

Children & Youth Cross Media Measurement Project UPDATE!

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What We Set Out to Do

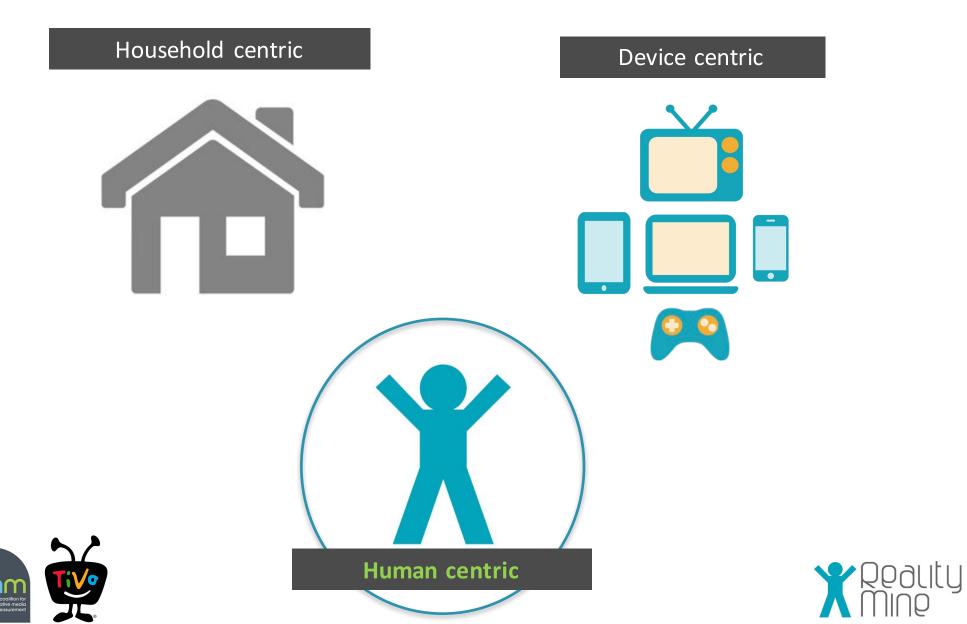
- What is the audience for a program across ALL platforms?
- What is the source of the viewership?
- What is the cross media consumption behaviour of an individual?
- How does that vary by age / gender?







Measurement Models



Sample Targets

Phase 1: Working household with children 2-6, 7-12, and/or 13-17 - 100 HHs

Geographic spread, Heavy technology users

- TV with TiVo's
- OTT & Cable subscriptions
- Game Station
- Computer
- Mobile phone
- Tablet

Phase 2: Working household with children 2-17 (at least 1 aged 2-11) – 500 HHs

Geographic spread, Heavy technology users

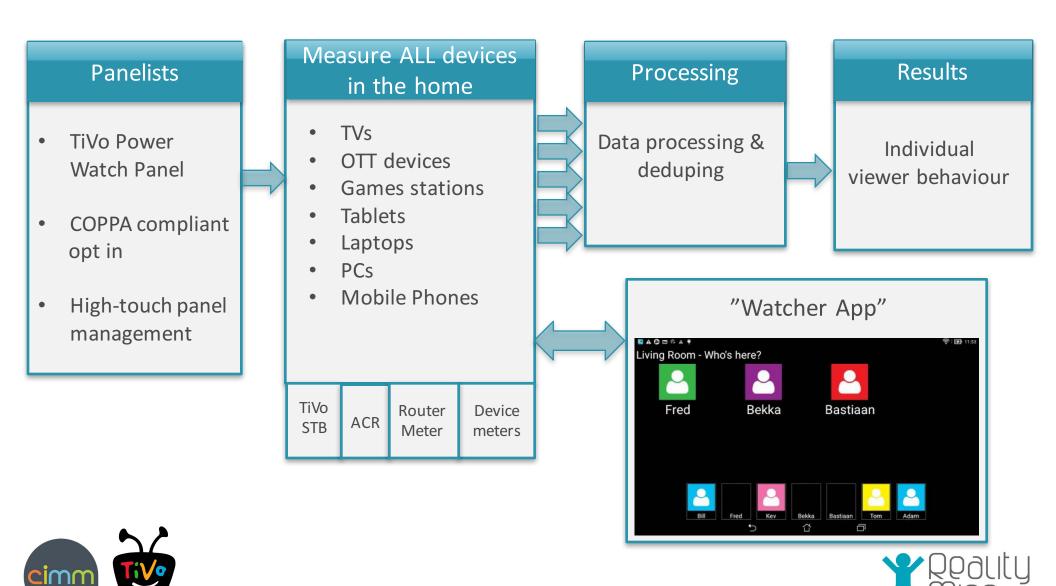
- TV with TiVo's
- OTT & Cable subscriptions
- Mobile phone
- Tablet







