

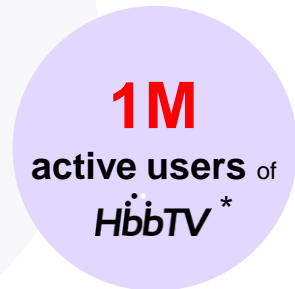
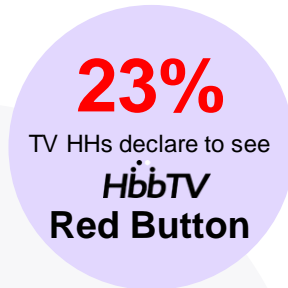
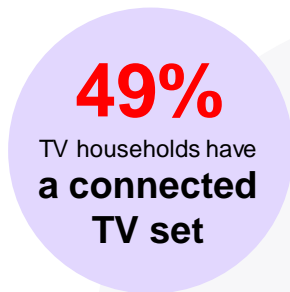
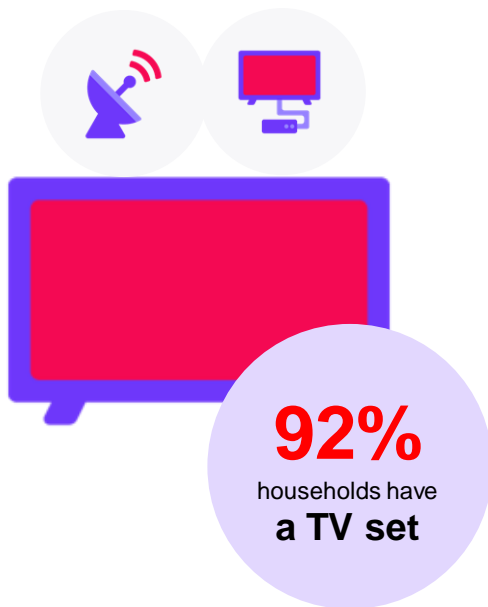


# Measurement of HbbTV: The Czech Adventures

How to measure HbbTV including demographics  
of programs and reach & other characteristics  
of advertising?

**Tereza Šimečková, Tomáš Hanzák, Nielsen Admosphere**  
HbbTV Symposium 2022, November 2022

# Czech TV screens



Source: ATO – Nielsen Admosphere, Continual Survey Q2 2022; \*Source: ATO – Nielsen Admosphere, Report of HbbTV Unique metrics, September 2022

