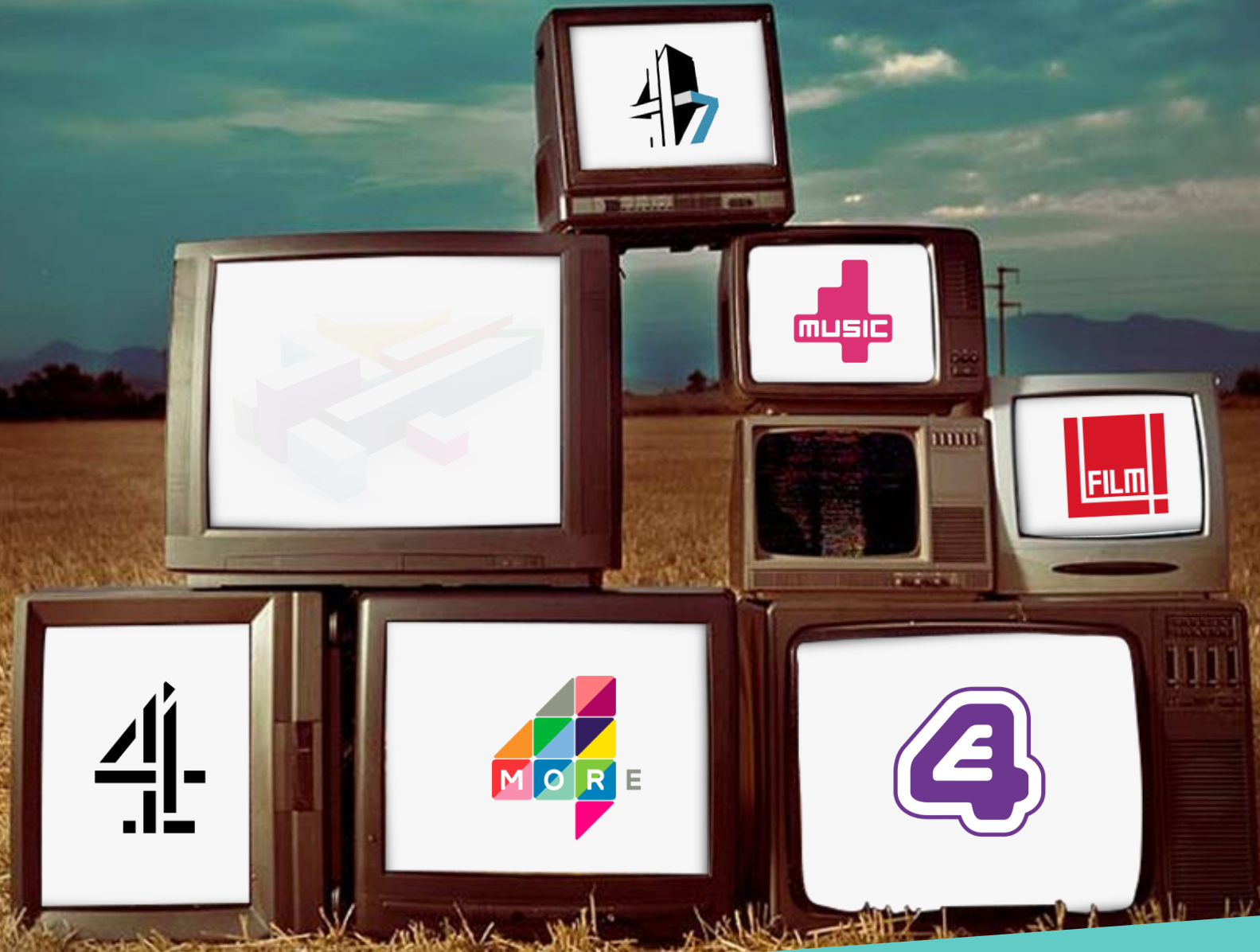


Channel 4: Let's get personal...

