

Is Measurement Holding Back Video's Growth?

Uncovering metrics that matter most to advertisers in a converging world of screens

October 19, 2015



BEHIND EVERY GREAT MEDIUM IS GREAT MEASUREMENT



1915

Launch of ABC ushers in Golden Age of Newspapers



1944

BBM Canada Launches during Radio's Heyday



1952

BBM introduces TV measurement service coinciding with first Canadian stations



1999

After launch of the WWW in 1991, Media Matrix first to offer digital measurement in Canada



CANADIAN GROWTH HAS BEEN UNPRECEDENTED

93%

of *Millennials*
watch online video*

26%

typically watch video
Content online only
– up 44% YOY**



75%
of Canadians
watch online
video*

25%

more time with video than
American counterparts
– Most Netflix subscribers
outside of US

53%

use internet-connected
device while watching TV,
i.e. Second Screening*



BEHIND EVERY GREAT MEDIUM IS GREAT MEASUREMENT



1915

Launch of ABC ushers in Golden Age of Newspapers



1944

BBM Canada Launches during Radio's Heyday



1952

BBM introduces TV measurement service coinciding with first Canadian stations



1999

After launch of the WWW in 1991, Media Metrix first to offer digital measurement in Canada



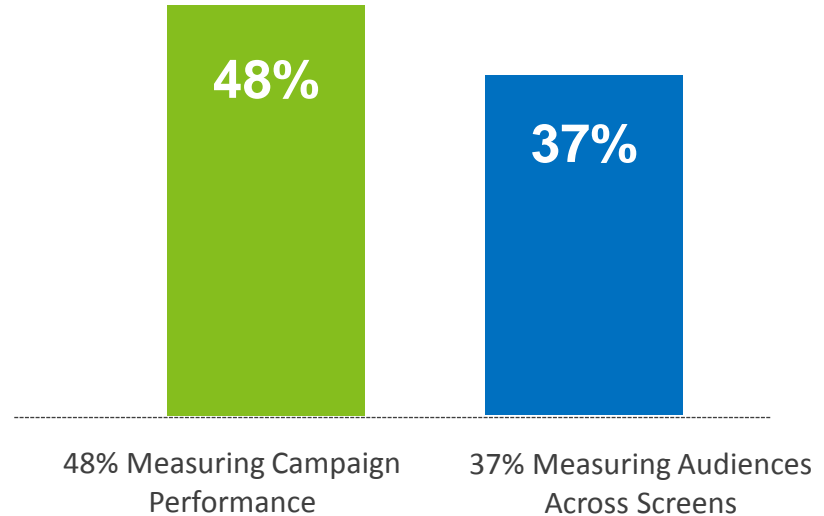
CONVERGENCE

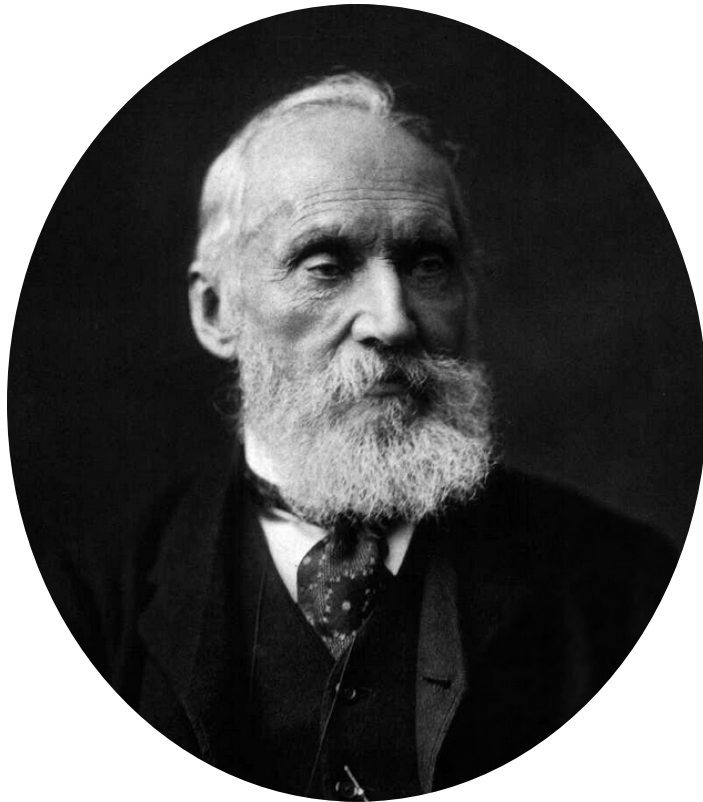




VIDEO MEASUREMENT HASN'T KEPT UP

What are the biggest Challenges surrounding video advertising?





