



KANTAR

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HbbTV

Grow your Addressable TV business

2022

Konodrac: Main Strengths in HbbTV

1. LINEAR TV and Streaming

2. COVERAGE: 95% of HbbTV devices

Maximize coverage by reaching up to 95% of all SmartTV brands of the market.

3. FIRST PARTY DATA (No 3rd Party Cookies)

4. Monetisation through major DSPs on the market and with client's adservers

5. Measurement & Analytics of audience in REAL TIME

6. Users Segmentation by interest, behavior and geographic

7. Oneclick Cross-selling with native SmartTV apps

8. Automatic one-to-one Retargeting with conventional advertising

Broadcast TV SSP: The integration with the digital ecosystem

Integrations with the main DSP's in the market and the client's adservers

Konodrac's main clients



Broadcast TV SSP



Konodrac's Partners & Certifications



HbbTV Data Fusion Project with Kantar Media Panel

Konodrac participates in the project to improve audience measurement in Spain

Description of the project

- Hybridisation with audience measurement panel data of census information from the connected HbbTV Smart TVs.
- The TV operator labels its TV channel, Kantar collects the census data and merges the information received from Konodrac with that from the audience measurement panel daily.
- Proof of concept carried out with RTVE in 2019 and repeated with more than 10 channels in 2022.
- The data resulting from this process is distributed to the market through Kantar's Instar Analytics.
- UNIQUE SOLUTION FOR THE ENTIRE MARKET, which allows the deduplication of devices between operators.
- PROFITS:
 - Improved granularity
 - Reduced sampling error
 - Elimination of “Zero Ratings”
 - Ability to extend the model to addressable advertising