Sarah Rose, Director of Consumer Insight, Channel 4







New skills



Viewer promise



Viewer promise



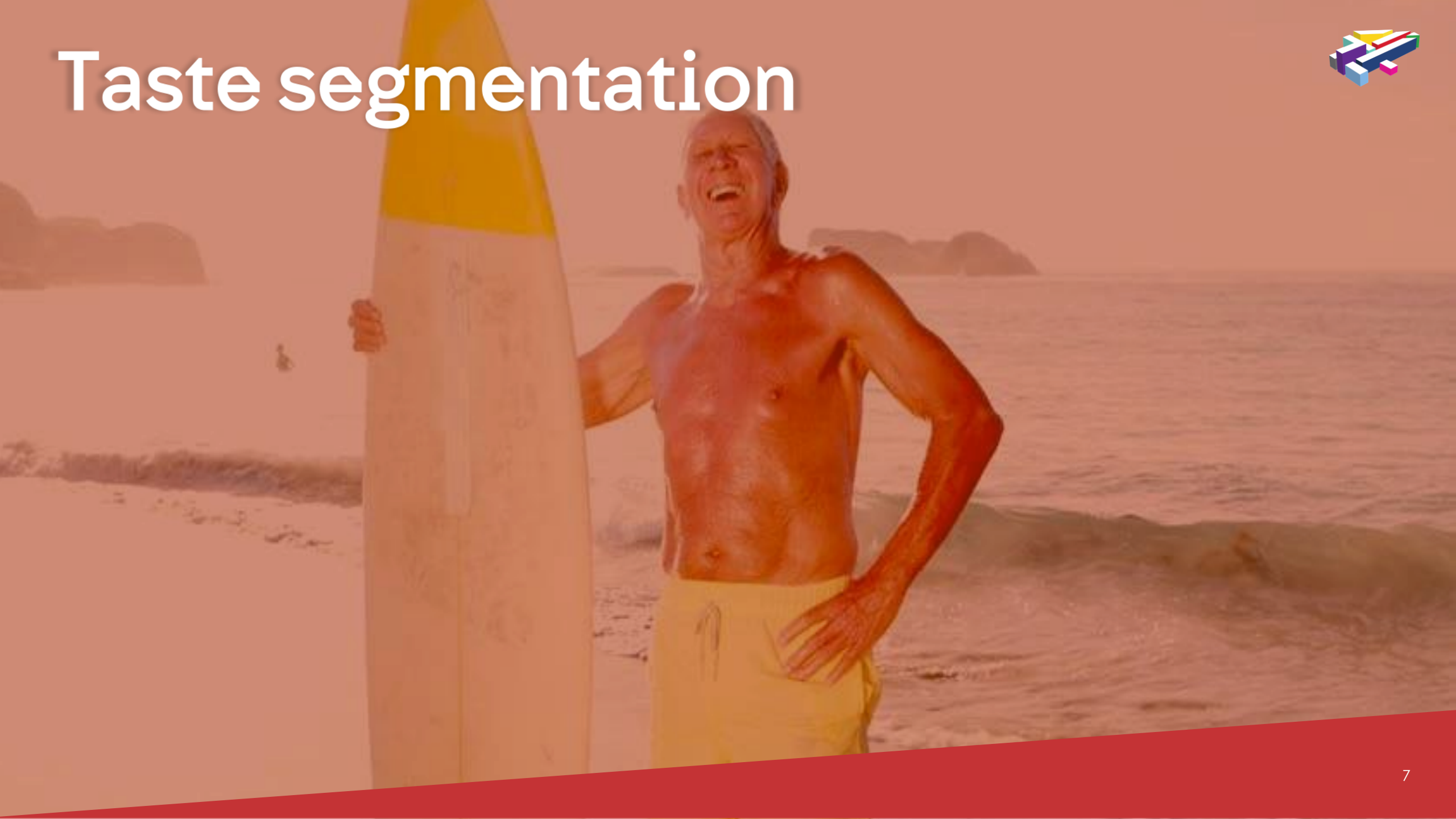
Viewer promise



Transparency & control



Taste segmentation





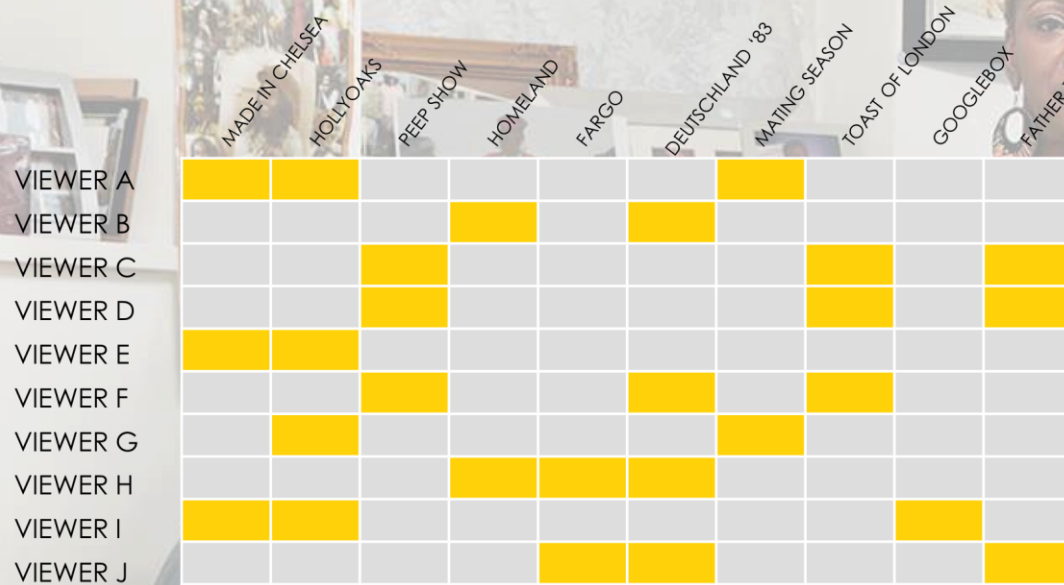


