



adMeter 1000

„DIGITAL ON THE RISE“ YouTube in Cross-Media Perspective

asi Budapest 2016

MARKET AND MEDIA RESEARCH, PUBLIC OPINION POLLS, SOFTWARE DEVELOPMENT

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adMeter DATA is...

electronic

single-source

multi-platform

multi-media

in seconds

user-centric

representative



adMeter DATA offers...

cross-media reach

overlap analysis

cross-media target groups

media correlation effects

incremental reach

affinity analysis

multiscreening

timeshift ratings

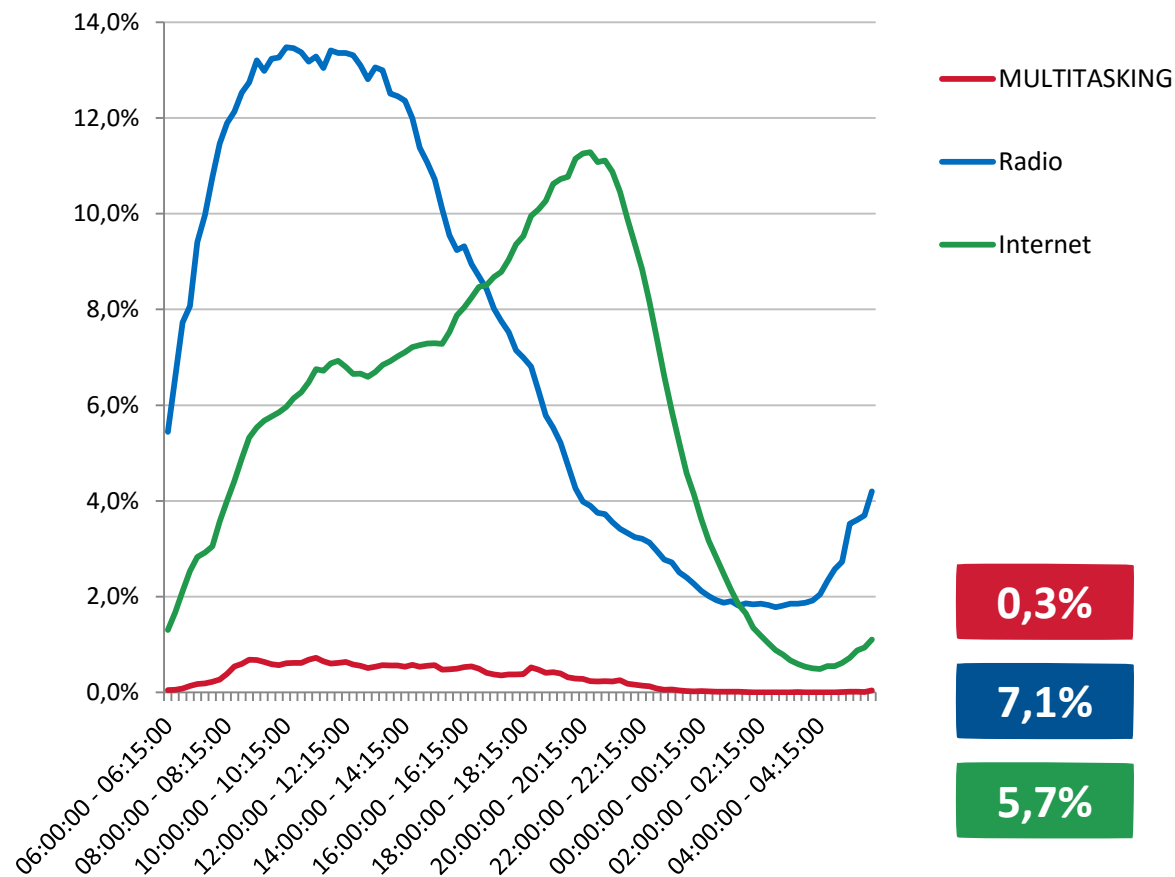
out of home analysis

online video content analysis

...much more

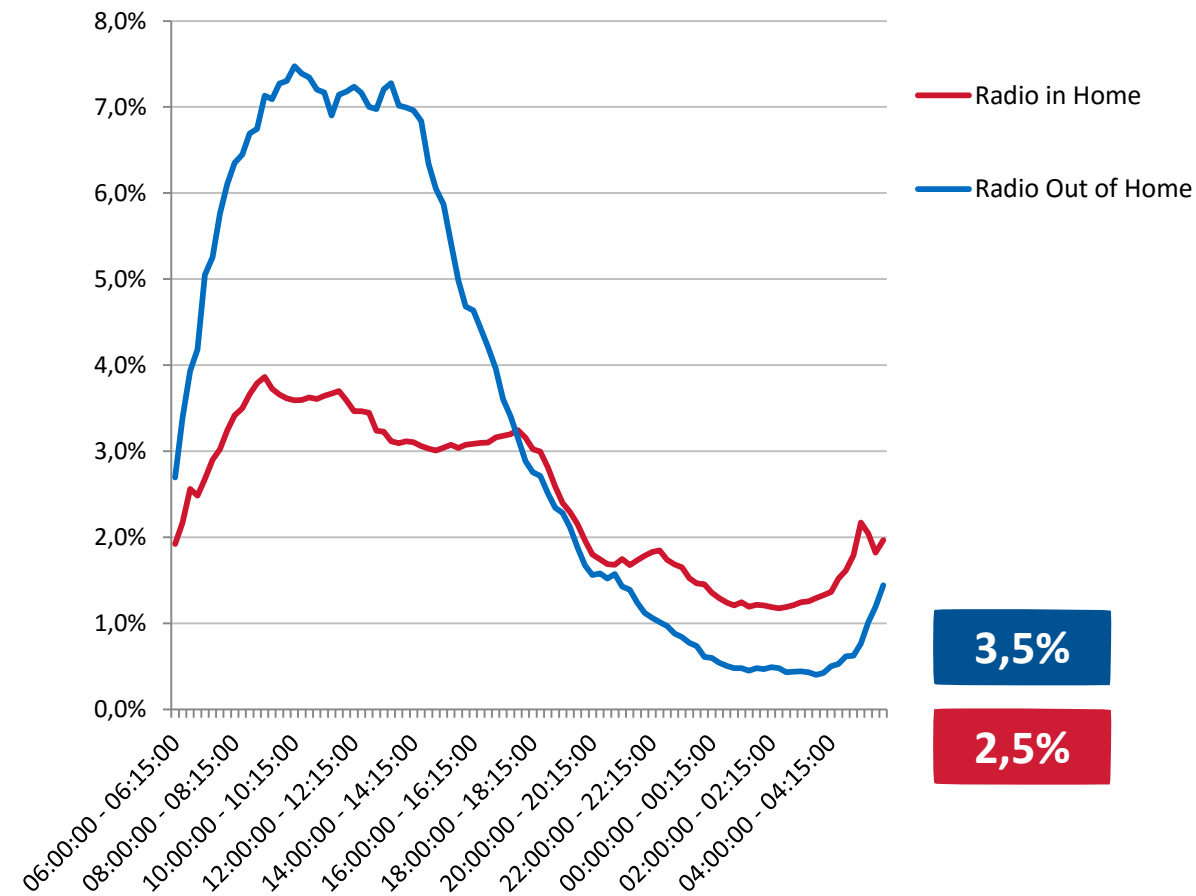
Multitasking

Rating

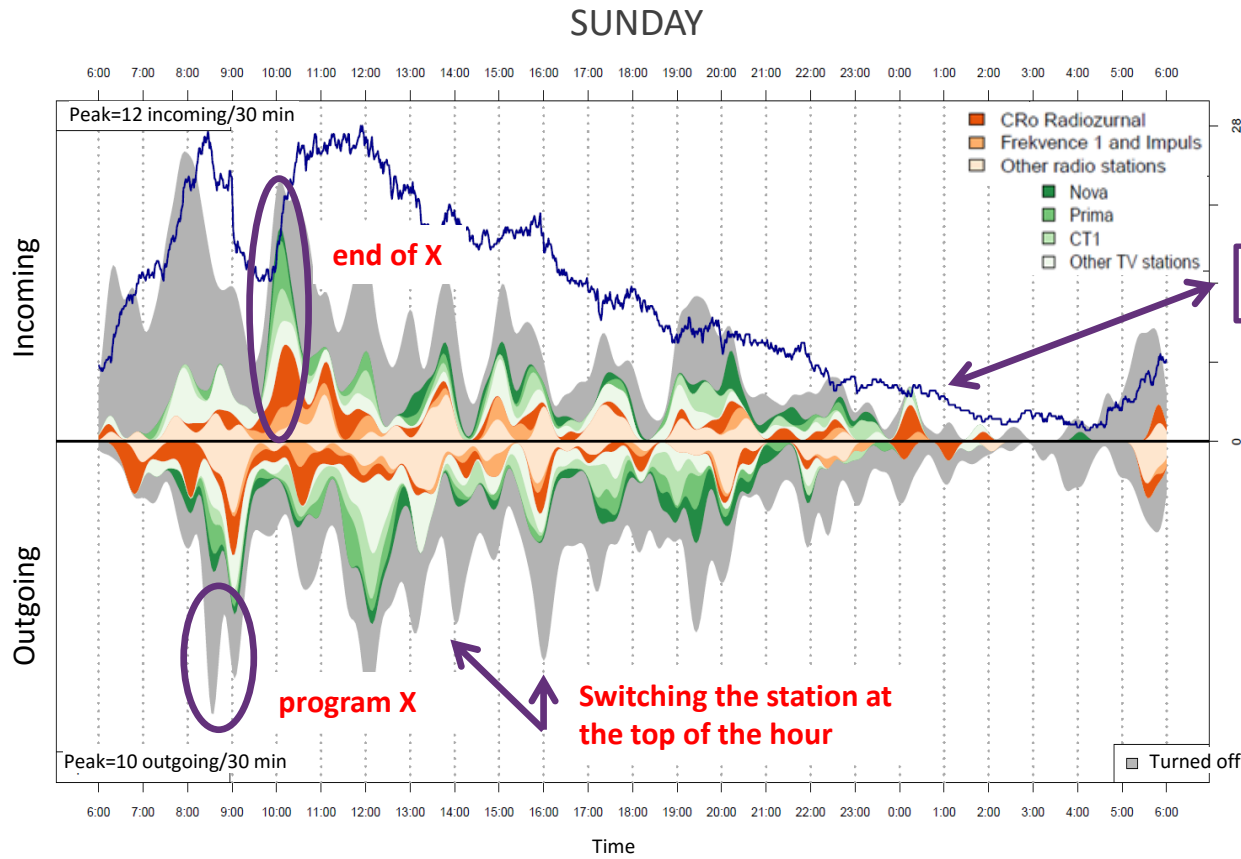


In Home vs. Out of Home

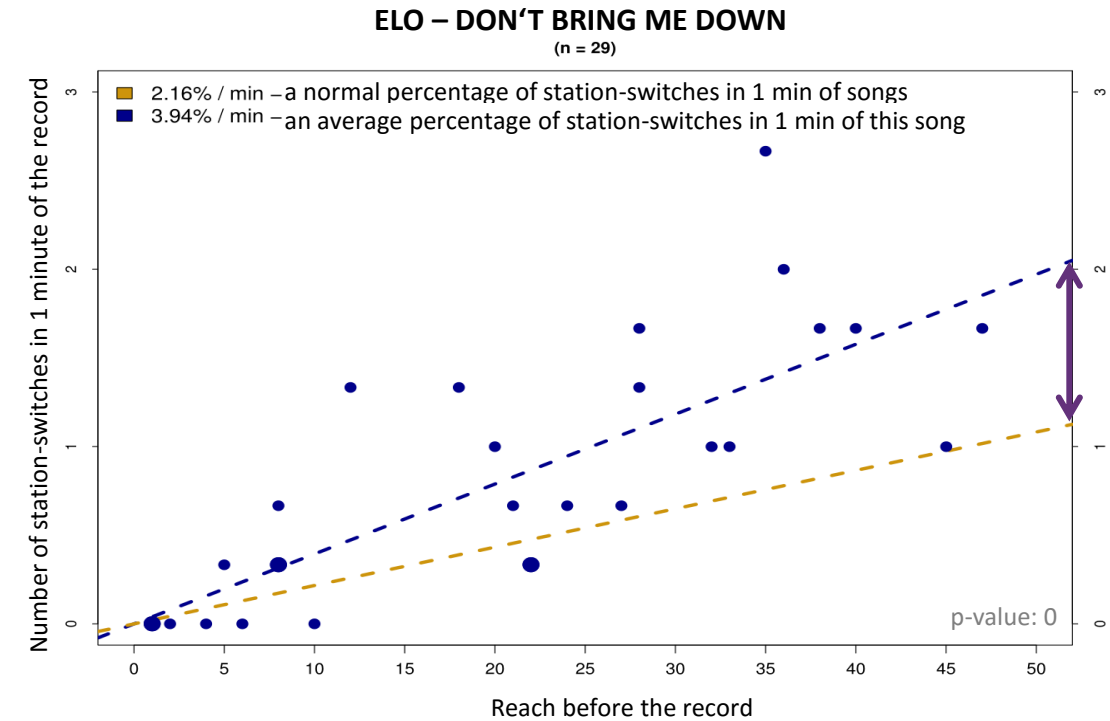
Rating