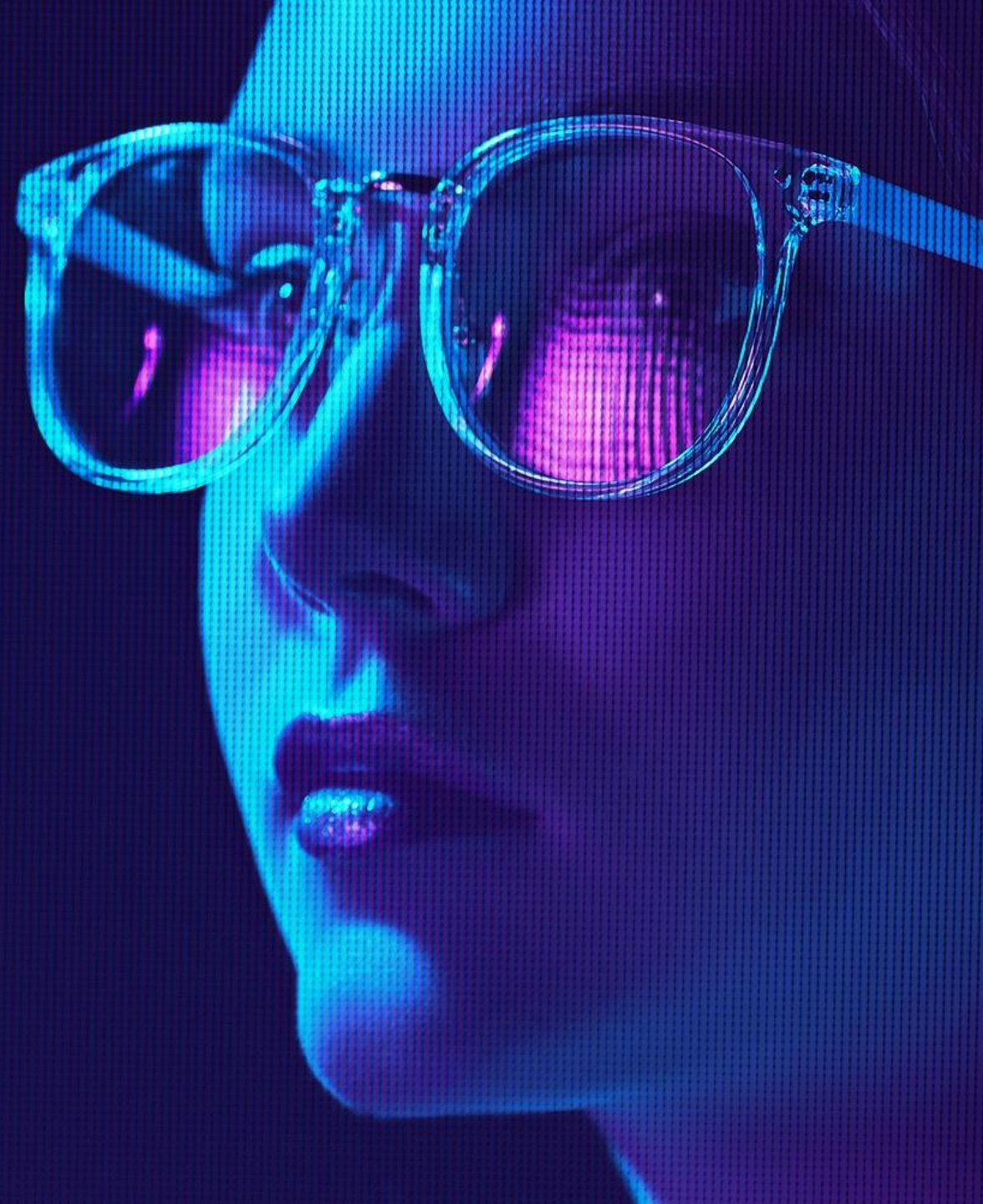
Scaling up TAM

(Television Audience Measurement)

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Scaling TV Audience Measurement

With large-scale RPD, HbbTV or CTV data

Scale panel measurement to give granularity to currency datasets, TV ratings

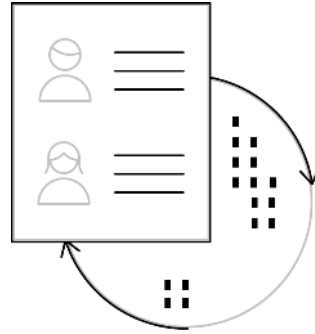
- Solves for audience fragmentation
- Measures addressable as part of TAM
- Adds smaller, niche channels to TAM

Scale TAM segments to enhance the quality of publishers' own data for online and addressable advertising

- Validates probability-based segments
- Adding socio-demo segments next to behavioral ones

TAM@scale

Panel and Census Data (HbbTV) working together



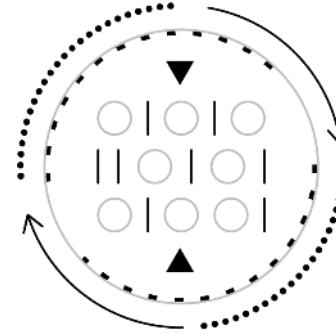
Panel Data

Respondent level viewer behaviour data

Reach levels

Demographic profiles

Cross-platform behaviour



**Large Scale
TV data**

Comprehensive, exact accounts of all activity

Total minutage for all programmes

Total usage by program, player etc

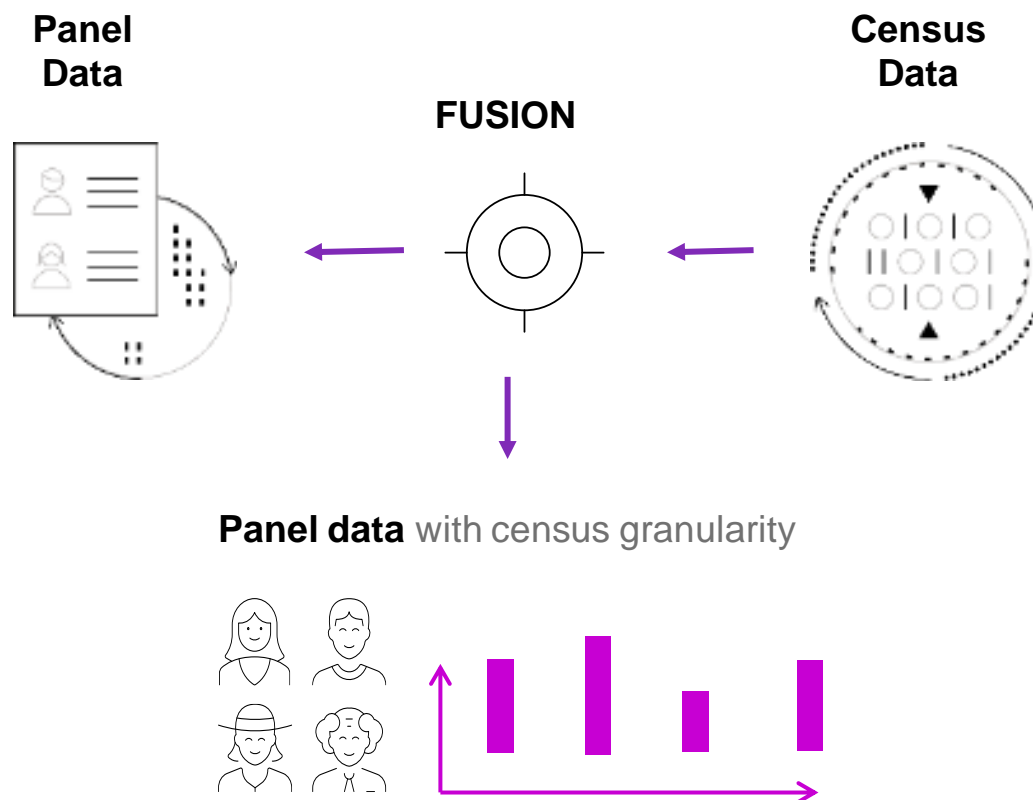
Covers long tail

Scaling TV Audience Measurement: enhanced granularity

Fusing large scale TV data to TAM

Stage 1 Household / Device level fusion of viewing behaviour from census to virtually expanded panel