109,578,413
hours of views

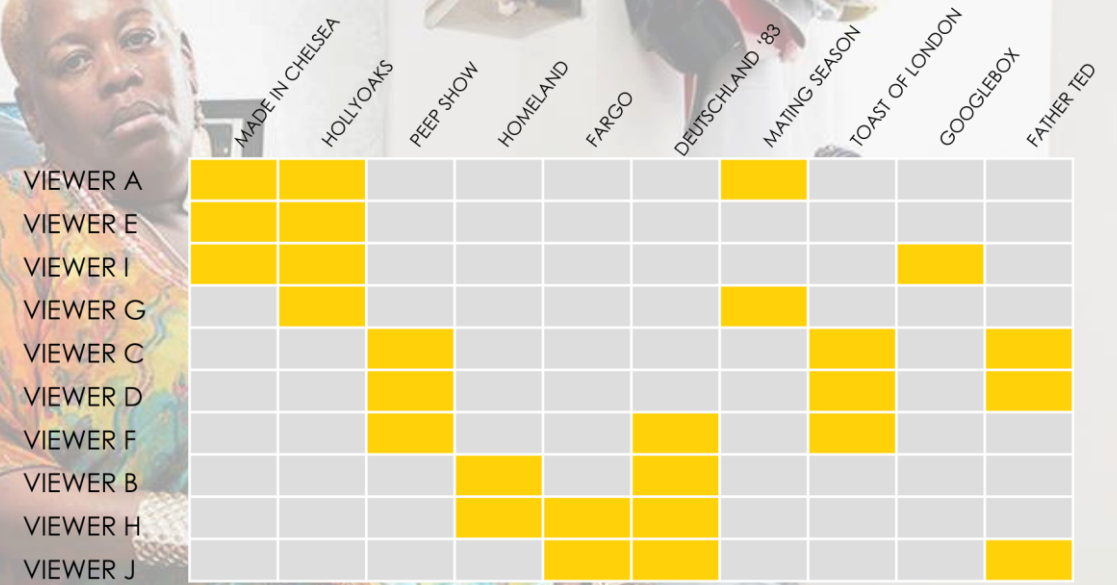
15,000,000
viewers

1835
programme brands

The science



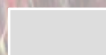
Identifies programmes that each individual viewer has watched