# Online TV viewing in Czechia

## HbbTV in numbers:

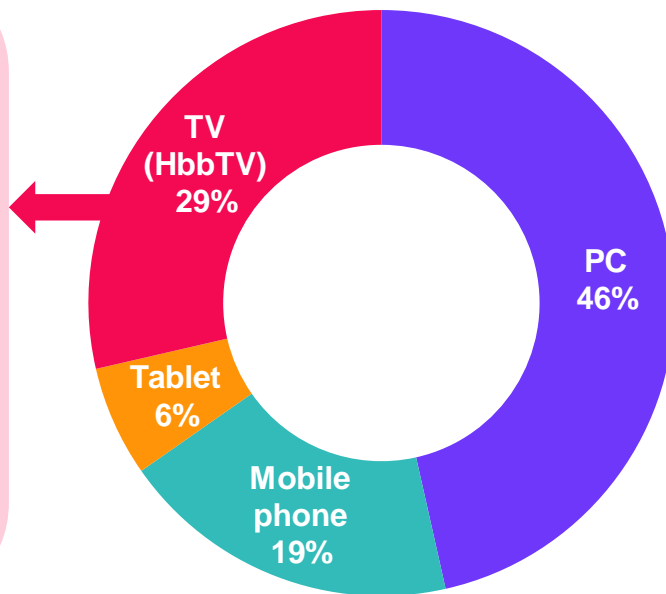
**1M** active users of HbbTV

**768,000** individuals watch online TV / archive



**~5 hrs/month** are spent watching video

## Device types according to time spent watching online video



# How do we measure HbbTV?

# Main parameters of TAM in CZ (2018+)

Project of electronic measurement – TV  
1,900 households panel



since 2018



Project of electronic measurement -  
Digital TV

- ✓ **All TV sets** in HHs, all TV platforms, up to 100 channels
- ✓ **Live and time-shifted** TV viewing (0–7 days)
- ✓ Data available next day **till 8 a.m.**
- ✓ Measurement of **guests**
- ✓ Data to the level of **seconds**
- ✓ **Real Time Data**
- ✓ **Audiomatching**
- ✓ **Establishment & Lifestyle Surveys**
- ✓ **Measurement of viewing on digital devices**  
PC, tablet, smartphone, smart TV, HbbTV
- ✓ **Demographisation**  
Demo profiles for programs  
PC, tablet, smartphone, smart TV, HbbTV

ADWIND KITE SW

NIELSEN QUALITY CHECK

# Existing solution



**PEM TV**  
Existing TAM solution  
ATO (TV JIC)

One currency for  
linear TV – programs & ads

Established standard  
TV panel solution



**PEM D**  
Existing TAM solution  
ATO (TV JIC)

One currency for  
other platforms TV - programs

Established standard  
Nielsen SDK solution +  
Harmonisation + Demographisation



**PCEM = PEM TV + PEM D**

**One currency  
mainly for TV programmes  
incl. demo profiles**

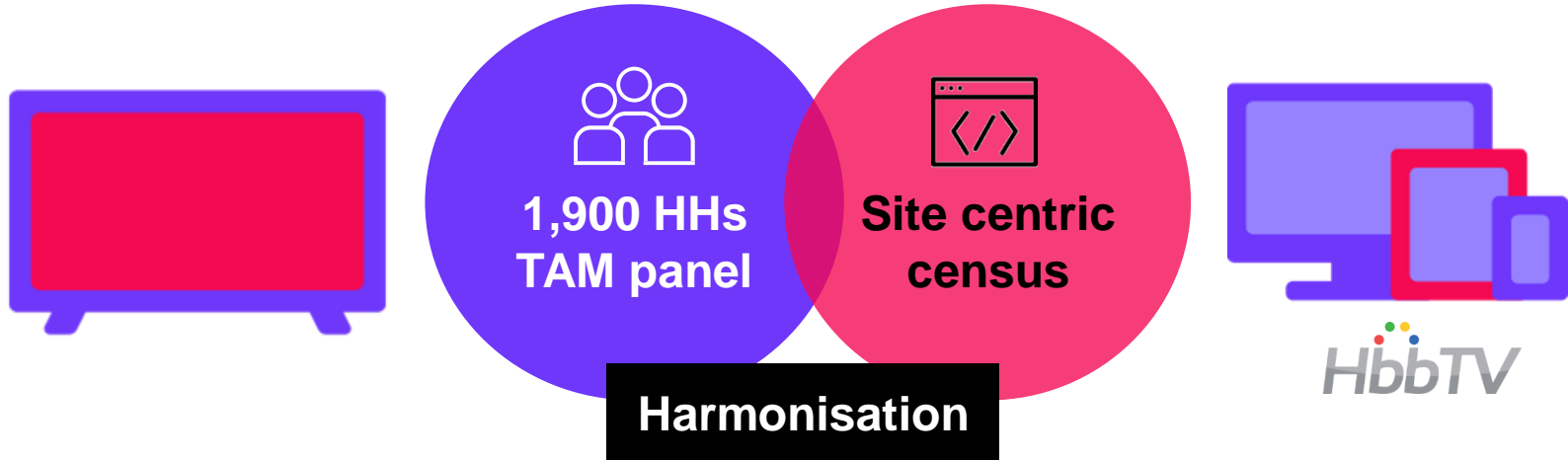
Live TV

Time-shifted TV

PC, tablet, smartphone, smart TV,  
HbbTV

# Harmonisation and Demographisation in PEM D (part of TAM CZ)

# TV × Digital data harmonisation



**Digital data** can be analysed together with **classical TAM data**

New metric: **D Rating 000** (live, TS0-3, TS0-7, TS0-30, P -30)  
= Time Spent / program length / 1 000