How We are Measuring it All



What TV Data are We Capturing?

Programs



Promos



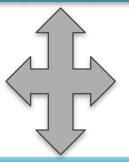
Commercials



To Understand the Source We need to "Quadrangulate"



ACR



Router Meter

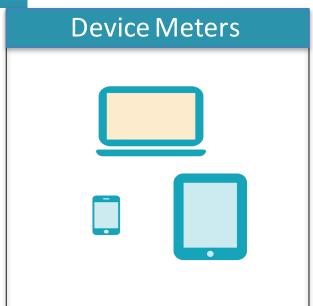




Device Meter



What <u>Device Data</u> are Our Meters Capturing?



On Device Data

Web
App
Search
Social!
+ 180 more...

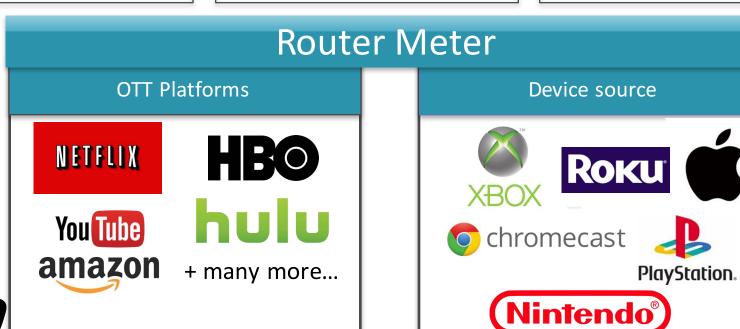
Media specific

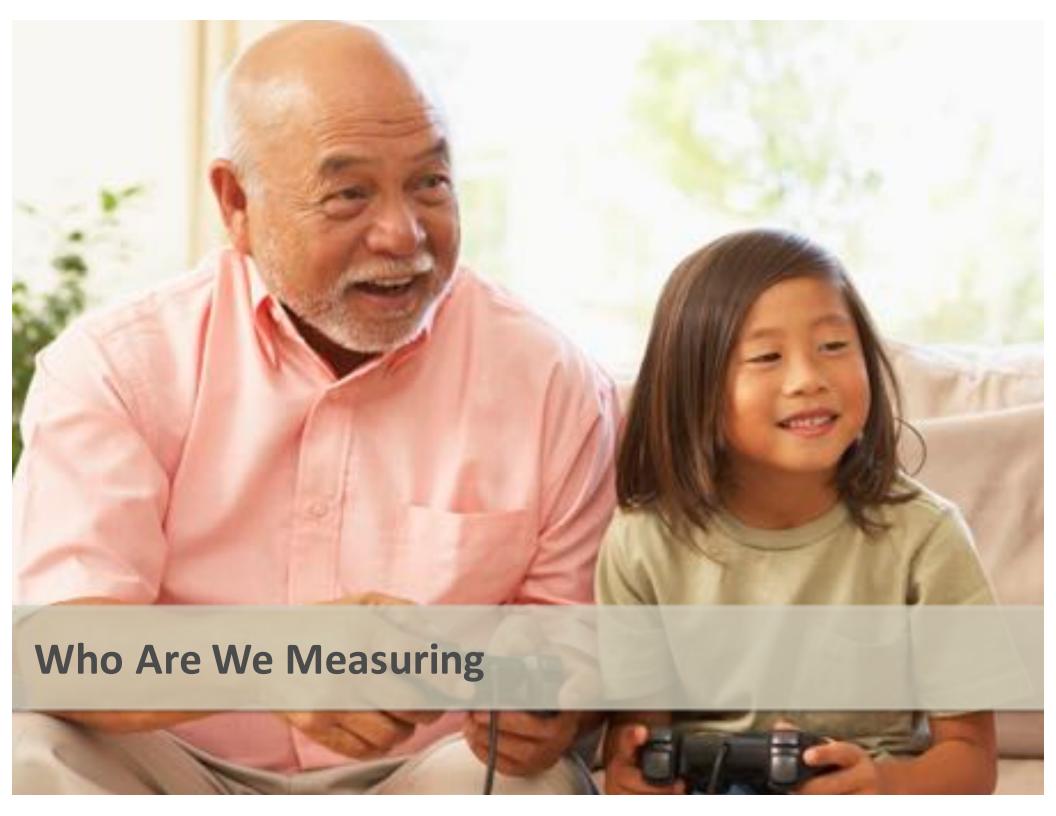
Platforms/Content

- Netflix
- Hulu
- Amazon
- YouTube
- Media apps
- Social network

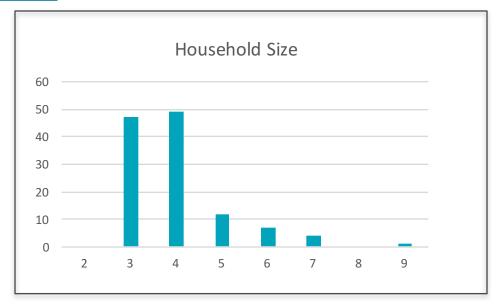
Pouty

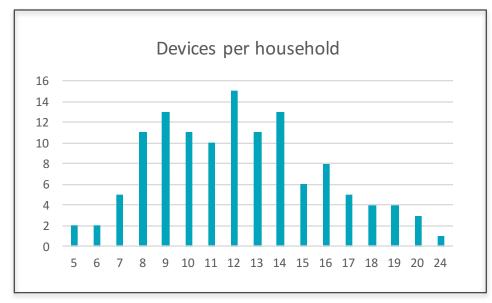
· Etc.