Then looks for patterns of programmes that are watched frequently together



WATCHED



NOT WATCHED

The science



TOPIC 1

MADE IN
CHELSEA

HOLLYOAKS

MATING
SEASON

TOPIC 2

PEEP SHOW

TOAST OF
LONDON

FATHER TED

TOPIC 3

FARGO

HOMELAND

DEUTSCHLAND
'83

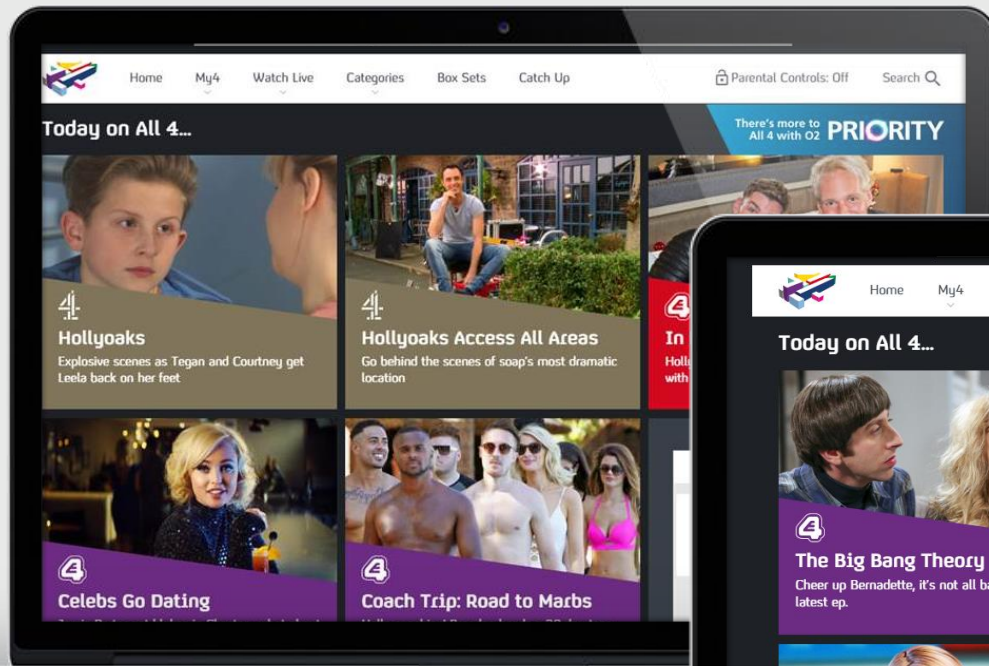
Taste segments overview



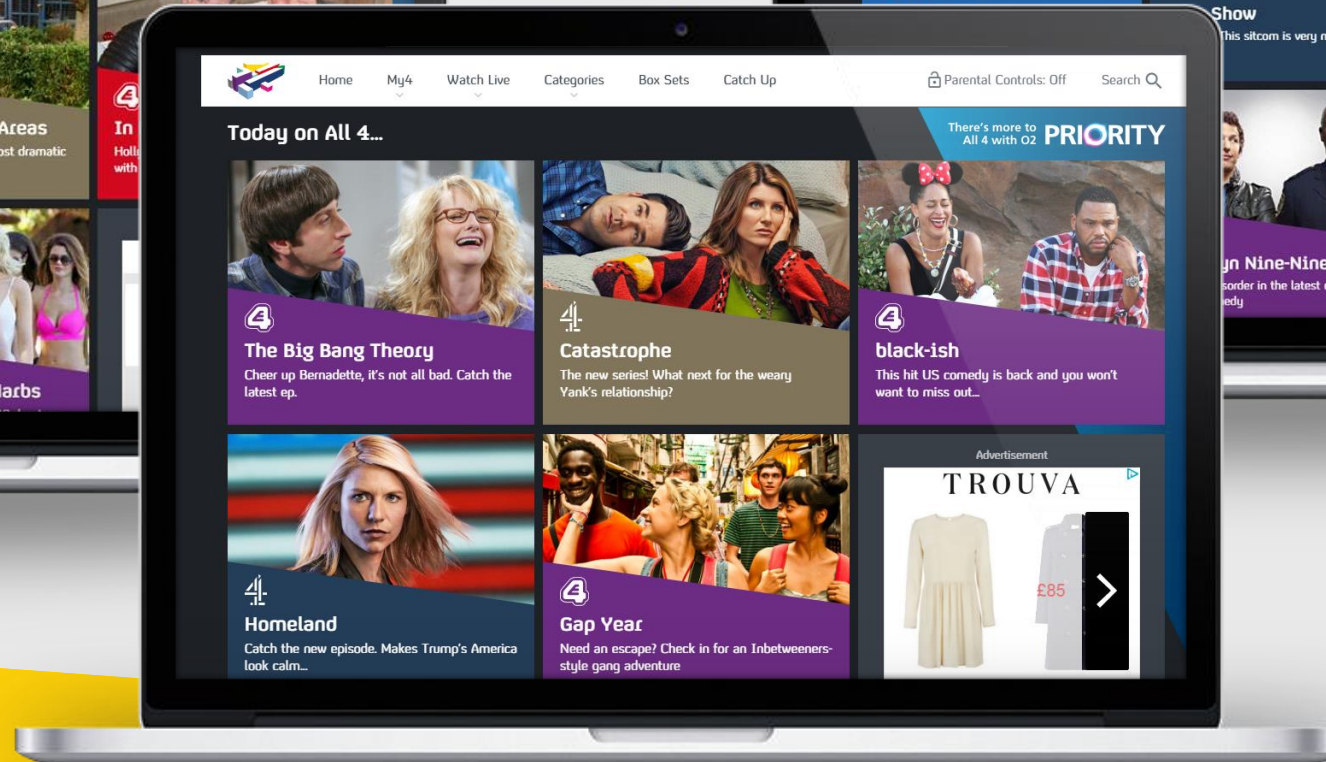
Smart curation



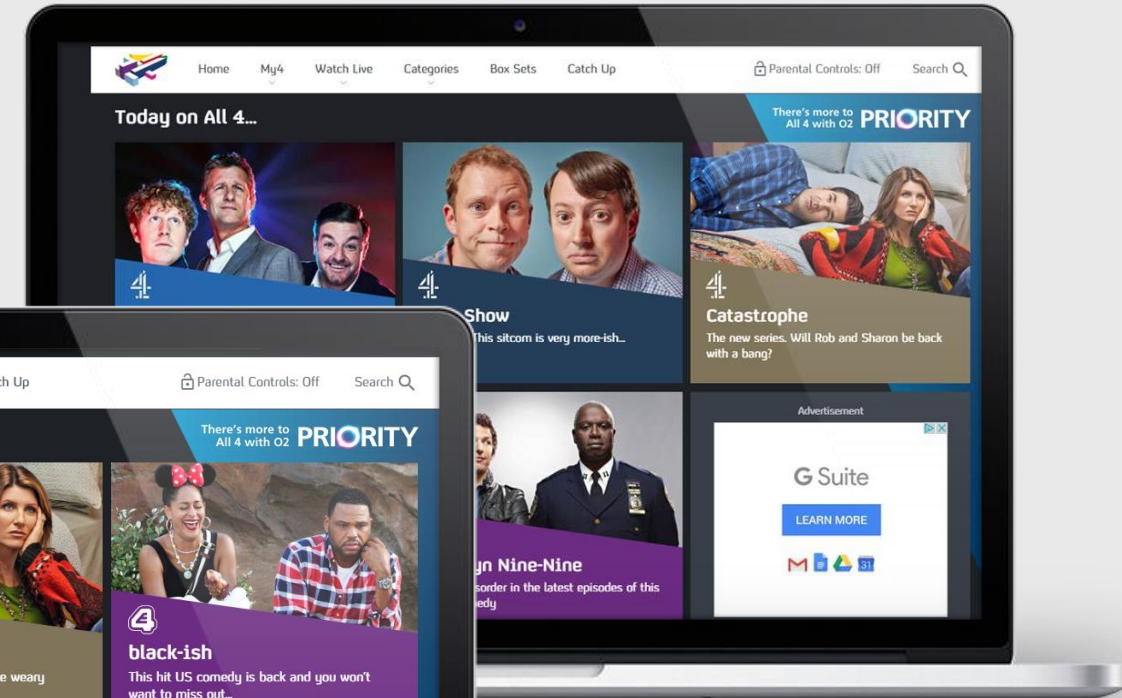
