Possibilities and limits of audience reach and program analysis with HbbTV for local and regional TV programs

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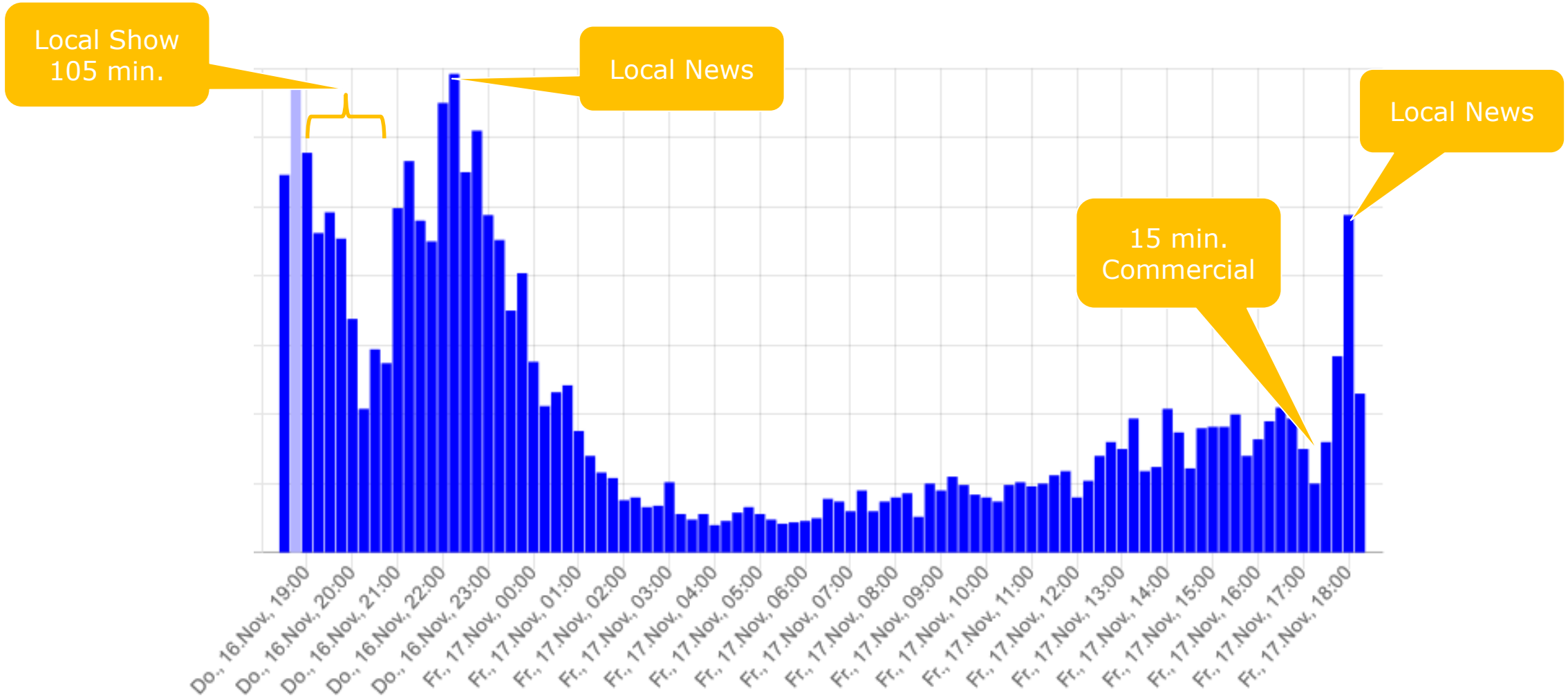
Focus on: local and regional TV programs