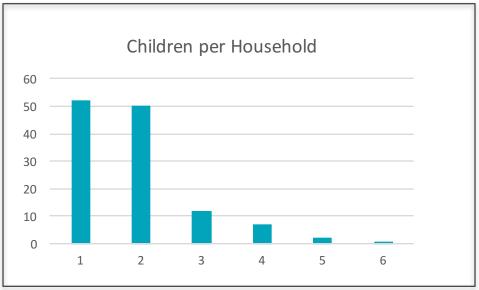


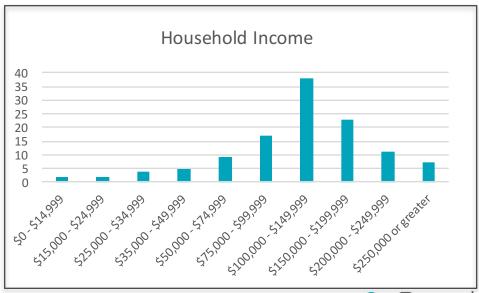


The Profile of the First 100 Households

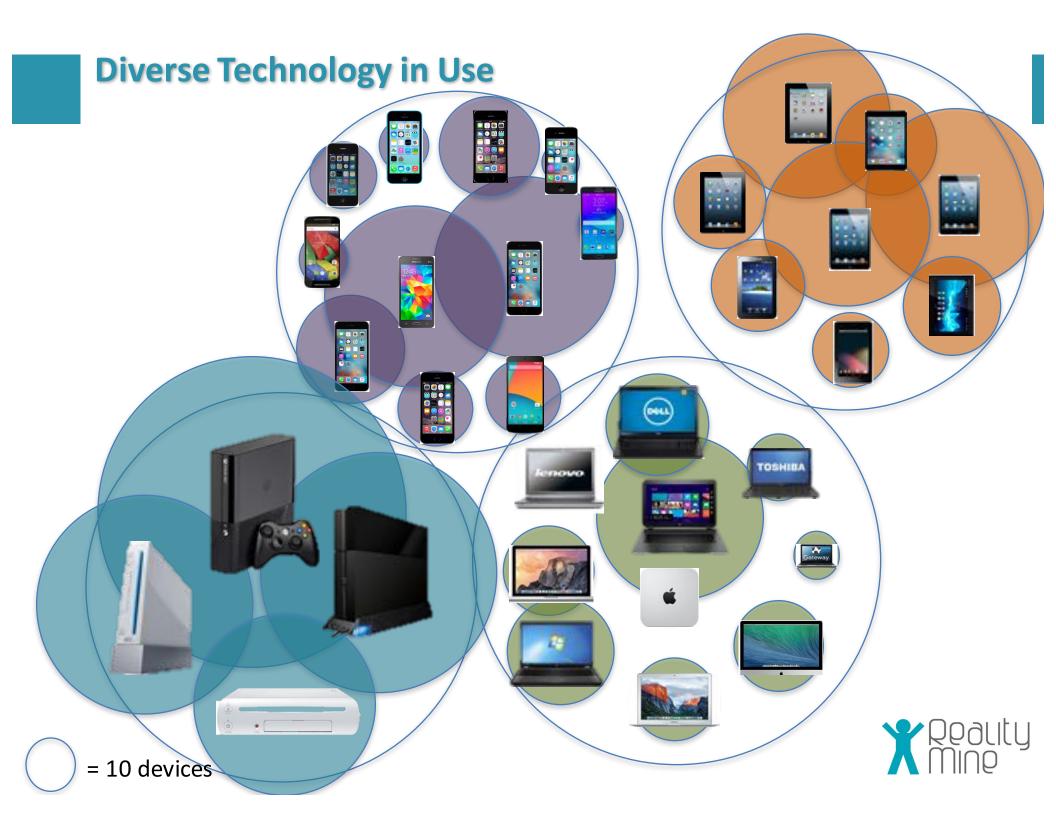












Where Respondents are Located Across the USA

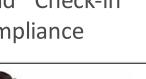




The Major Challenges...



