross platform, including linear and digital viewership



Partnerships to bring key digital ad platforms into the measurement ecosystem



Ability to leverage granular, cross platform data for content measurement



Actionable insights that drive decision-making and marketing strategy



Data



Innovation



Partnership







Solution & Methodology



Learnings & Impact





# Solution & Methodology



earnings & Impact



### Our Foundation: The Industry's Highest Quality TV Data

Once commingled, deduplicated, and enriched, our dataset is tied to US households to form the most comprehensive, deterministic identity crosswalk of linear television exposure data.



#### **Set-Top Box Cable Data**

Passive collection of viewership leveraging the set-top boxes connected to TVs in the home



#### **Smart TV ACR Data**

Records viewership of content at the glass level for a connected TV in the home

### Our TV Data Partners



39M

VIZIO

Households

TIVO

63M

dėsh

Devices

COMCAST

### The Benefits of VideoAmp's Commingled Dataset

#### **Greater Accuracy**

Corrects for biases and incomplete household coverage with Smart TV or STB only.

#### **Increased Scale**

Addition of 20M+ Comcast households increases overall data stability and audience precision.

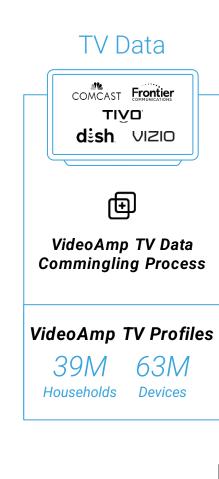
#### **Better Representation**

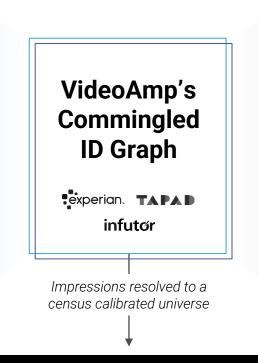
Across diverse audiences, local markets and viewership types via enhanced weighting methodologies.



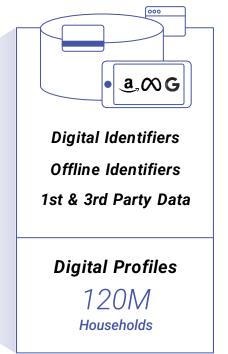
# Combining Digital Data Using the VideoAmp ID

Converging linear TV, digital and offline datasets through our best-in-class commingled identity graph to provide a singular view of the consumer across platforms.









