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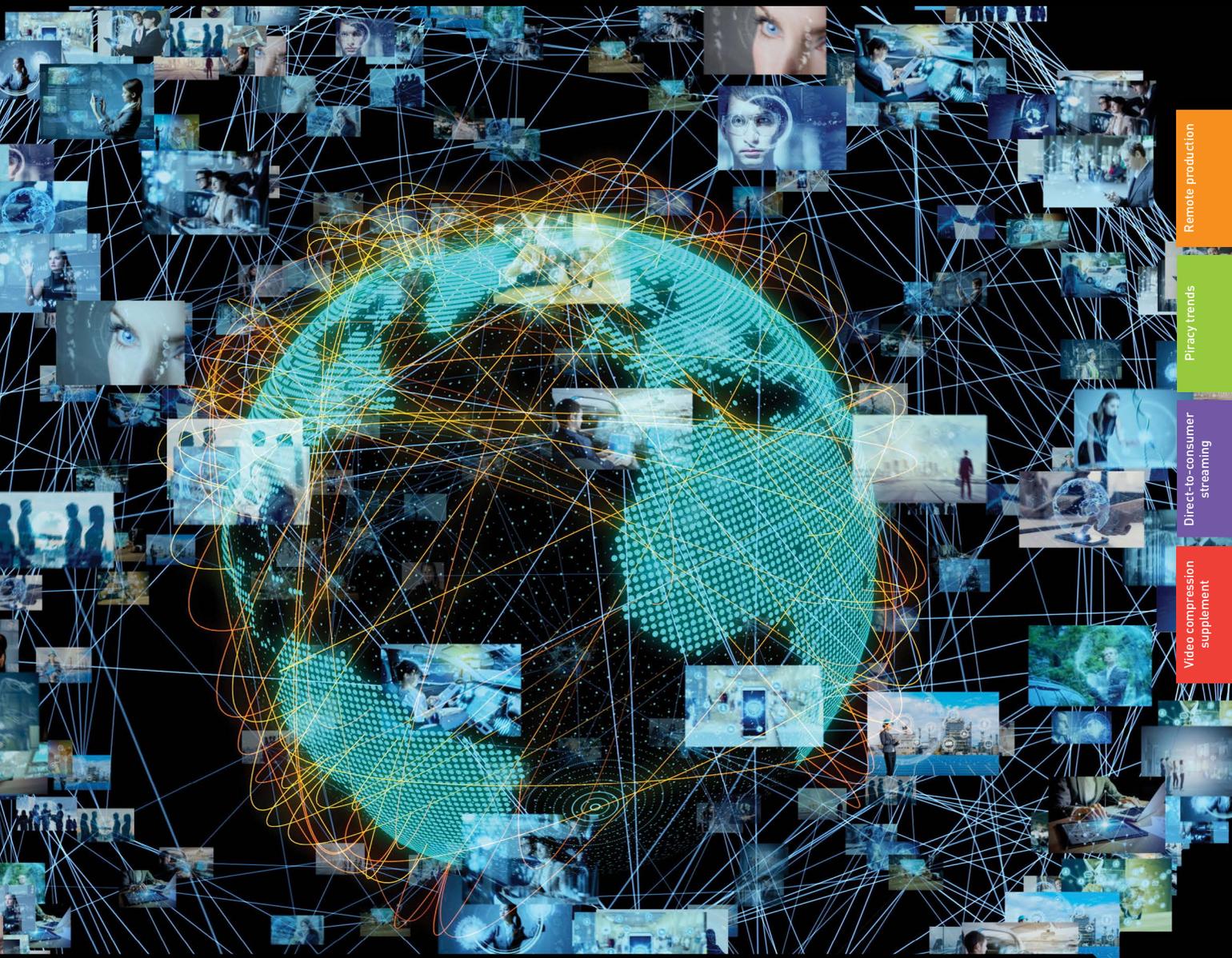
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TV Broadcast • Streaming • Satellite • Cable • Hybrid

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Spring 2021



Remote production

Piracy trends

Direct-to-consumer streaming

Video compression supplement

Charting the TV industry's path beyond Covid

• OTT, VoD, Cloud TV, Cable, Satellite, IPTV, DTT, IoT • The latest news, views and features

Exploring rapid advancements in TV targeting and measurement

By Bob Ivins, Chief Strategy Officer, TVSquared

The TV industry has been predicting better targeting and improved measurement “next year,” for at least the past 10 years.