Switching the Stations



Switching the Stations – UNDER-AVERAGE SONG



TV affinity for TV web visitors

Česká televize

website visitors

iVysílání

website visitors

Population

	Daily rating %	Afinity	Daily rating %	Afinity	Daily rating %	Afinity
	17,2	1,0	19,0	1,2	16,4	1,0
nova	4,2	0,9	3,6	0,8	4,5	1,0
Č1	3,6	1,5	5,4	2,2	2,5	1,0
Prima	2,6	1,1	2,9	1,2	2,4	1,0
nova cinema	1,0	1,0	1,0	0,9	1,1	1,0
Č sport	1,2	1,3	1,1	1,2	0,9	1,0
SMÍCHOV	0,5	0,6	0,3	0,5	0,7	1,0
Č COOL	0,5	0,7	0,4	0,6	0,7	1,0
Č 24	0,7	1,2	0,9	1,6	0,6	1,0
Č 2	0,5	0,9	0,8	1,4	0,6	1,0

Functions of the TV websites

~60 %

... as an alternative to the TV broadcasting
(similar programmes watched in TV and online)



~ 20 %

.... as a substitute for the TV broadcasting
(when TV is watched minimally/not at all)



~20 %

... as a source of (inter)national news/videos and
additional shows information



Media Agencies and Clients Use adMeter for...

ZenithOptimedia
The ROI Agency

Omnicom/MediaGroup

OMP phd

M&C

MINDSHARE

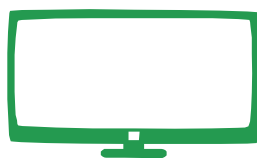
mediaclub

Crossmedia Campaign Strategic Mediamix

Target group
All



15-25, HH net income 25.001+
26-40, single, HH net income 25.001.-40.000



TV daily reach



TV ATS (min)



ÓČKO

COOL

TV Daily REACH
78 %



Radio daily reach



Radio ATS (min)



EVROPA 2



Radio Daily
INCREMENTAL
REACH
+ 14 %



Web daily reach



Web ATS (min)



You Tube

BLESK.CZ

Google

iDNES.cz

Web Daily
INCREMENTAL
REACH
+ 16 %



ÓČKO

COOL

EVROPA 2



You Tube

BLESK.CZ

Google

iDNES.cz

Crossmedia
Daily REACH
TOTAL

97 %

asi
2016

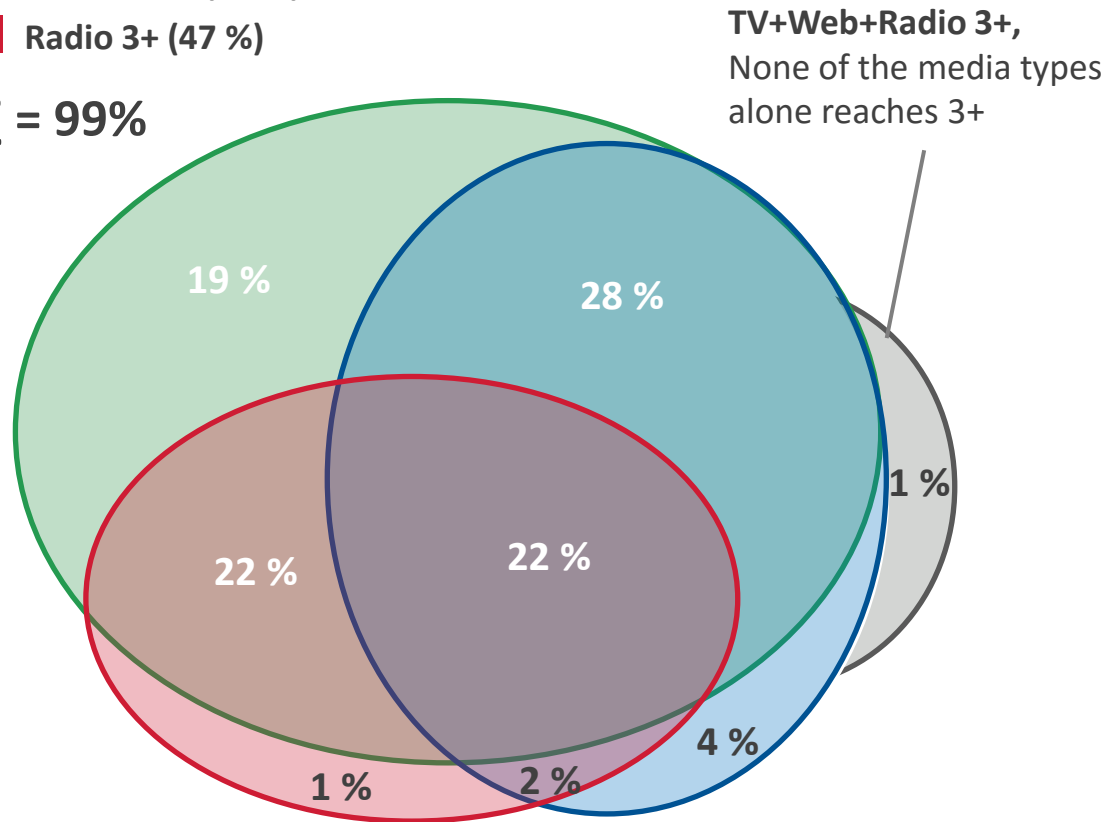
Campaign Crossmedia Reach

TV 3+ (91 %)