***“What gets measured,
gets done.”***

- Lord Kelvin
1824-1907

A MULTI-TIERED APPROACH TO MEASUREMENT

Campaign Metrics

- Performance Metrics:
CRT, Completion
- Reach:
GRPs, TRPs,
Viewability,
Frequency
- In-Target Delivery:
Audience
Verification

Brand Metrics

- Brand Awareness
- Intent to Purchase
 - Favorability

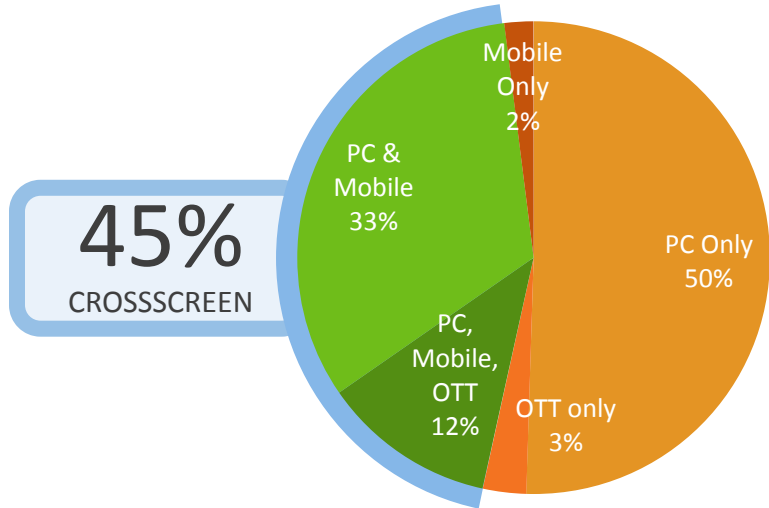
Sales ROI

- Online or Offline sales tied to ad exposure

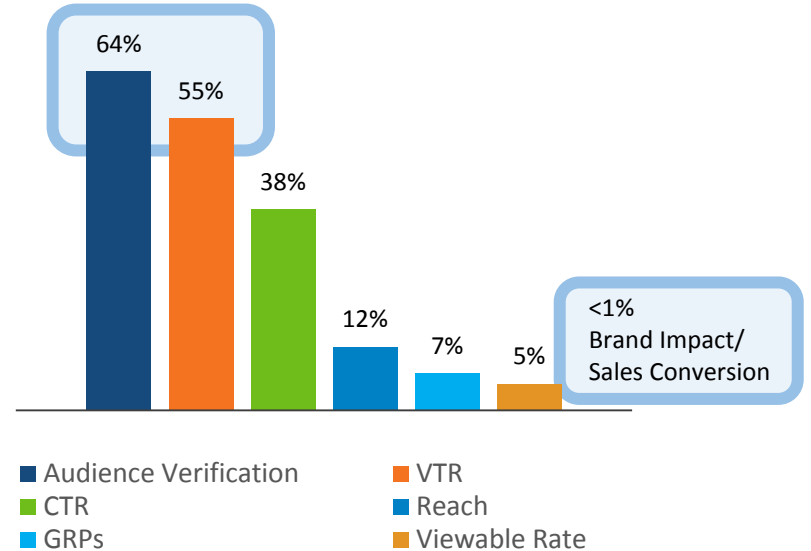


WHERE ARE WE NOW?

Video Campaigns by Device



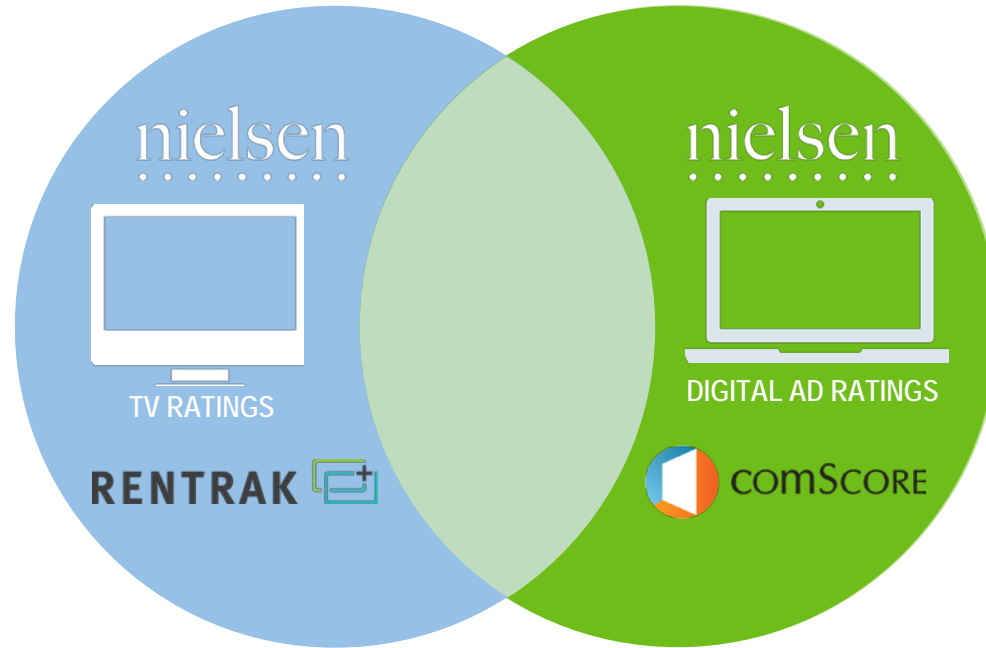
Campaign Objectives





Where are we headed?