#### VideoAmp ID

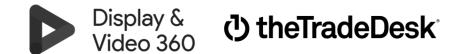
Powering our Advertising Platform



#### A Holistic View of Digital Media Performance

Digital Platforms







100+ Certified Digital Partners

A&E	Pixel	Web, App, OTT	Cluep	Pixel	Web, App	<b>Future Today</b>	Pixel	Web, App, OTT, Video
Acast	Pixel	Web, Audio	Complex	Pixel	Web, Video, Display	G/O Media	Pixel	Web, Display, Video
Acuity	Pixel	Web, OTT	Conde Nast	Pixel	Web, App, OTT, Display	G4 Media	Pixel	Web, App, OTT, Video, Display
Adara	Pixel	Web, App, OTT, Video, Display	Criteo	Pixel	Web, App, OTT	Gamespot	Pixel	Web, Display, App
Adsmovil	Pixel	Web, App, OTT, Video, Display	cw	Pixel	Web, App, OTT	Gamut	Pixel	App, OTT
AdTheorent	Pixel	Web, App, OTT, Display	Daily Beast	Pixel	Web, Video, Display	Gasbuddy	Pixel	App, Display
Aire (Las Musica)	Pixel	Web, App, Audio	DCM	Logs, Pixel	Web, OTT	Guardian	Pixel	Web, Video, Display
Aki	Pixel	Web, App, OTT	DeepIntent	Pixel	Web, App, OTT	GumGum	Pixel	Web
Amazon	Logs	Web, OTT	Digilant	Pixel	Web, App, OTT, Display	Hallmark	Pixel	Web, App, OTT
AMC	Pixel	Web, App, OTT	Digital Ad Exchange (DAX)	Pixel	Web, App, OTT	Healthgrades	Pixel	Web, Display, App
Amobee	Pixel	Web, App, OTT	Digital Turbine (AdColony)	Pixel	App, Video, Display	Healthline	Pixel	Web, Display, App
Audacy	Pixel	Audio, Web, App, OTT	Discovery	Pixel	Web, App, Video	Health Union	Pixel	Web, App
Audiomack	Pixel	Audio, App	Division D	Pixel	Web, App, OTT, Video, Display	Hearst	Pixel	Web, Display
BabyCenter	Pixel	Web, App, Video, Display	DraftKings	Pixel	Web,App, Video	Her Campus	Pixel	Web, Video, Display
Bally Sports	Pixel	Web, App, OTT	DTV Now	Pixel	Web, App, OTT	Hola Media	Pixel	Web, Display, Video
Barstool	Pixel	Podcast	DV360	Pixel	Web, OTT	Houzz	Pixel	Web, App, Display
Beeswax	Pixel	Web, App, OTT	eBay	Pixel	Web, Video, Display	Hybrid Theory	Pixel	Web, Display
Bidtellect	Pixel	Web, App, Video, Display, OTT	Engine (EMX)	Pixel	Web, App, Video	Hypebeast	Pixel	Web, Video, Display
Blavity	Pixel	Web, Video, Display	Enthusiast	Pixel	Web, Video, Display	IGN	Pixel	Web, App, Video, Display
Bloomberg	Pixel	Web, Display, OTT	Entravision	Pixel	Web, App, OTT	iHeart Media	Pixel	Audio, Web, App, OTT
Bustle	Pixel	Web	Epsilon	Pixel	Web, App	Inc.com	Pixel	Web, Video, Display
Buzzfeed	Pixel	Web, App	Essence	Pixel	Web, App	InMarket	Pixel	Web, App, OTT, Video, Display
Cafe Media	Pixel	Web, Video, Display	EstrellaTV	Pixel	Web, App, OTT, Video, Display	Insider	Pixel	Web, App, Video, Display
Canela Media	Pixel	Web, App, OTT, Video	Everyday Health	Pixel	Web	Inuvo	Pixel	Web, Display
Captify	Pixel	Web	Extreme Reach	Pixel	Web, App, OTT, Video	iOne Digital	Pixel	Web, App, Video
Cars.com	Pixel	Web, App, Video, Display	Fandom	Pixel	Web, Display	Jun Group	Pixel	Web, App, Video
Cast Iron	Pixel	Web, App, OTT	Flipboard	Pixel	Web, App	Kargo	Pixel	Web
CBS	Pixel	Web, App, OTT	Forbes	Pixel	Web	Kortx	Pixel	Web, App, Video, Display
Cheddar	Pixel	Web, App, OTT, Video	Fox	Pixel	Web, App, OTT	Katz Media	Pixel	Web, App, Video, Display, OTT
Comcast-EffecTV	Pixel	Web, App	Future	Pixel	Web, Video	Kerv	Pixel	OTT, Web, Video, Display