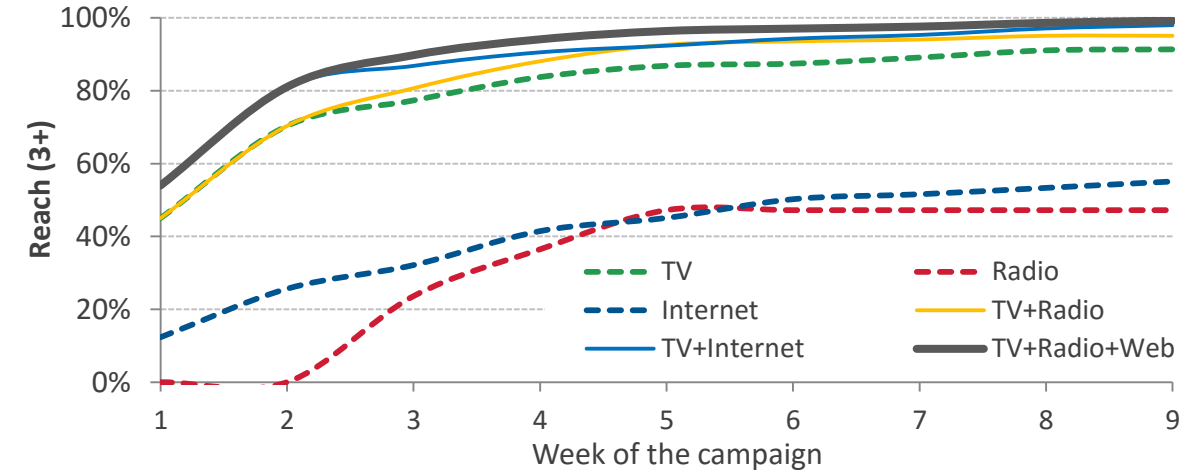
Internet 3+ (56 %)

Radio 3+ (47 %)