# Classical TV & Digital ratings in one analysis



Adwind Kite 9.6.0.40573 CZ

HOME Filters (2) More filters (6) Target groups (0) Settings and export Computation parameters Detailed analysis

1 actual year

Between 01.01.2022 - 09.10.2022

Compute Period

All DEVADESÁTKY  
Novoroční projev předsedy vlády Petra Fialy  
Policie Modrava Špunti na cestě

All O1 sport nova Prima

Channels

HbbTV Symposium - harmonisation

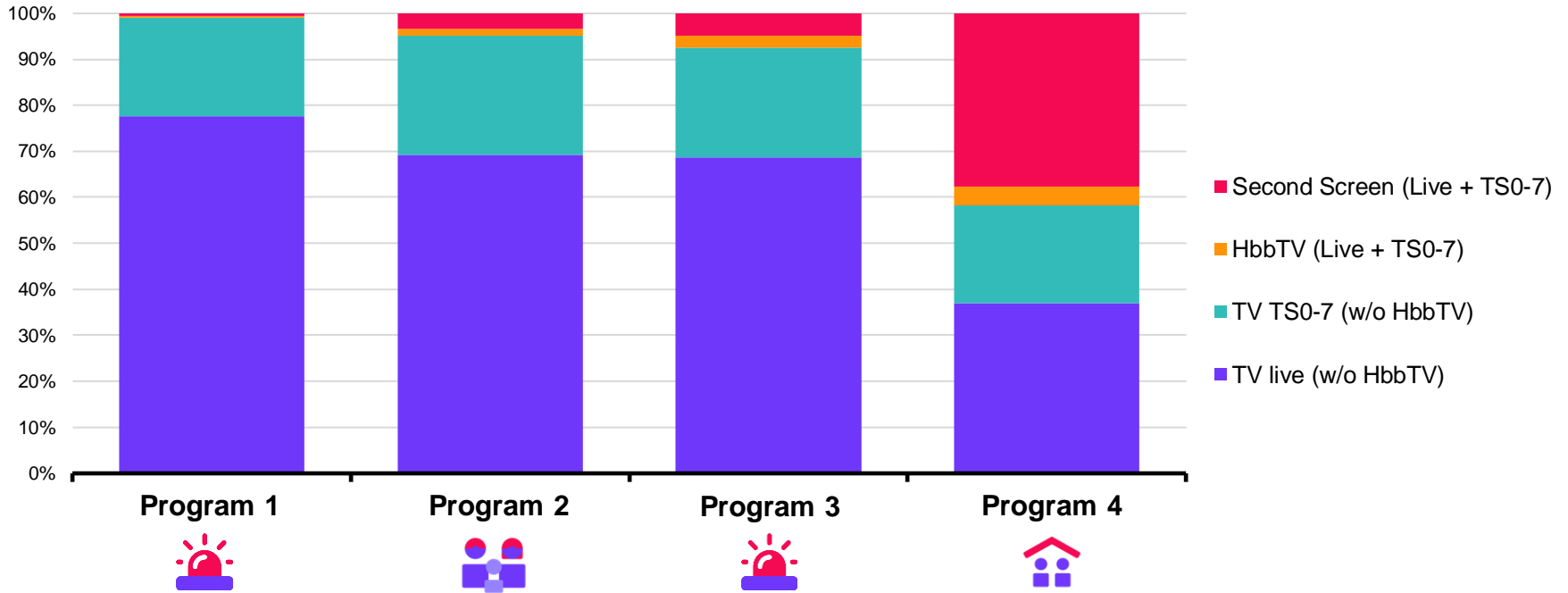
Title	TV channel	Count	4+		D Rating 000 TS0-7 (TV)	D Rating 000 live (PC, MBL, TAB)	D Rating 000 TS0-7 (PC, MBL, TAB)
			Rating 000				
			live TV	TS0-7 TV			
DEVADESÁTKY	CT1	6	1 726	657	58	17	105
Novoroční projev předsedy vlády Petra Fialy	CT1	1	1 434	93	2	3	6
Policie Modrava	Nova	6	1 377	386	9	1	8
Špunti na cestě	CT1	13	1 153	423	35	4	37
Případy 1. oddělení III.	CT1	5	1 124	557	50	7	69
Slunečná	Prima	9	1 018	324	17	3	34
ZOO	Prima	55	951	377	20	4	43
Hokej: Německo - Česko	CT sport	1	924	201	0	96	0
Ulice	Nova	165	821	219	5	1	12
Duch	Prima	8	737	387	21	2	23
Hoříký svět	Prima	6	697	268	14	2	18
Výměna manželek	Nova	22	613	222	7	2	14
Hokej: Česko - Švýcarsko M	CT sport	1	599	90	0	125	1
Polda V	Prima	8	566	311	12	2	13
Survivor Česko & Slovensko	Nova	32	373	164	6	2	11

