MOTIVATION
FOR THE DEVELOPMENT OF OUR HBBTV TRACKING TOOL
AUDIENCE MEASUREMENT

Why do TV stations need Audience Measurement?

- To drive the right programme decisions
- To be able to sell contacts to advertisers
CHALLENGES IN AUDIENCE MEASUREMENT

In the Past…
A manageable number of channels

Limited number of Test Viewers

Channel 1
Channel 2
Channel 3
Channel 4

Today…
A unlimited number of channels

Channel 1
Channel 2
Channel 3
Channel 4
...
Channel 54
Channel 55
...
Channel 103
Channel 104
...
Channel 11

Problems for especially small channels:
Zero reach – high deviations →
Limited or no basis for programme decisions
Limited or no numbers about reached contacts
OUR SOLUTION

- Measurement of TV-Performance by HbbTV Standard
- Development of an own Measurement System and Toolkit in cooperation with Fraunhofer FOKUS
- Advantages: high numbers of measureable devices also in reach weak times (no zero-measurement); live measurement
MEASUREMENT TECHNIQUE & RESEARCH TOOLKIT OF THE HBBTV TRACKING SOLUTION BY RED
HBBTV-TRACKING-TECHNIQUE
HbbTV is standard for most TV-devices

Available Data

Data of the Usage
- Timestamp
- Channel Info

Information from Devices
- Cookie ID
- (Channel List)
- (Location: Region)
- (HbbTV User Agent String)
LIVE STATISTICS
COURSE OF THE DAY | SWITCH OVER ANALYIS | INTEGRATION OF PROGRAM COLORS

The Live Statistics give a visual overview of the LIVE performance on the channel of the ongoing day.
LIVE STATISTICS DIRECTLY ON THE TV SCREEN

NRW
Number of devices

Live-Graph
Visualising the last 20 min

Bar-Chart
Visualising gained and lost viewers

Legende:
- Programme
- Trailer
- New devices
- Stable devices
- Advertising
- Filler
- Lost devices

Video of overlay app: CLICK HERE
https://buildrive.redbull.com/dl/6MJO7eAIN
CRITERIA OF A GOOD MEASUREMENT:
OBJECTIVITY, RELIABILITY & VALIDITY
HBBTV TRACKING: CHECK OF THE CRITERIA

- **Objectivity**: The measurement is not influenced by external unrelated factors.

- **Reliability**: Reliability means the stability and consistency of findings (e.g. different methods result in the same findings).

- **Validity**: A valid measurement measures what it claims to measure. Validity means the truthfulness of a measurement.
SIMILAR CURVES IN THE PRIME TIME — The higher the market share, the better the self-consistency of the data

1. Austria:
   - With high reach, very strongly matching curves

   ![Graph showing similar curves in Austria](image)
   - "Monika Gruber und Viktor Gernot" (Sa, 06.05., 20:15-23:00) with market share 12%

2. Germany
   - ![Graph showing similar curves in Germany](image)
   - "Der Graf von Monte Christo" – 2 Teile (Fr, 29.12.17, 20:15 bzw 22:15) mit MA 1-2%
SIMILAR PERFORMANCE DEVELOPMENTS IN PRIME TIME PROGRAMMING

1. Österreich
   MA in % vs Performance HbbTV

2. Österreich
   MA in % vs Performance HbbTV

„Sport&Talk“ (Mo, 01.10.2017-30.03.2018, 21:15-22:45)

„Heimatleuchten“ (Fr, 01.10.2017-30.03.2018, 20:15-21:15)
ADVANTAGES OF HBBTV-TRACKING IN REACH WEAK SLOTS

1. Official-measurement: “Zero-Reach”
   Not realistic, we measure movements

2. Often big deviations within programme performance –
   But HbbTV robust if programme is stable

Official measurement: “Zero-Reach”
Not realistic, we measure movements.

*Graphs and data points not translated*
CASE EXAMPLE: MAKING PROGRAMME DECISIONS

Date range: 02.11.-23.12.2016

* Representative household sample Austria (panel)
CONCLUSION

- High number of measured devices
- Live tracking
- Second source of data to double-check.
- Use of the measurement system for Programmatic Advertising
- Compatible with online streaming services → different ways of broadcasting can be summarized within one toolkit.
RED BULL GIVES YOU WINGS
HBBTV TRACKING TO IMPROVE AND CHANGE

RED TECH
A DIVISION OF RED BULL

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THANKS FOR YOUR TIME AND INTEREST