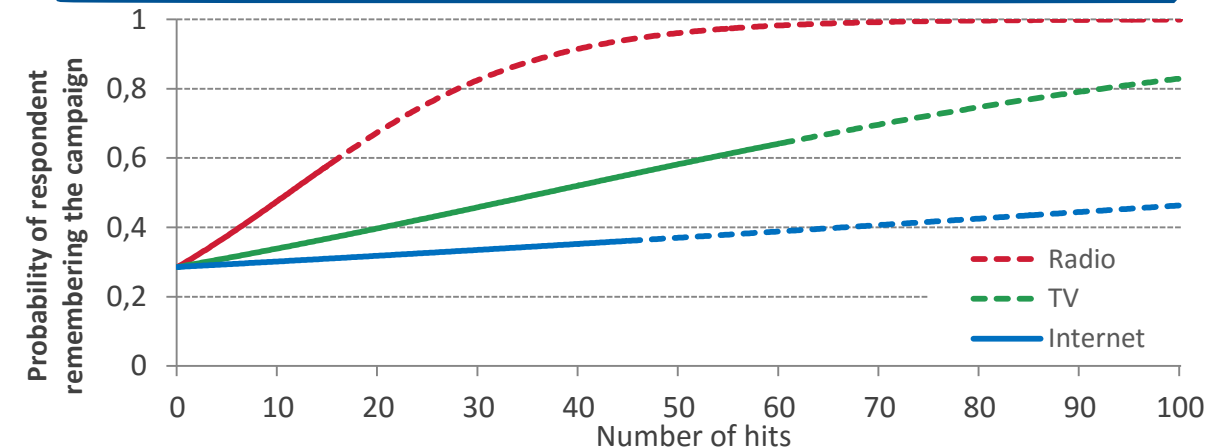
$\Sigma = 99\%$



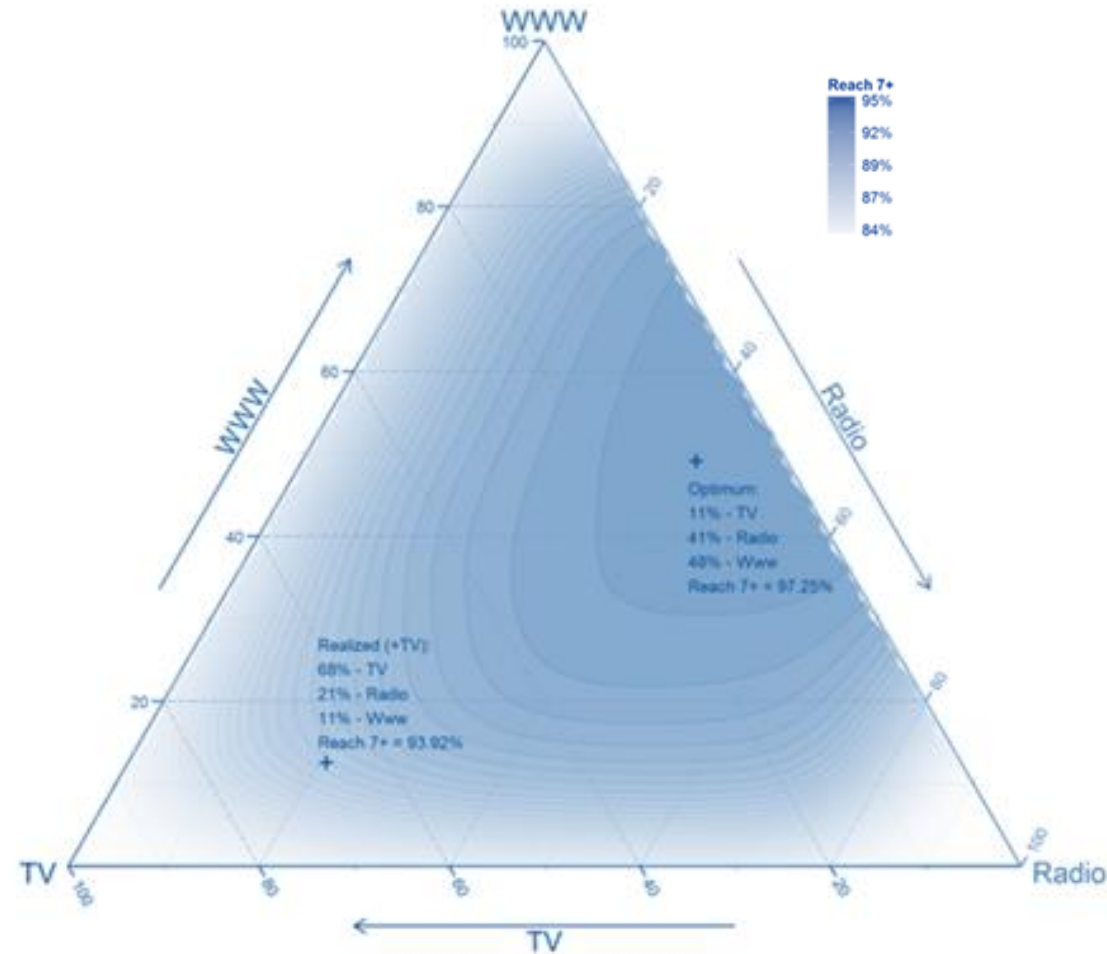
Cumulative Campaign Crossmedia Reach



Probability Model Of Campaign Effect

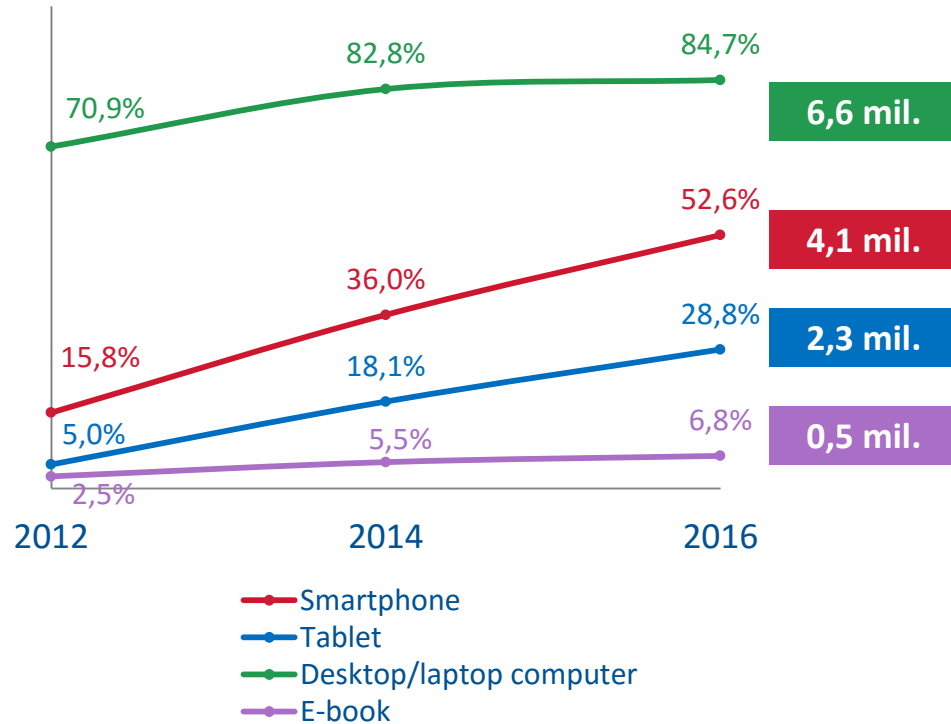
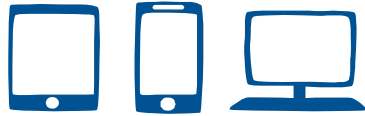


Reach Optimisation

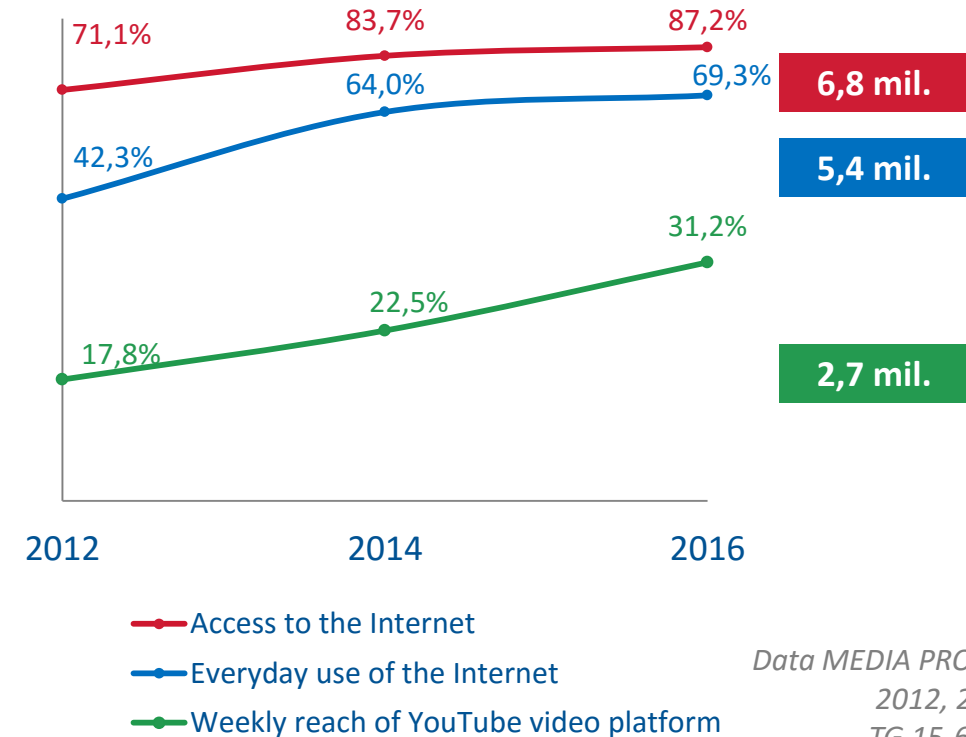


Digital Matters the Most Because Digital Is on the Rise...

Penetration of new technologies in the population (%)

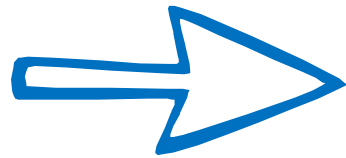


Access to Internet in the population (%)

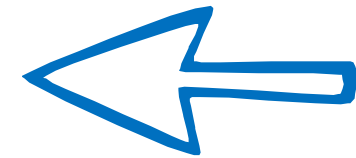


Data MEDIA PROJEKT/MML
2012, 2014, 2016,
TG 15-69 years old

Why GOOGLE Needs MEDIAN and adMeter Data?