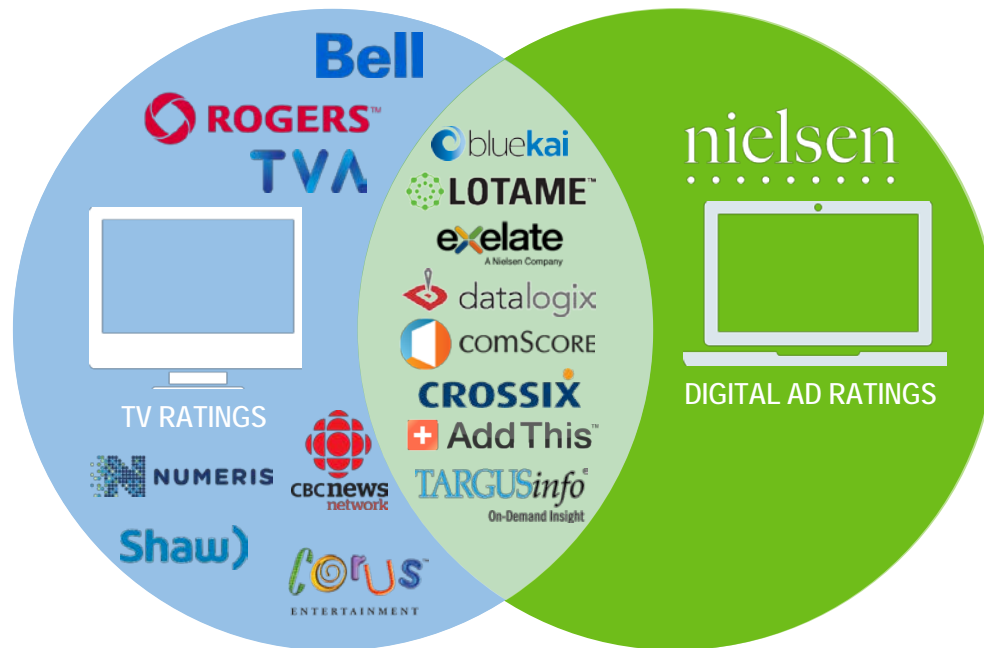
U.S. Cross-screen Measurement Across TV and Digital Video



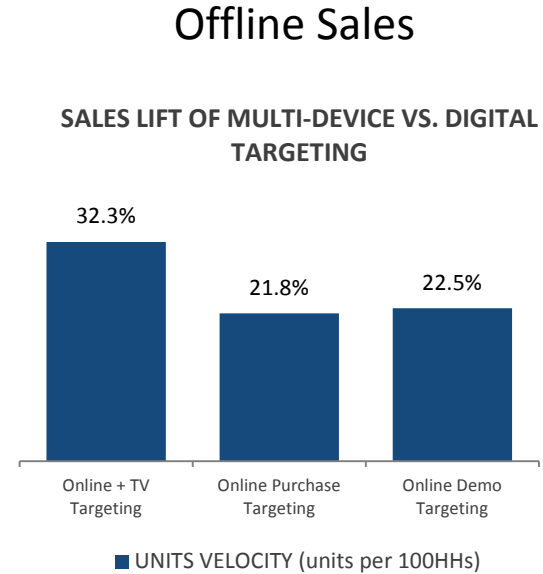
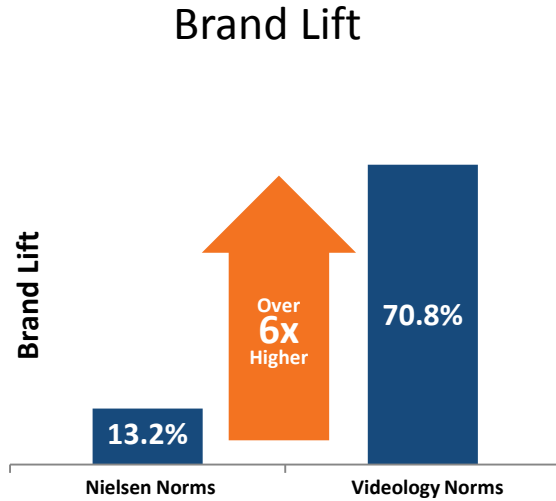


Where are we headed?

Canadian Cross-screen Measurement Across TV and Digital Video



WHY DOES IT MATTER?



Thank You!

Scott Ferber, Chairman & CEO
Videology

Questions? Email me at:
Scott@videologygroup.com @scottferber