However, 2020 was the year TV was reinvented almost overnight, as media companies and consumers fully embraced streaming services throughout the pandemic. These dramatic shifts in audience behaviours meant brands wanted to connect with consumers no matter the time, platform or device. In tandem, with privacy a rising concern, Google announced plans to sunset third-party cookies – the mechanism digital advertising’s targeting and measurement capabilities rely heavily on.

So, how do these two events combine to make 2021 the best time to be on TV?

Uniting the best of linear and digital

With digital and linear colliding, marketers are now motivated to rethink TV. To paraphrase Hemingway, “change happens slowly ... until it doesn’t.”

The number of streaming services on offer has grown dramatically in the past few years. Specifically, in the last 18 months, the UK has seen the introduction of BritBox, Disney+ and Discovery+. Add to that increased consumer adoption – it is estimated that 12 million British adults gained access to a new subscription video-on-demand (SVoD) service during lockdown, while around 3 million accessed SVoD services for the first

time, with the most popular platforms being Netflix, Amazon Prime and Disney+. Hours watching streaming also jumped in 2020 to an average of 1 hour 11 minutes per day – 37 minutes higher than in 2019.

While these shifts were in motion prior to 2020, the pandemic accelerated them. This sudden change from legacy TV to IP-delivered premium video content, across multiple platforms and devices, enabled TV to dramatically improve its targeting and measurement capabilities. With impression-based measurement implemented at scale – which builds identity resolution across platforms without the use of third-party data providers – in effect, it neutralises any advantages that digital had and creates a level playing field for all media.

The cookie crumbles, but TV continues to thrive

In early March 2021, Google officially announced its timetable to sunset the utilisation of third-party cookies, positioning the move as a consumer privacy initiative. However, with the UK’s online population visiting a Google-owned site for an average of 47 minutes each day in 2020, Google’s walled-garden approach will likely neuter the digital targeting and measurement capabilities of all sites not named Google.

Luckily, for the TV ad industry, the traditional measurement model functioned without a single cookie. Today’s cross-platform TV measurement has also successfully merged the best of linear and digital; and everyone – from traditional advertisers to emerging

direct-to-consumer brands – stands to gain from it.

Advancing cross-platform TV measurement

When it comes to measuring TV’s effectiveness, each brand has its own marketing objectives, and needs the business-specific metrics to demonstrate success. The ultimate goal for many marketers is to have a holistic, unified view of ad impressions and be measure the true impact of their campaigns. This requires a cross-platform solution that accounts for reach and frequency, reach extension, outcomes and audience, at scale and in a privacy-compliant manner. Brands can then unlock the one-to-one deterministic matching and highly effective ad targeting capabilities that TV now has to offer.

Informed by in-depth, real-time insights, brands are able to make in-flight optimisations to ad campaigns, using the intel to go beyond age, gender and ratings to activate audiences. To do this is in a compliant, privacy-first environment, always-on analytics links census-level media exposure data to audience response, allowing TV advertisers to attribute their ad investment to tangible outcomes. This also helps brands better understand the customer journey, so they can deploy effective frequency capping and ad suppression, and identify where to invest ad spend.

With digital advertising’s targeting and measurement capabilities in question, and advances in TV’s targeting and measurement capabilities gaining momentum and scale – there has never been a better time for brands to use TV to reach the right consumers, at the right time, on the right platform AND quantify results. **CSI**