Time: 0:00.4 Data: 30.4kB Rows count: 15 Columns: 8 Count: 0 Sum: 0,00 Minimum: 0,00 Maximum: 0,00 Tomáš Hanzák https://services.adwind.cz/AdwindServiceCZ/AdwindService

Nastavení detailní analýzy

# Screen/platform mix of titles

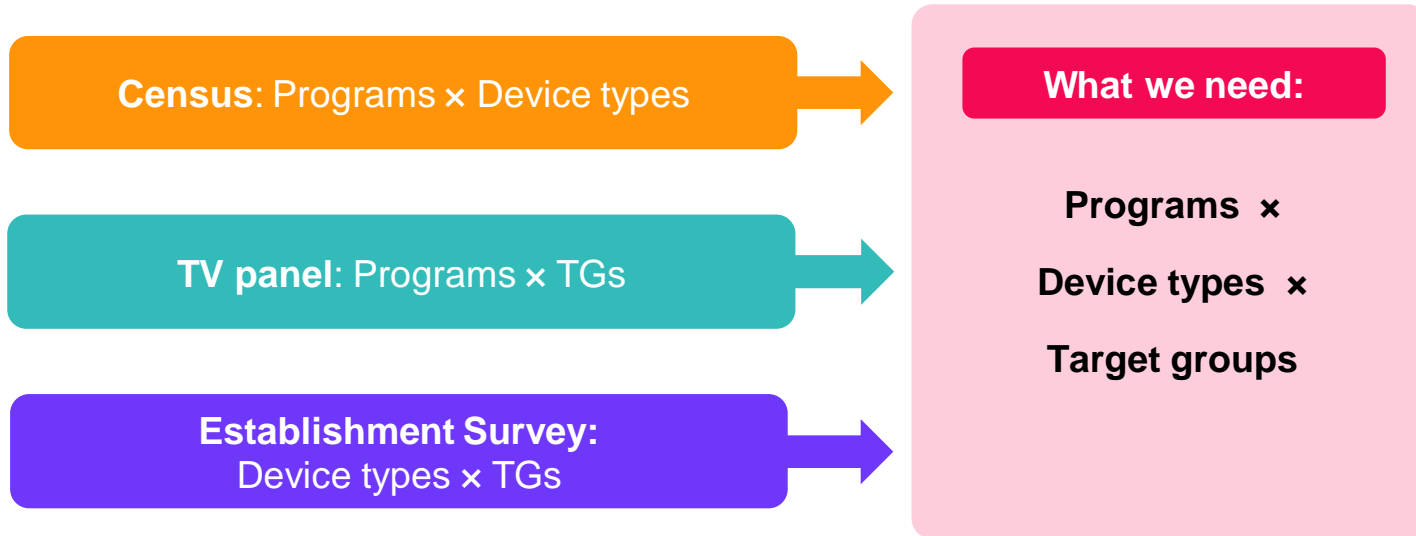
Example programs, various TV channels, 2022, TG 4+, % composition of (D)Rating000