Child "Check-in" Compliance





Apprehension of Data Privacy



Data Matching









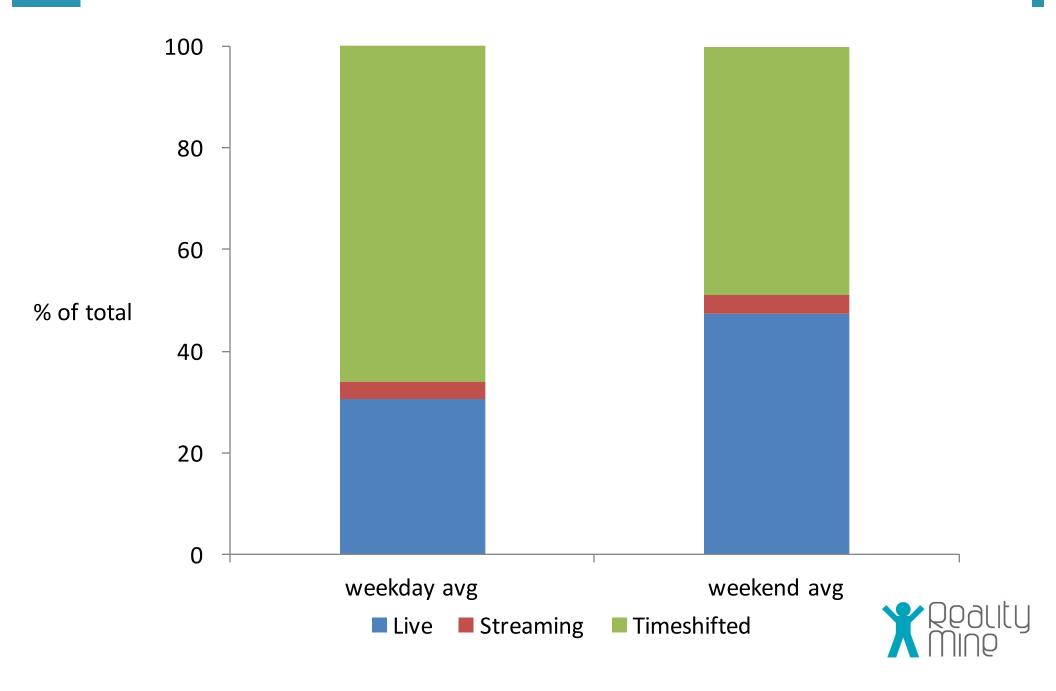




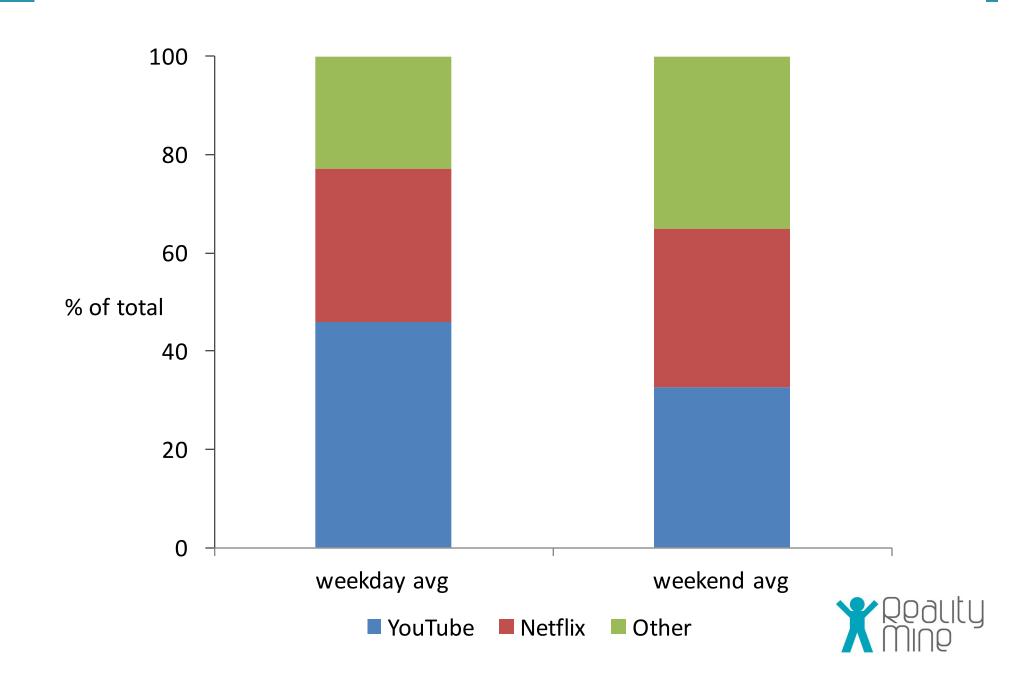


A Peek at the Kind of Data That Will Be Coming...