Part 1:
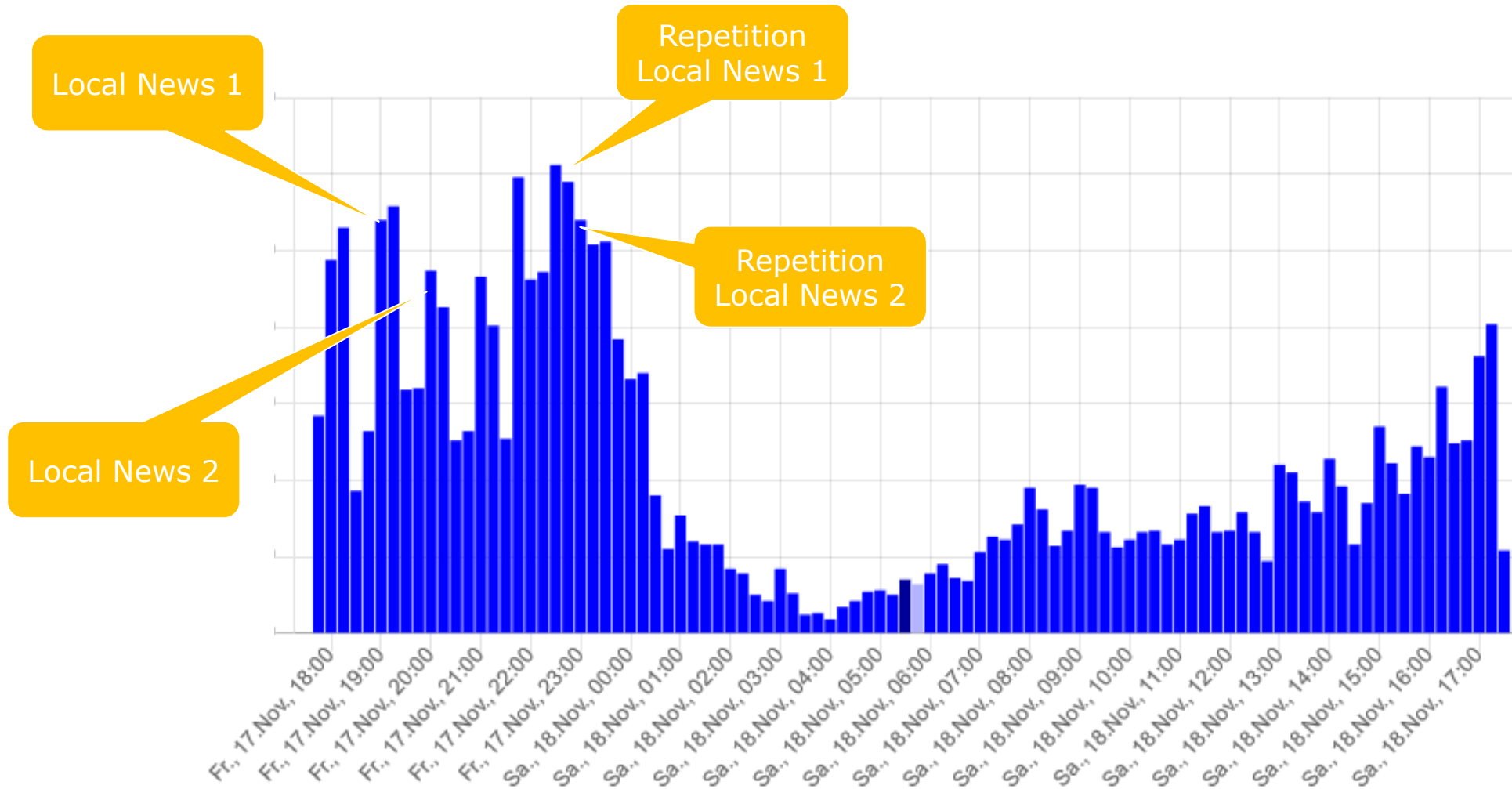# Program Analysis

Part 2:
Audience Reach

15-Minutes reach

Bavarian local TV station from 6 pm to 6 pm next day; min. 1 minute usage

Local Show 105 min.

Local News

15 min. Commercial

Local News

15-Minutes reach

Bavarian local TV station from 6 pm to 6 pm next day; min. 1 minute usage
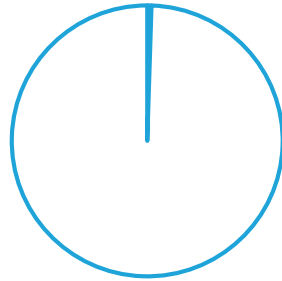
Audience reach

Actual situation in Germany for local and regional TV stations

- No individual values within the national video standard (AGF) available

- Several measuring systems via HbbTV are on the market (Smartclip; TV-Insight, bmt, …)

- Adjustment from measuring to market standard still not possible
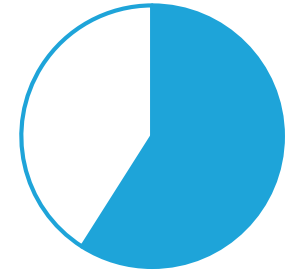
Audience reach

Comparison

AGF-Panel

5,400 panel households and approximately 11,000 panelists, AGF represents a sample population of 38.8 million TV households