Source: ATO – Nielsen Admosphere, TG 4+, 1.1.2022 - 9.10.2022

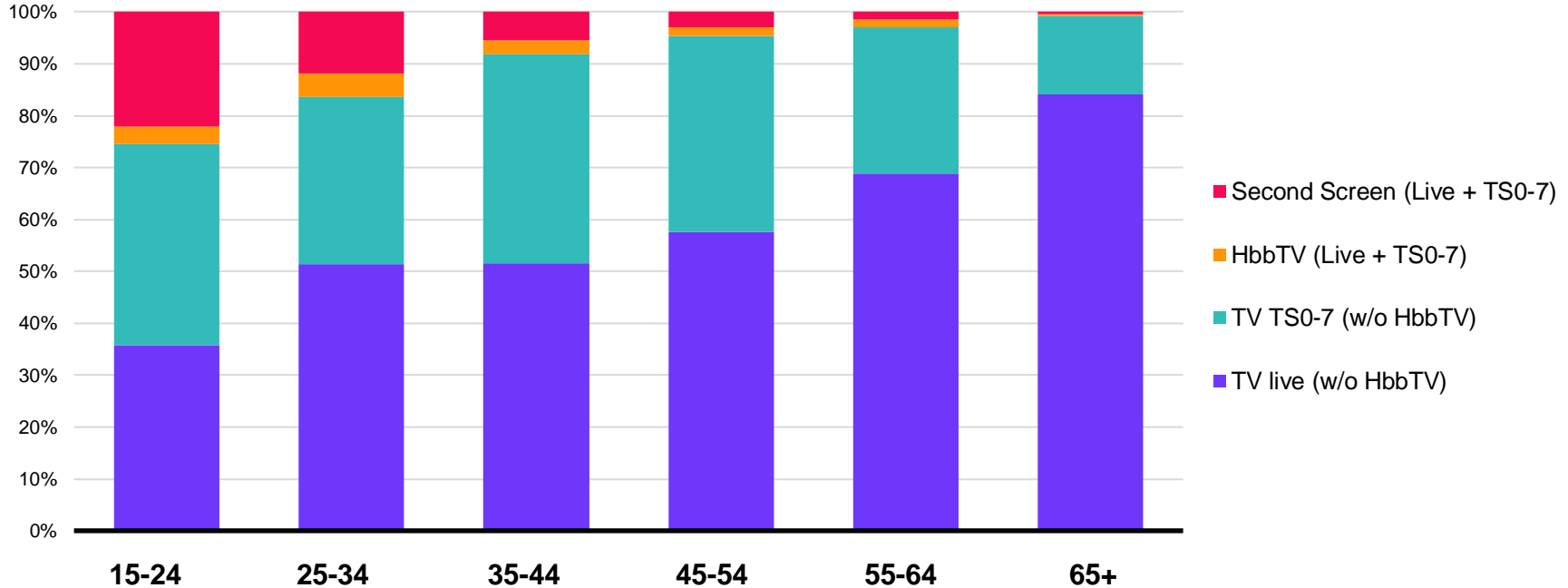
# Clients: Demos for program Digital Ratings?