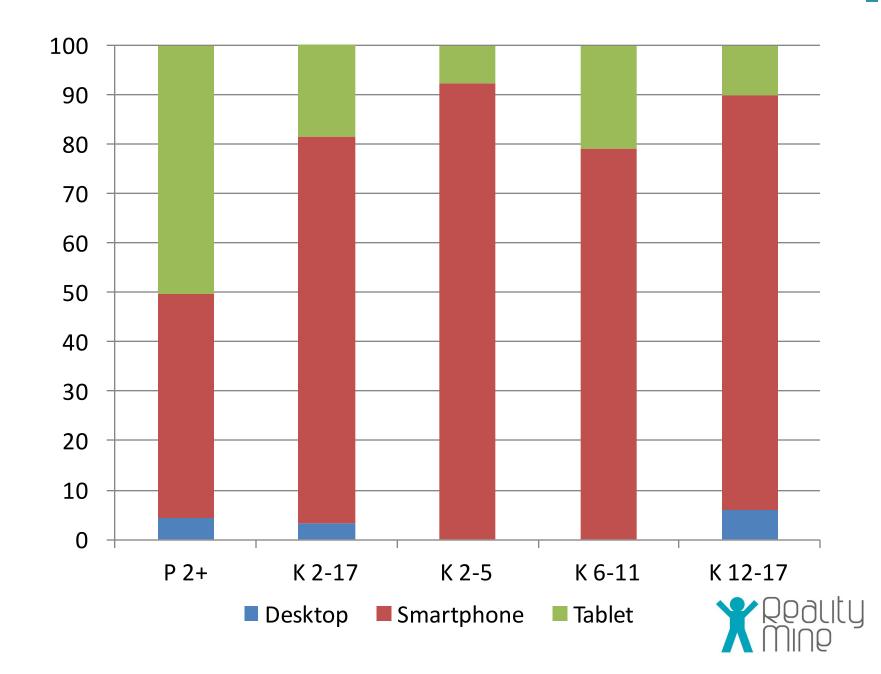
TV Video Viewing Share by Source: Weekday Children 2-17



