

The Measurement of Replay Ads

Methodology Factsheet

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Contents

1	Introduction	3
2	Object of the survey	3
3	Universe	3
4	Methodological design	3
5	Basis of data collection for replay ad measurement	4
6	Methods of data collection for replay ad measurement	4
6.1	Measurement of replay ads in the virtual set-top box panel	4
6.2	Measurement of replay ads in the TV measurement panel	4
7	Hybridisation and provision of replay ad measurement data	4

1 Introduction

The following document describes the methodological design for measuring the reach of replay ads. The purpose of this document is to provide a generally understandable, plausible explanation of the methodological principles involved in measuring replay ads. This will enable data users to properly comprehend and evaluate the collection, processing and quality of the survey data.

2 Object of the survey

Replay ads are an innovative form of advertising in the Swiss TV market in which, unlike existing forms of TV advertising, advertising clips are not displayed in the programme stream of TV channels (advertising blocks) and consumed by all viewers of the programme (one-to-many), but can be displayed via digital distribution channels whenever a TV programme is accessed by an individual viewer (one-to-one) on a time-shifted basis (start ad/video ad), fast-forwarded (fast forward ad/video ad), or stopped (pause ad/display ad).

The measurement of replay ads serves two primary objectives:

- The representative logging of all replay ad touchpoints and their aggregation to the established TV campaign parameters of net reach, contact frequency and contact duration.
- The combinability of replay ad measurement with the measurement of conventional TV ad blocks on a net level to enable convergent campaign reporting across old and new forms of advertising.

In order to achieve the second objective in particular, the intended measurement is carried out within the existing TV measurement system and is aligned with the established survey standards of TV research.

3 Universe

The universe of replay ad measurement corresponds to the universe of the TV survey. This TV universe comprises the permanent resident population in Switzerland aged 3 and above in private households with an operational TV set. Collective households are excluded.

The size of the TV universe is recalculated at the beginning of each calendar year.

The basis for the calculation of the TV universe is the survey data of the Establishment Survey conducted by Mediapulse as well as official population figures from the Swiss Federal Statistical Office (SFSO).

4 Methodological design

The methodological design of replay ad measurement is based on the following three core elements:

1. The survey is based on the hybrid TV measurement panel, with which Mediapulse has been providing the official usage data for the Swiss TV market since the summer of 2022. This hybrid TV measurement panel combines the consumption data from the representative TV measurement panel operated by Kantar with the detailed consumption information from a virtual set-top box panel for which Mediapulse is responsible.
2. The measurement of touchpoints with the replay ads within the virtual set-top box panel is done by assigning the replay ads distributed by the replay ad platform (RAP) to the set-top boxes that are included in the virtual set-top box panel.
3. The measurement of touchpoints with the replay ads within the TV measurement panel is carried out for the video ads (start ad, fast forward ad) using watermarking technology and for the static (pause ad) using a multi-stage modelling procedure.

Linking the measured replay ad touchpoints in the TV measurement panel and in the virtual STVB panel is then done in the logic of the hybridTV survey.

5 Basis of data collection for replay ad measurement

Information on the hybridTV measurement panel as the basis for the replay ad measurement can be found in the MediapulseTV measurement methodology fact sheet.

6 Methods of data collection for replay ad measurement

6.1 Measurement of replay ads in the virtual set-top box panel

The basis for measuring replay ads in the virtual set-top box panel is information provided by the replay ad platform delivering the replay ads. Among other things, this information shows the ad format (start ad, fast forward ad, pause ad) of the advertising campaign, the time it was delivered to the set-top box, the distributor, and the channel and genre environment in which it was played. Using a matching algorithm, Mediapulse can transfer this information to all set-top boxes within the virtual set-top box panel. As a result, Mediapulse is in possession of comprehensive information on all replay ads played in the virtual set-top box panel.

6.2 Measurement of replay ads in the TV measurement panel

Different methods are used for video ads and pause ads in order to log the touchpoints of the TV measurement panel members with replay ads delivered. In the case of video ads, all ads are coded with a watermark on the ad delivery page. The TV measuring devices installed in the TV measuring panel can identify this code when it is delivered within a panel household. This provides information on when and how long a replay ad was watched by which persons in the household in what programme context. However, the campaign to which the ad belongs remains unidentified. In order to identify it, Mediapulse applies statistical modelling using the information provided by the replay ad platform as an outside input, to estimate pre-probabilities for the occurrence of specific ads under certain conditions with the help of what is known as a naive Bayesian network. Based on these pre-probabilities, it is possible to correctly assign the watermarked replay ads to the relevant advertising campaign.

For technical reasons, it is not possible to implement a watermark for pause ads, which is why a different procedure is required here. The replay ad touchpoints of a statistical twin from the set-top box panel are attributed to a panel member of the TV measurement panel, taking into account various requirements. With this attribution, all campaign information for the pause ad is also transferred, which is why the corresponding estimation procedure used to assign the video ad measurement to the correct campaign is not needed for pause ads.

This procedure also provides the TV measurement panel with complete information on all replay ads seen by the panel members.

7 Hybridisation and provision of replay ad measurement data

The linking of the replay ad measurement data from the TV measurement panel with the replay ad measurement data from the virtual set-top box panel again follows the logic of the hybridTV measurement system (see MediapulseTV measurement methodology fact sheet). The result is a separate data set with the replay ad touchpoint data for all panel members of the hybrid measurement panel. This data set is produced daily and – analogous to the traditional TV data – delivered with a maximum delay of three working days to

the planning and booking tool of the TV marketers, where it is then linked with the performance values of the traditional forms of advertising as the basis for convergent campaign reports.



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