- Socio demographics available
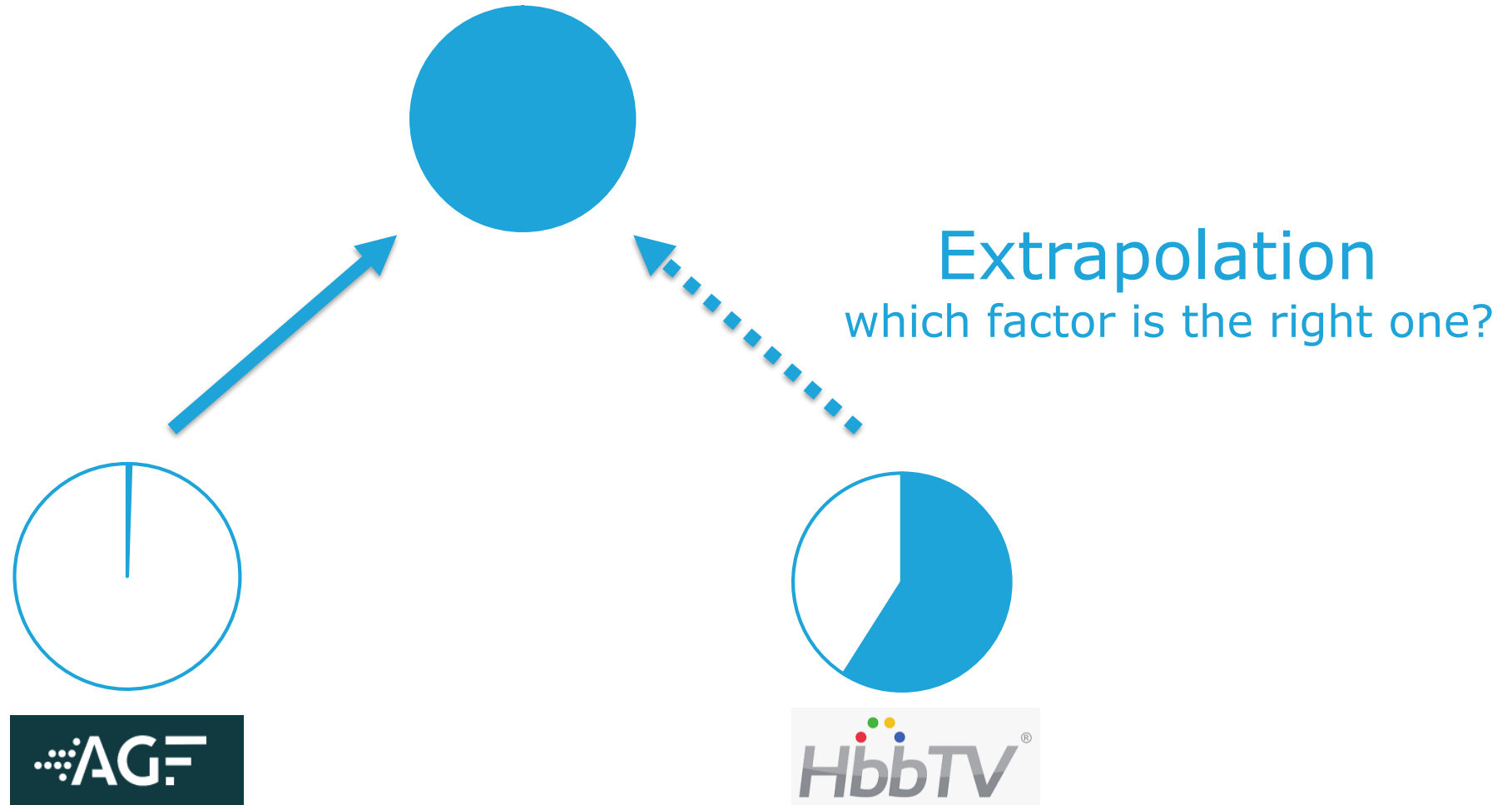- Accepted value by advertisers

HbbTV-Measurement

Connected: 59 % of 38.8 million TV households (not all are able to use HbbTV)

- Device based; not persons
- Dependent on transmission (less DVB-C, no IP), year, region, age, affinity to digital services etc.

Audience reach

Extrapolation

German TV households

Extrapolation
which factor is the right one?

Audience reach

The idea

- Finding a real-time factor between national video standard and all HbbTV measured data

- This would

  - lead to an approximation including the behaviour of the households overall

  - bring comparable data for selling ads (better than having almost nothing on an actual basis)

- Uncertainties are still there, but the statistical error is very limited due to the huge amount of data

Audience reach

The factor: calculating within the same program/all programs a real time factor to extrapolate the HbbTV measured data for any program as estimation

National video standard —— HbbTV Devices