Partner	Integration	Environments	Partner	Integration	Environments	Partner	Integration	Environments
LA Times	Pixel	Web, App, Video	Outside TV	Pixel	Web, App, OTT, Video, Display	TripleLift	Pixel	Web, App, OTT
Leaf Group	Pixel	Web, Display	Pandora	Pixel	Audio, Display	Tremor	Pixel	Web, App, OTT
LG Ads	Pixel	Web, App, OTT, Video, Display	Parade	Pixel	Web	TrueX	Pixel	Web, App, OTT
LiveXLive	Pixel	Audio, Web, App, OTT	PhiloTV	Pixel	Web, App, OTT	TubiTV	Pixel	Web, App, OTT
Locked On Podcasts	Pixel	Audio	Playwire	Pixel	Web, Display	TVadSync	Pixel	Web, App, OTT
Match Media	Pixel	App, Video, Display	PlutoTV	Pixel	Web, App, OTT	Undertone	Pixel	Web, App, OTT
MediaMath	Pixel	Web, App, Video, Display OTT	Pride Media	Pixel	Web, Video, Display	Univision	Pixel	Web, OTT
Meredith	Pixel	Web	Pulsepoint	Pixel	Web, App	UpRaxx	Pixel	Web, App, OTT
Meta (Facebook & Instagram)	Logs	Web, App, OTT	Q. Digital	Pixel	Web, Video, Display	US Weekly	Pixel	Web, Video, Display
Mirror Digital	Pixel	Web, App, Video, Display	Reset	Pixel	Web, App, OTT	Valassis	Pixel	Web, App, OTT
Mitu	Pixel	Web, Display	Revolt.TV	Pixel	Web, Video, Display	VDX	Pixel	Web, OTT, Video, Display
MLB	Pixel	Web, App, OTT	Sabio	Pixel	App, OTT, Video, Display	Vevo	Pixel	OTT
MLS	Pixel	Web, App, Video, Display	Scripps Octane	Pixel	Web, App, Video, Display	Viacom	Pixel	Web, App, OTT
MNTN Steelhouse	Pixel	OTT, Video	She Media	Pixel	Web, Display	Viant Adelphic	Pixel	Web, App, Video, Display, OTT
MobileFuse	Pixel	App, OTT	Simulmedia	Pixel	Web, App, OTT, Video, Display	Vice Media	Pixel	Web, Dsplay, Video
Motor Trend	Pixel	Web, App, Video, Display	SlingTV	Pixel	Web, App, OTT	Vizio Ads	Pixel	OTT
Mundial Group	Pixel	Web, Video, Display	Sony Crackle Plus	Pixel	Web, App, OTT	Vox Media	Pixel	Web, App
My Code Media	Pixel	Web, App, OTT, Video, Display	SoundCloud	Pixel	Audio, Display	WarnerMedia	Pixel	Web, App, OTT
NBCU	Clean Room	Web, App, OTT	Spectrum	Pixel	Web, App, OTT, Video	Weatherbug	Pixel	Арр
(CM - National Cinemedia	Pixel, Logs	Web, App, Video, Display, DOH	Sports Illustrated	Pixel	Web, Display	Weather Group	Pixel	Web, App, OTT, Video
Nativ.ly	Pixel	Audio	Spotify	Pixel	Audio	WhoWhatWear	Pixel	Web, App, OTT
Nativo	Pixel	Web	StackAdapt	Pixel	Web, Video, Display	Wondery	Pixel	Web, App, Audio
Network N	Pixel	Web, Video, Display	Stitcher	Pixel	Web, Audio (Podcasts)	WSJ	Pixel	Web, App, Video, Display
NewsBreak	Pixel	Mobile, App	STN Video	Pixel	Web, Video, Display	Xandr	Pixel	Web, App, OTT
Nexstar	Pixel	Web, App	Teads	Pixel	Web	XXL	Pixel	Web, Video, Display
Nextdoor	Pixel	Web, App, Video, Display	The Athletic	Pixel	Audio	Yahoo DSP	Pixel	Web, App, OTT
NFL	Pixel	Web, App, OTT	The Knot	Pixel	Web, Video, Display	Zillow	Pixel	Web, App, Video, Display
NY Post	Pixel	Web, App	The Score	Pixel	Web, App, OTT	Zynga	Pixel	Арр
ODK Media	Pixel	Web, App, OTT, Video, Display	The Trade Desk	Pixel	Web, App, OTT			
Ogury	Pixel	Web, App, OTT, Video, Display	Time Out	Pixel	Web, Video, Display			



#### **How Tune-In Measurement Works**

#### Exposure Data



TV Content
TV Ad Schedule
TV Ad Cost
Digital Identifiers

VideoAmp TV Profiles

**39M**Households **63M** 

Devices

Digital Profiles

**120M** Households

1st & 3rd
Party

#### Conversion Events



Online
Offline
Tune-In



Attribution

First-Touch

Last-Touch

**Even-Touch** 

Any-Touch

Data-Driven

Conversion **VideoAmp Reports**  Online Conversions Offline Conversions **Tune-In Conversions**  Local Conversions • Gaming Conversions

**Onboard** anonymized ad exposure and conversion event data, which gets mapped to VideoAmp households.

**Choose** your report type and define campaign parameters including date range, audiences and investments.

**Select** your attribution window for conversion reports, the defined period of time that an ad exposure can receive credit for a conversion event.