Solution „**Demographisation**“: statistical model based on several data sources



# Screen/platform mix by Age

Example program, commercial TV channel, 2022, % composition of (D)Rating000



Source: ATO – Nielsen Admosphere, TG 4+, 1.1.2021 - 17.10.2022

# Measurement of HbbTV advertising



# Video ad measurement

Advertising in linear TV & Dynamic online ads

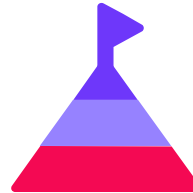


**Existing solution (2018+)**

**PCEM ATO**

**ATO**  
ASSOCIATION TELEVISION  
ORGANIZACIJA

Internal measurement and analytics



**Need**

**TV x Online**

**Cross-platform reach and demo profile**

**Total video**

# Localized & Unique AdCross



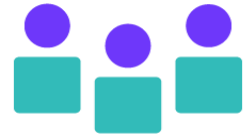
## HbbTV

Inclusion of HbbTV platform including **demo** profile



## One software

Work with TV and online data in one tool in **one common analysis**



## Target groups

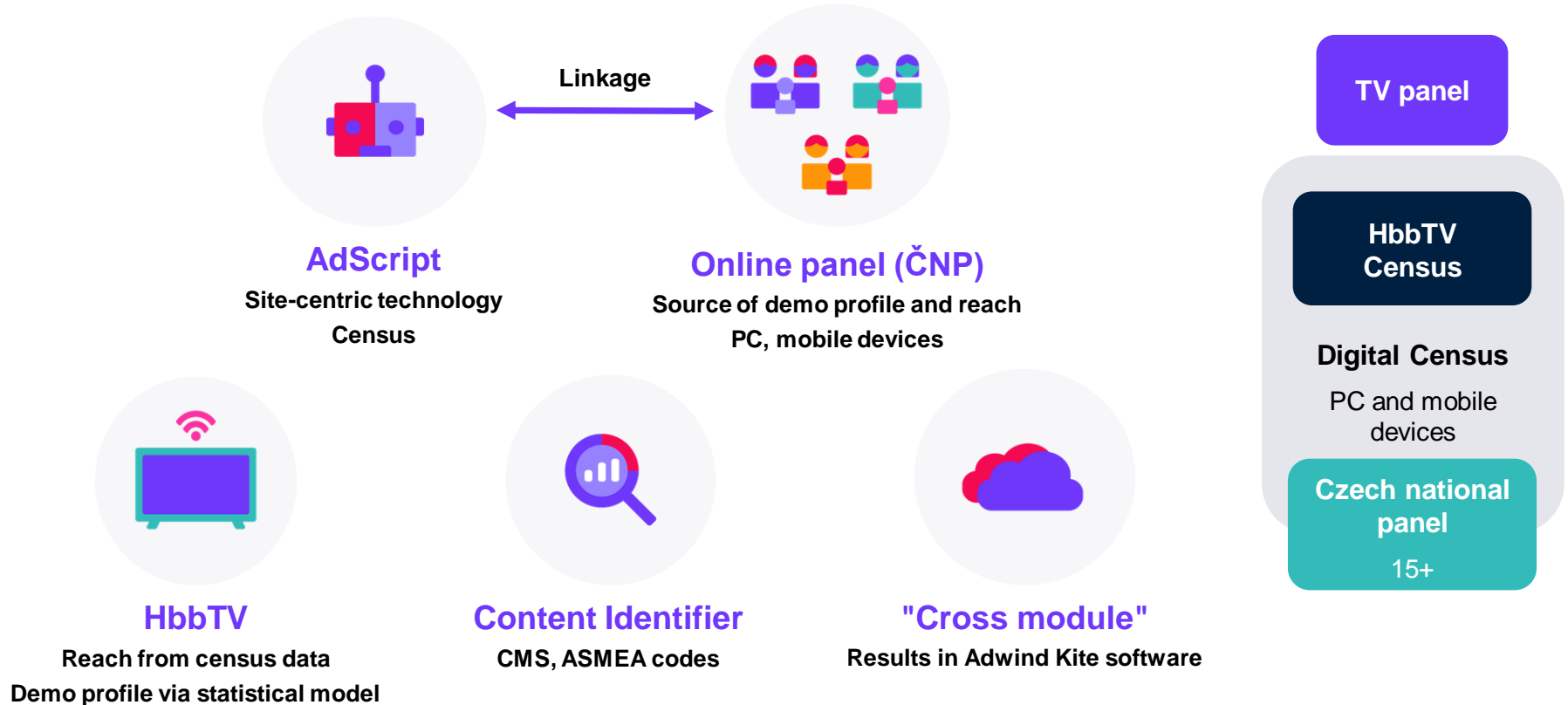
(Arbitrary) User defined target groups for **cross-platform** audience analysis