MEDIAN



User-centric, not site-centric data
REAL BEHAVIOR AND PROFILE OF REAL USERS

Crossmedia and single-source data
Youtube POSITION IN THE WHOLE MEDIA MARKET

Multiplatform data
Youtube USERS' BEHAVIOR ON VARIOUS DEVICES

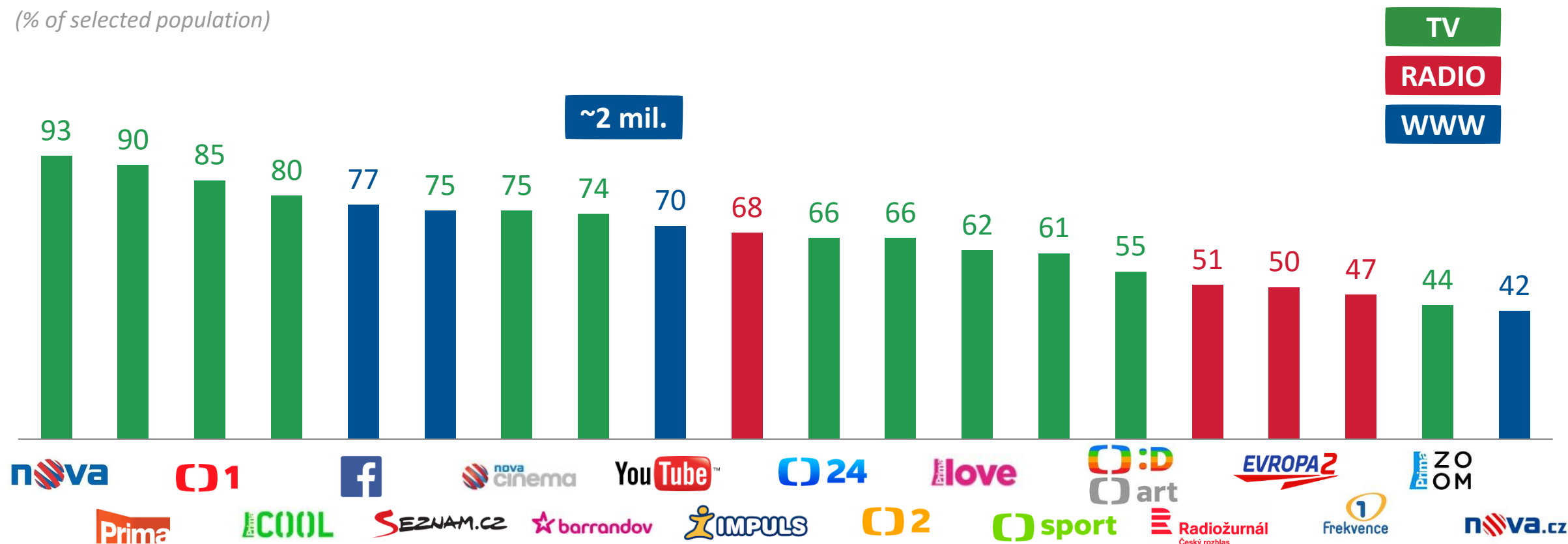
Special methodology
NEW DEFINITION OF CROSS-MEDIA INDICATORS

Multi-Media YouTube Position in Czech Media Market..



MONTHLY REACH of TV, radio and YouTube in population 15-34

(% of selected population)



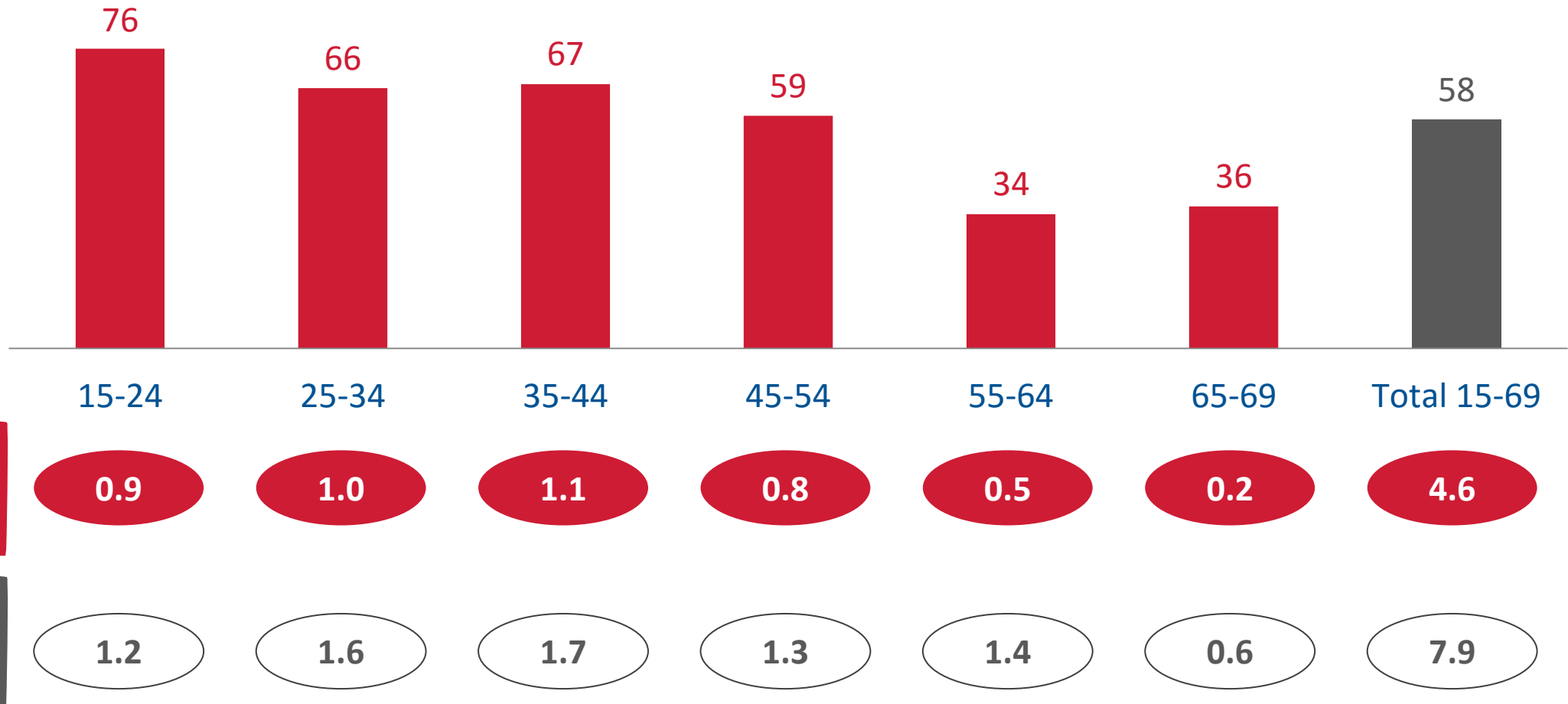
Note: data used - 3minute monthly reach for TV and radio, 0 min monthly reach for YouTube