Hollyoaks



Alt Brit



Yank Bang



Interest based targeting



Existing segments



Coming soon ...



More science



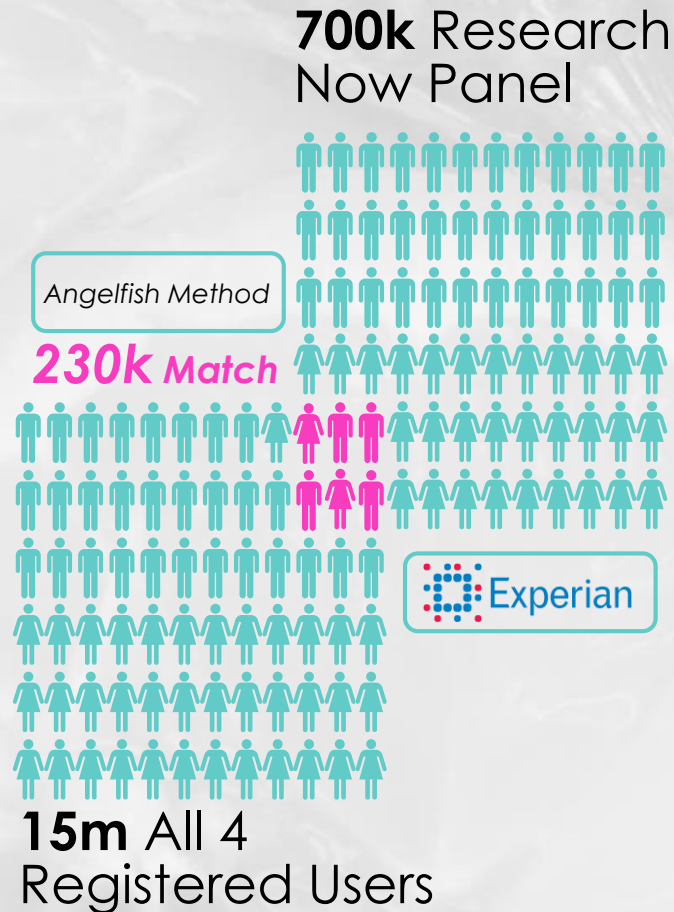
Survey our Users



Identify Behaviours



Lookalike Modelling



Made in Chelsea
Hollyoaks
Big Bang Theory
First Dates
Brooklyn 99



The results



ID identification

100%

EFFICIENCY EFFECTIVENESS

2X more likely to
be in market

2X Ad recall

53% Usage Pre
to Post

+ 30-50% CPM

Recommendations





**Recommendations is
actually a creative problem...**



... and we came up
with a creative solution

World's first video personalisation



Coke
59% of users
claiming to
take action as
a result

"All 4's My Burberry
campaign contributed to
a **55%** uplift in sales"

Christopher Bailey –
Chief Exec Burberry

I'm talking to you....



I'm talking to you....





Thank you