**Receive** your measurement report and analyze the attributed conversions and revenue delivered from your advertising spend.



#### **Tune-In Measurement with NBCU Over the Years**

Measurement	Phase 1 (Trial)	Phase 2	Phase 3	
Linear Conversions	Yes	Yes	Yes	
Streaming Conversions	No	Yes	Yes	
Linear Media	Yes	Yes	Yes	
Digital Media	Partial (Web Only via DCM Data Transfer)	Yes (All Environments via Pixel, Logs, S2S)	Yes (All Environments via Pixel, Logs, S2S)	
Walled Gardens Media	No	No	Yes (Meta, Amazon, YouTube)	





# Solution & Methodology



Learnings & Impact



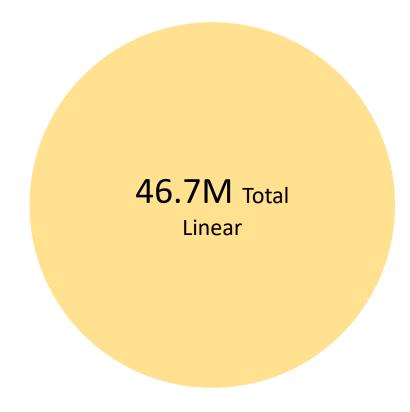


Solution & Methodology



# Learnings & Impact

# Cross platform approach to measurement is vital to comprehensive decision-making



Example Campaign Reach

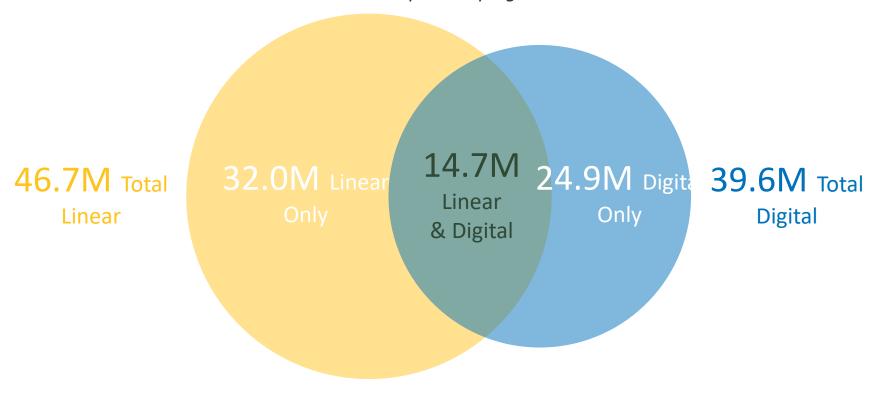