Source: MEDIAN adMeter (Sept 2015)

MONTHLY REACH of YouTube in population 15-69 by age group

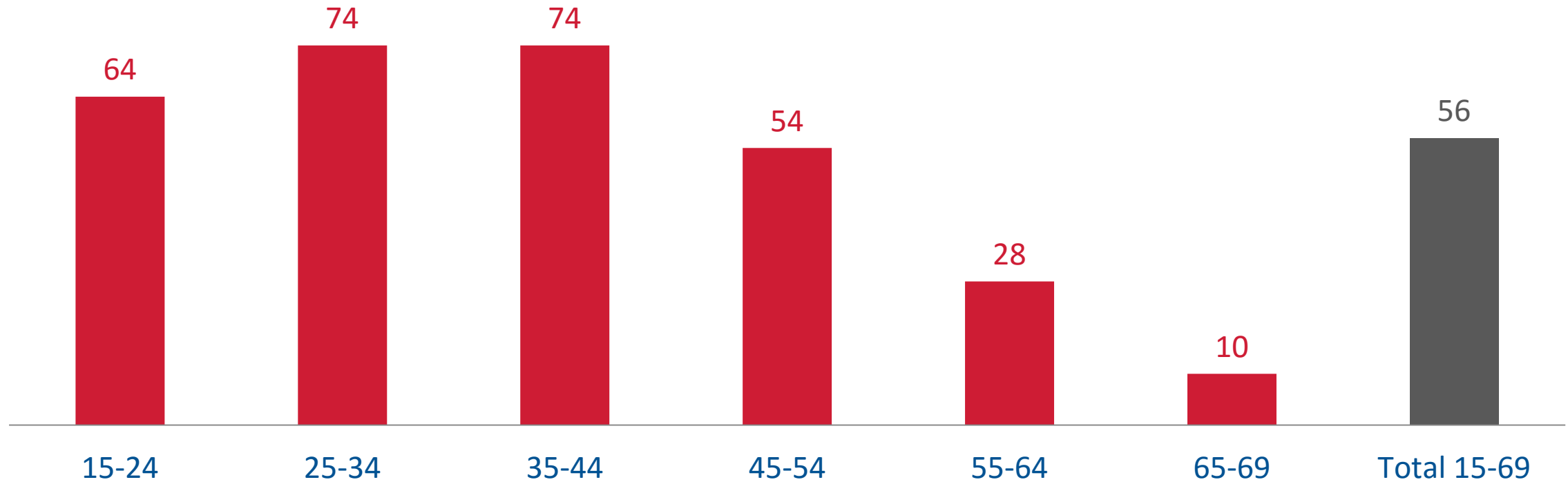
(% of total population)

Note: Results stand for 0 min reach
Source: MEDIAN adMeter (Sept 2015)



AVERAGE WEEKLY TIME SPENT on YouTube by age group

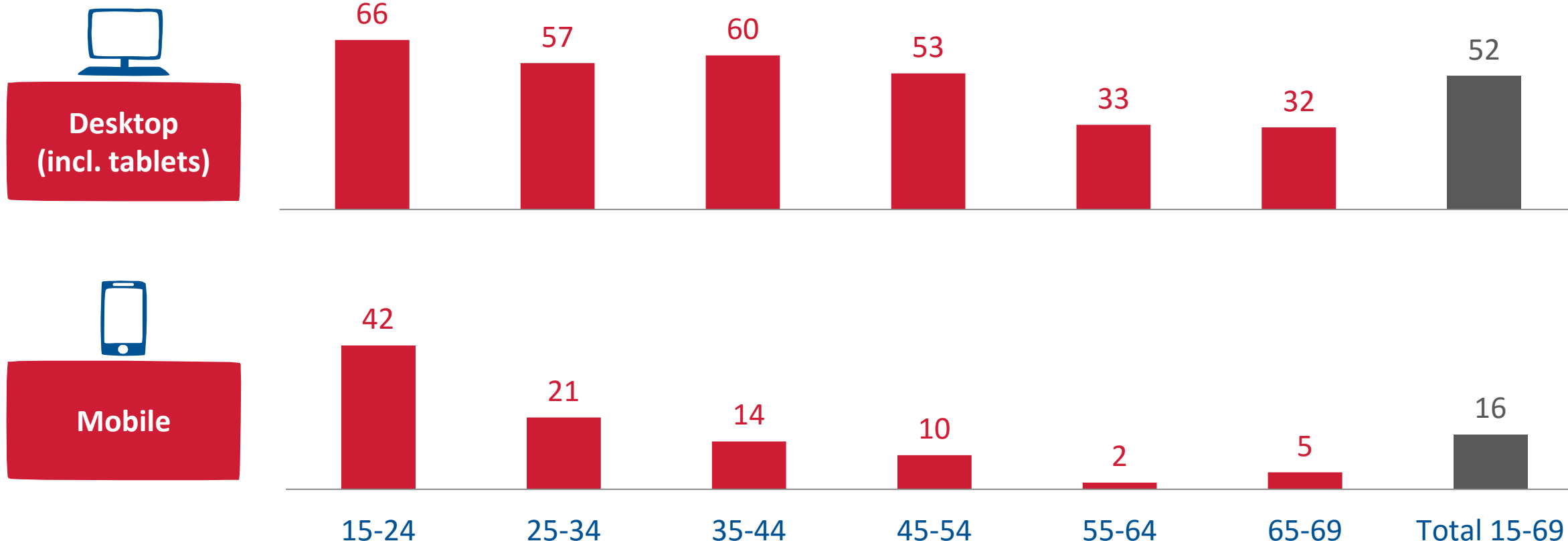
(minutes per week)



Source: MEDIAN adMeter (Sept 2015)