Stage 2 Household / Device level to individual level viewing assignment (PIV)

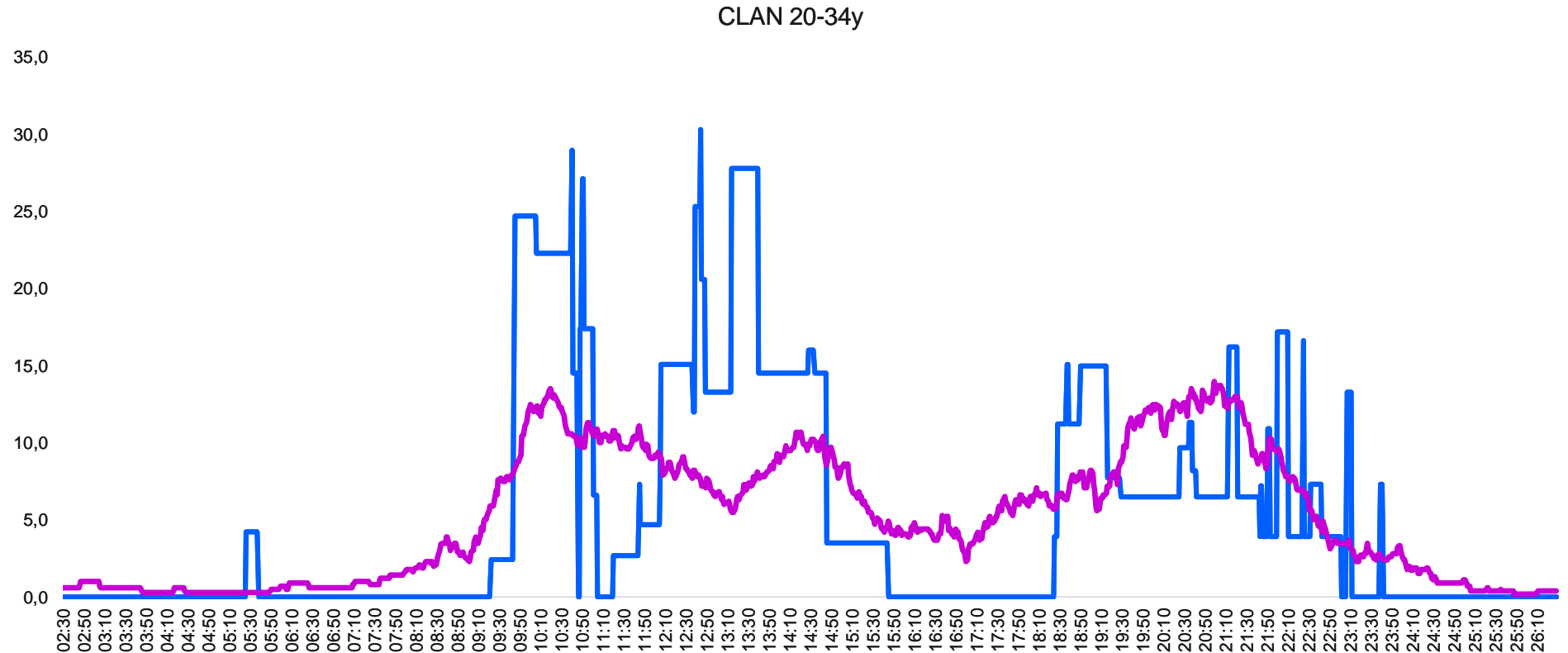


Recent examples from Spain

Using a subset of HbbTV census to enlarge reporting sample to 100.000 people

Benefits

- Less fluctuations in the ratings -> easier to create audience forecasts, easier to sell and plan inventory.
- Less issues with explaining day-to-day fluctuations in program ratings for smaller programs and segments.



Recent examples from Spain

Reduction of zero cells

% of Minutes with Zero Rating by Channel

Benefit	Ind.4+	TAM	fusion
— Significant reduction of zero cells enables inventory planning and selling efficiency.	La1	2%	0%
	La2	20%	0%
	24H	16%	0%
	CLAN	19%	0%
	TELEDEPORTE	37%	2%

Understand People
Inspire Growth

Thank You

About Kantar

Media Division in Kantar is a global leader in media intelligence, providing clients with the data they need to make informed decisions on all aspects of media measurement, monitoring and selection. Kantar provides the most comprehensive and accurate intelligence on media consumption, performance and value. For further information, please visit us at www.kantar.com