# Cross platform approach to measurement is vital to comprehensive decision-making

#### **71.7M HHs**

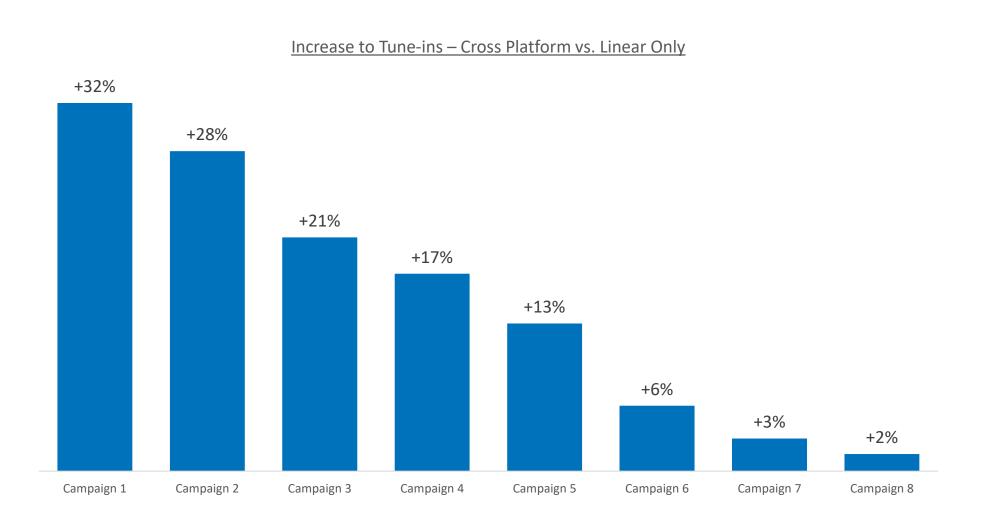
Total Campaign Cross Platform Reach

Example Campaign





### Combining linear + streaming measurement shows a more complete picture of conversions

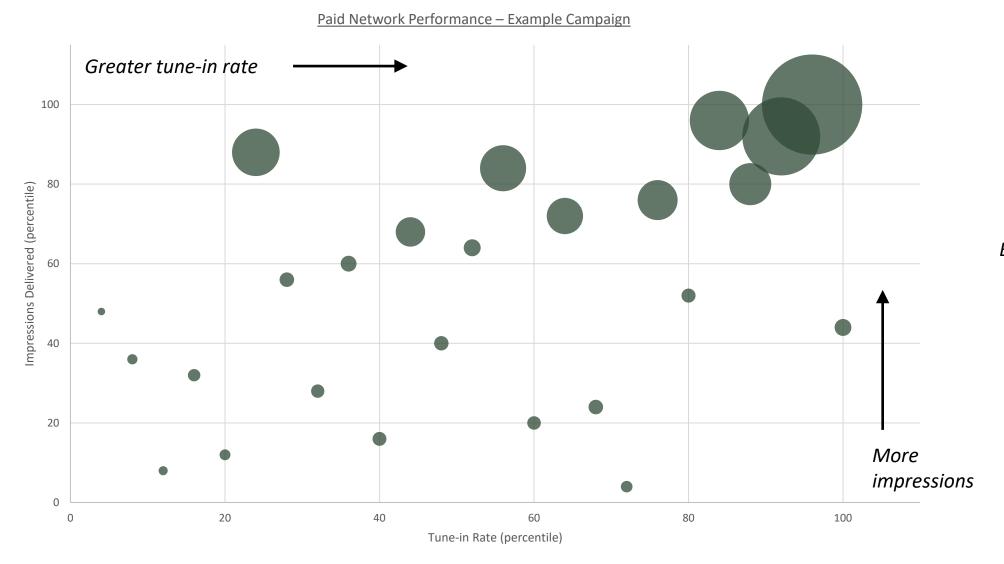


Cross platform approach captures up to

+32%

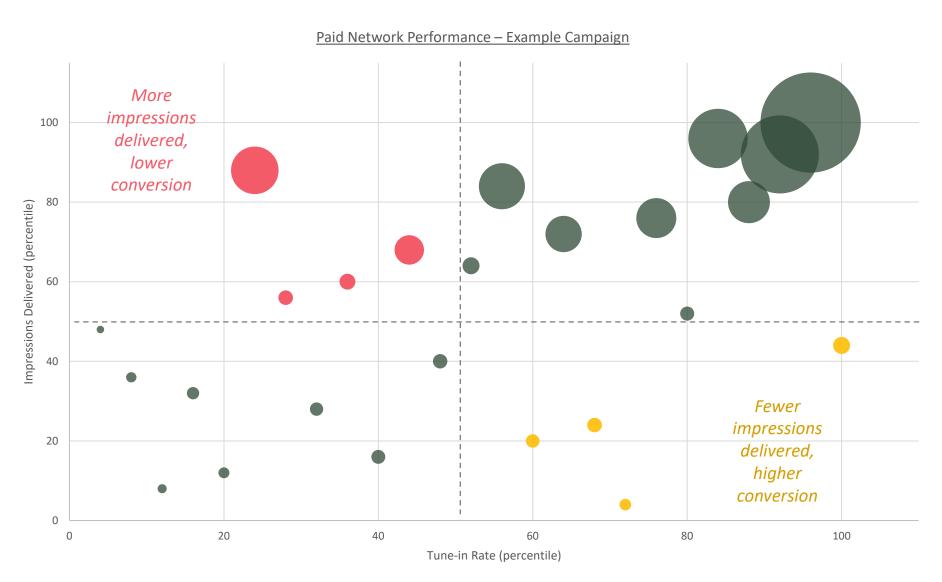
more tune-ins than linear alone

### Optimize paid network mix with granular data cuts



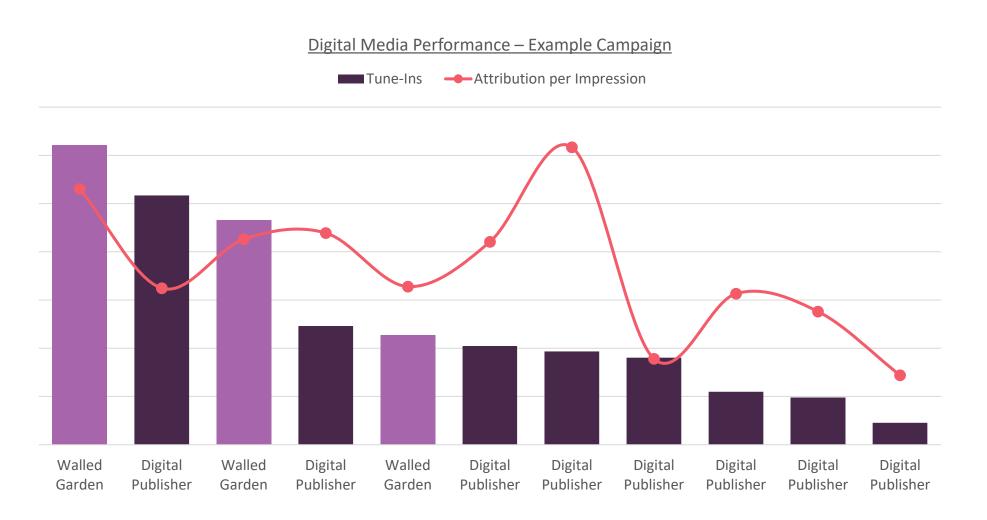
Bubble size represents number of tune-ins

#### Optimize paid network mix with granular data cuts



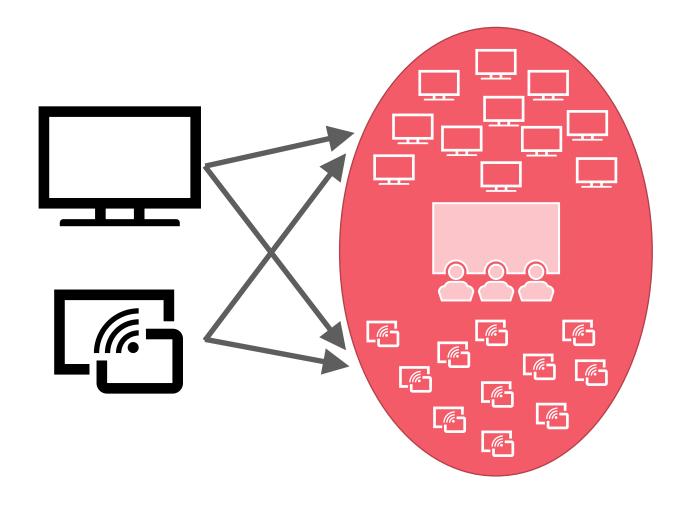
- Identify where to increase spend for greater impact, and where to find efficiencies
- Use norms to apply learnings to like shows
- Extract value from super granular data – manage mix based on varying frequency, particular campaign windows, etc.

### Optimize digital spend across traditional digital publishers and walled gardens



- Walled garden measurement evolution: no visibility > limited visibility on the side  $\rightarrow$ integrated reporting
- Optimize mix for situational strengths across walled gardens and digital publishers
- Understand ability to drive to both linear and streaming

## Measure performance of all tactics, and determine which best drive conversions





# Measure performance of all tactics, in order to optimize our marketing mix



3x

Conversions among those exposed on Linear + Digital (vs. Digital only)







# Setting the stage for future content measurement

- Cross platform content ratings
- Audience segmentation
- Windowing analysis
- Viewer journey
- More...

Q&A

**NBCUniversal** 

vid≡oamp