YouTube MONTHLY REACH by device

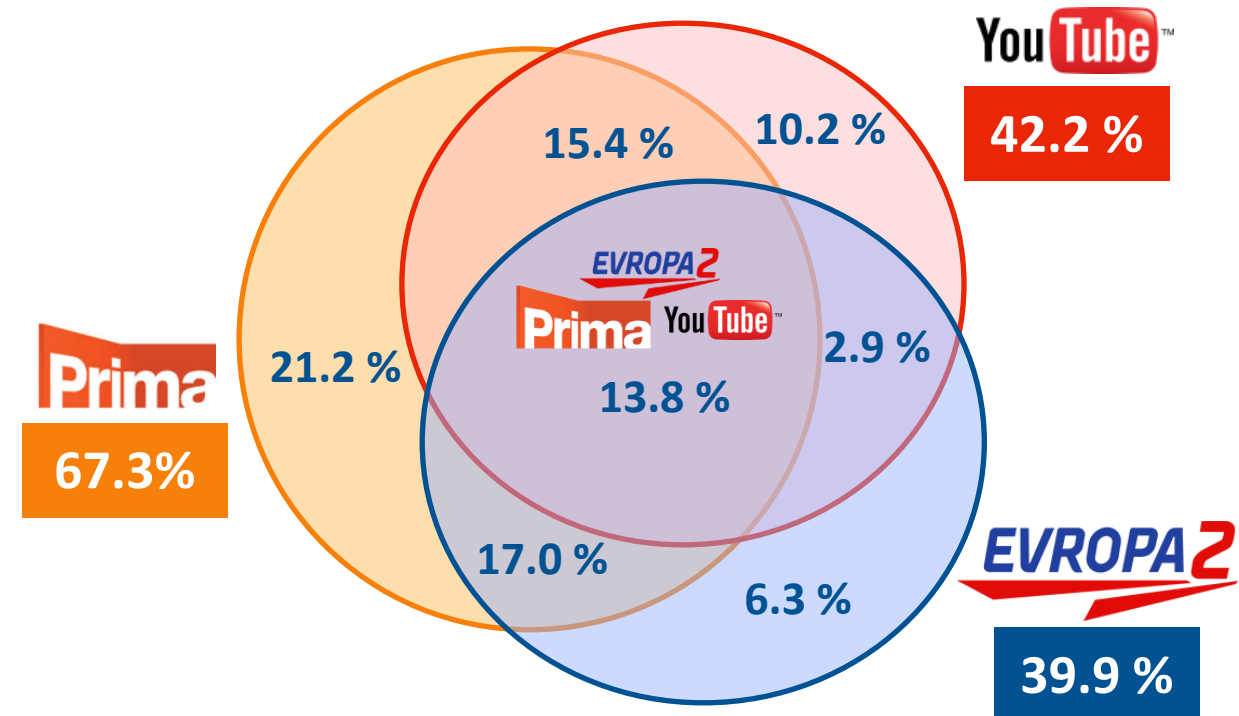
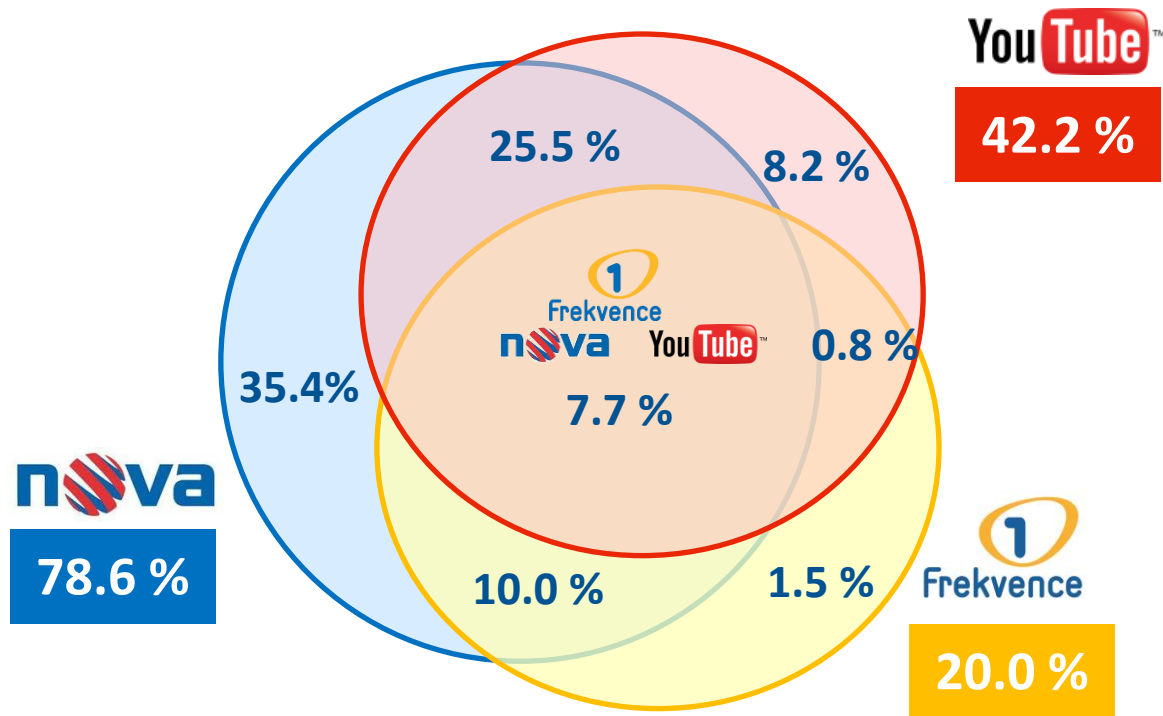
(% of total population)



Note: Results stand for 0 min reach
Source: MEDIAN adMeter (Sept 2015)

INCREMENTAL WEEKLY REACH of YouTube to selected TV/radio channels in population 15-24

(% of selected population)



Note: Results stand for 0 min reach
Source: MEDIAN adMeter (Sept 2015)

What Brings adMeter to GOOGLE (and You 😊)?

Passive electronic measurement

NOT declarations

Comparable cross-media indicators

NOT different indicators definitions



Really measured cross-media behavior of real media consumers

NOT multisource formulas, not artificial users

Multi-device perspective of media consumption

NOT single-device separated view

Multi-media whole media market coverage

NOT single mediatype data

Thank You for Your Attention!



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