Share of Streaming Video on TV – Weekday Average – Children 2-17

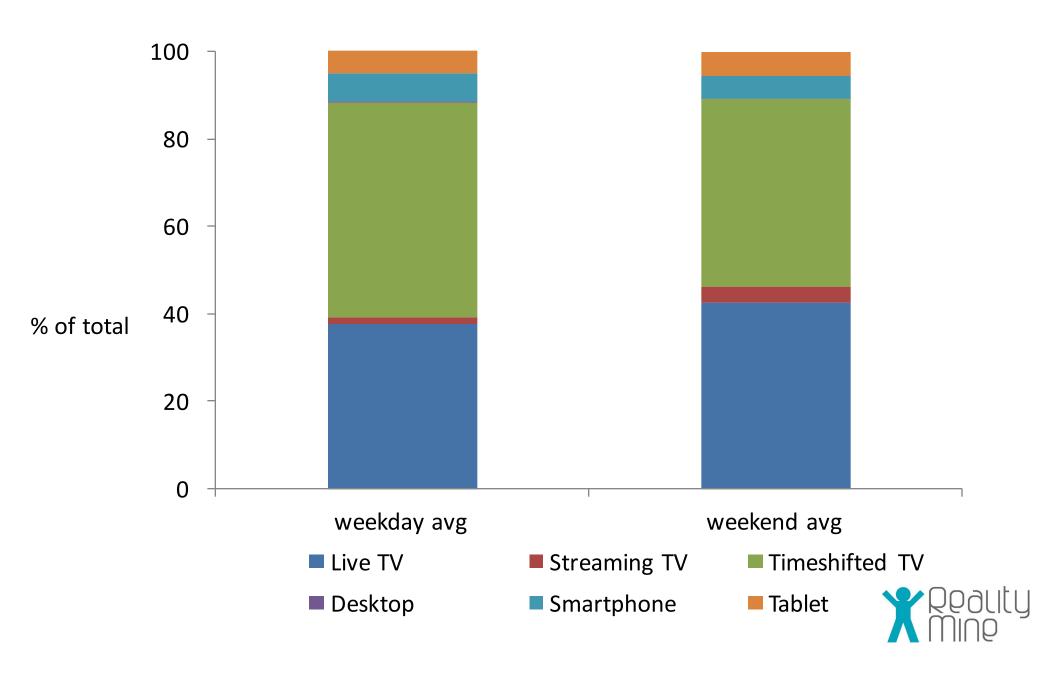


Percentage of Daily Viewing By Age Groups / Device - Weekdays

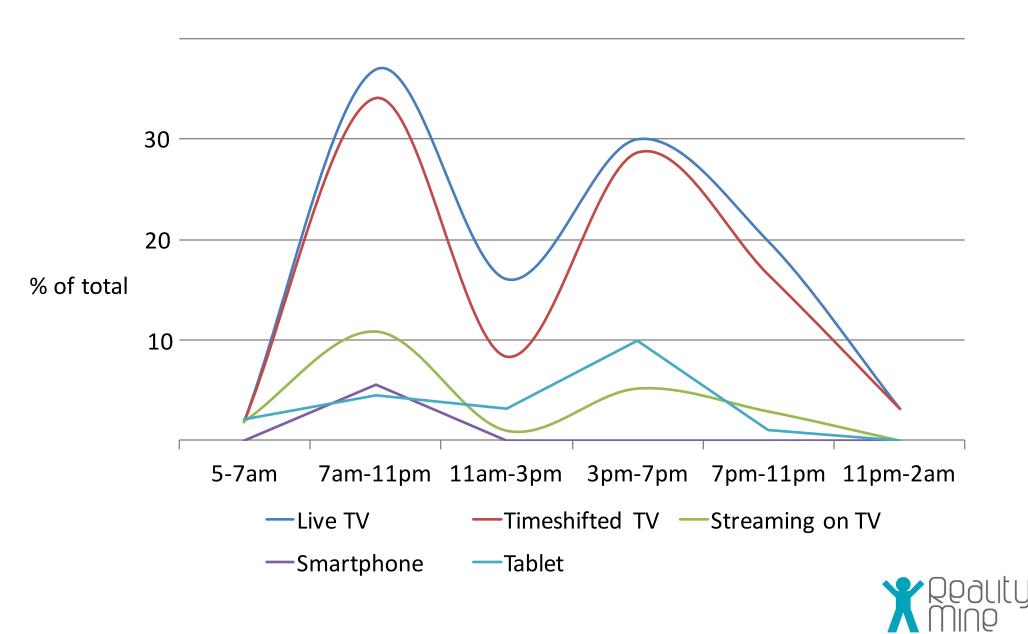


% of total

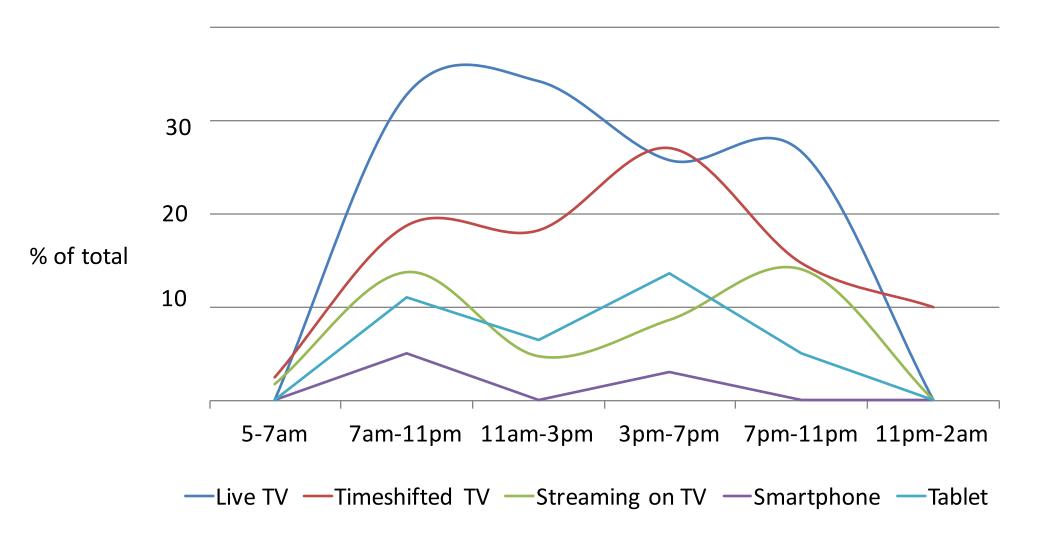
Share of Viewing Across Devices – Children 2-17



Video Viewing By Device & % of Children 2 – 17, Weekday Average



Video Viewing By Device & % of Children 2 – 17, Weekend Average







What is Key for Phase 2

- 1 Improving Content Matching
- 2 Improving Panellist Compliance Make it More Passive
- 3 Improving Viewer Attribution
- 4 Improving Panel Economics





















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