# AdCross – Methodology

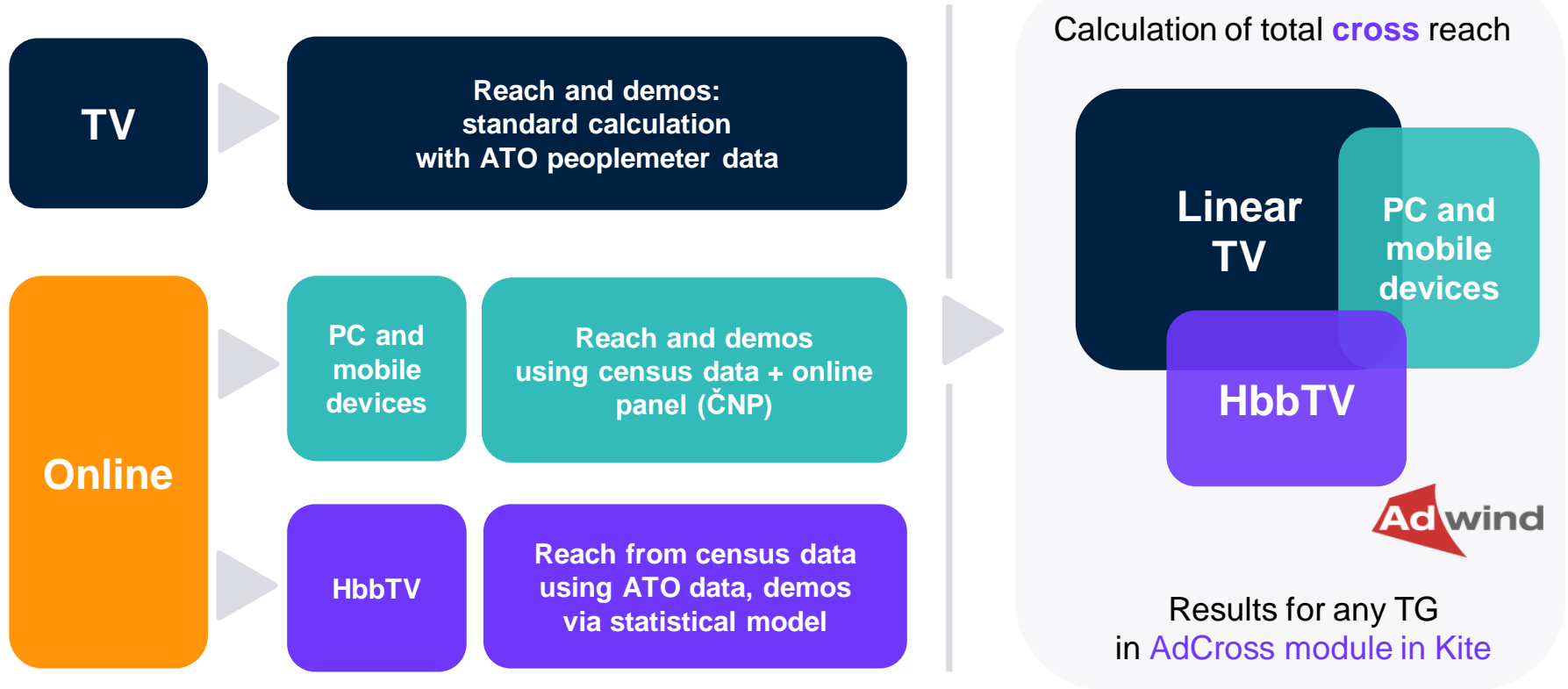
**Site-centric and user-centric  
data complemented  
by statistical modelling**



# Building blocks of AdCross



# Data sources & Calculations



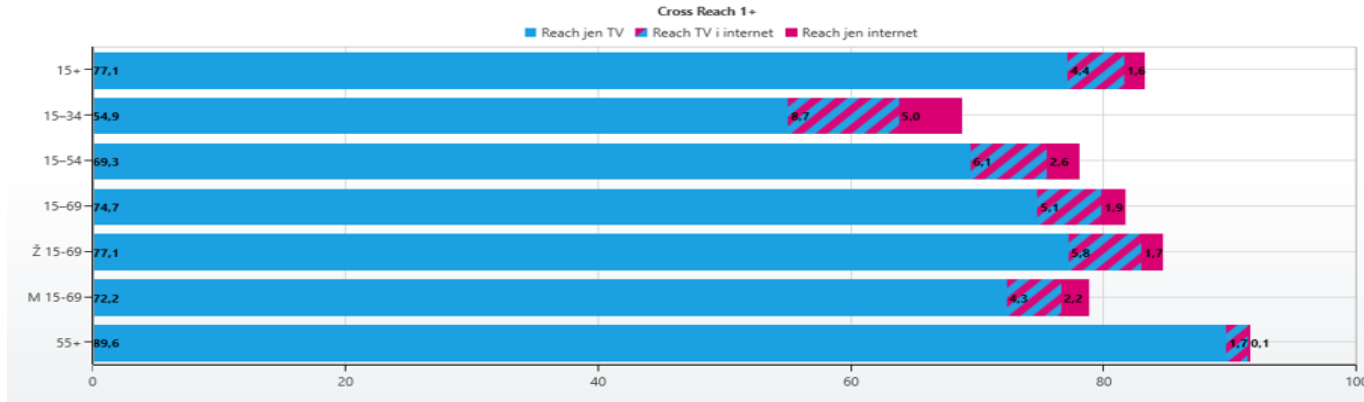
A photograph of a person sitting at a dark wooden table, working on a silver laptop. A coffee cup with a lid and a straw is on the table next to the laptop. In the foreground, a tablet is open, displaying a webpage with a coffee cup image. The background is slightly blurred, showing another person's arm and a necklace. A large purple shape is overlaid on the left side of the image, containing the text.

# Reporting in Adwind Kite All in one place

# Example – AdCross results – Adwind Kite

For ad campaign, we report Impressions, Unique Audience, Reach, TRP and OTS across TV & internet

Cílové skupiny	Projekce	Unique Audience TV	Unique Audience internet	Unique Audience jen internet	Unique Audience TV + internet	Reach TV	Reach internet	Reach jen internet	Reach TV + internet	Imprese TV	Imprese internet	Imprese TV + internet
15+	8 949 245	6 184 451	1 334 102	477 371	6 661 821	69.11	14.91	5.33	74.44	35 868 840	2 949 830	38 818 670
15–24	960 138	344 205	189 326	117 189	461 394	35.85	19.72	12.21	48.05	1 133 142	376 057	1 509 199
15–34	2 337 635	1 069 009	493 575	262 473	1 331 482	45.73	21.11	11.23	56.96	4 786 398	1 017 329	5 803 727
15–54	5 537 521	3 398 771	1 070 659	421 469	3 820 240	61.38	19.33	7.61	68.99	16 821 690	2 268 973	19 090 660
15–69	7 522 022	5 039 615	1 263 690	462 111	5 501 726	67.00	16.80	6.14	73.14	28 230 970	2 762 554	30 993 520
65+	2 106 622	1 726 802	106 415	22 518	1 749 320	81.97	5.05	1.07	83.04	12 069 160	296 068	12 365 230
M15+	4 372 876	2 738 435	832 496	333 380	3 071 814	62.62	19.04	7.62	70.25	13 163 690	1 823 915	14 987 600
Ž15+	4 576 369	3 446 016	501 606	143 991	3 590 007	75.30	10.96	3.15	78.45	22 705 150	1 125 915	23 831 060



# Reporting in cross module

Unique Audience = Reach 000 1+  
Reach %  
Impression  
TRP  
OTS



TV – TV campaign reach

Internet – Internet campaign reach

Only TV – audience reach only on TV

Only internet – (incremental) audience reach only on the Internet (and not on TV)

TV and internet – overlapping intervention on TV and on the Internet (intersection)

TV + internet – total impact of the campaign by both mediatypes (unification)



Tabular and graphical output  
Any target groups



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