



HBBTV AND GERMANY'S NATIONAL TV MEASUREMENT SYSTEM

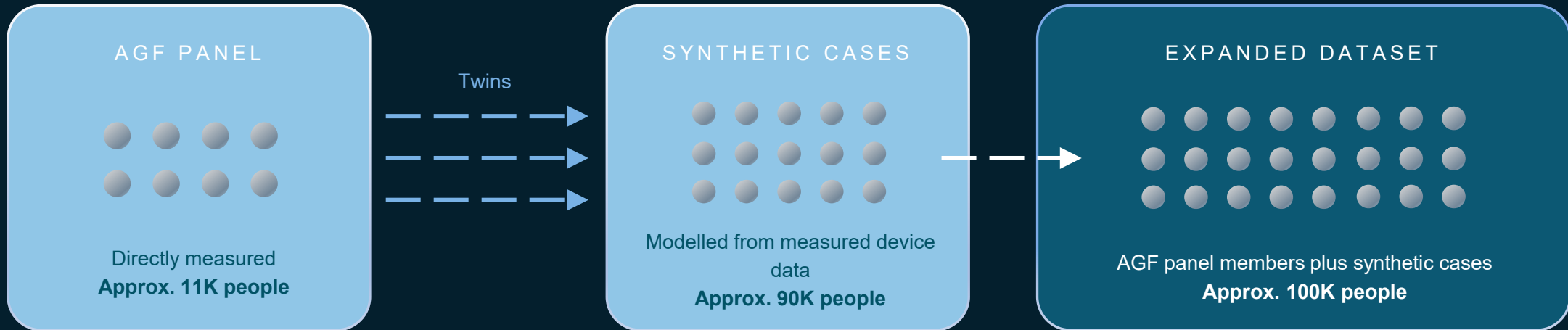
Progress Update: From PoC to Testing

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Presentation refined with AI assistance.

HbbTV Webinar –
Taking Audience Measurement to the Next Level with HbbTV

PANEL MEETS BIG DATA



- Supplementing AGF panel measurement with **HbbTV return path data**
- The AGF panel provides the representative reference for modelling
- Panel members supplemented by **synthetic cases** derived from device data
- Combining **Smart Data & Big Data**

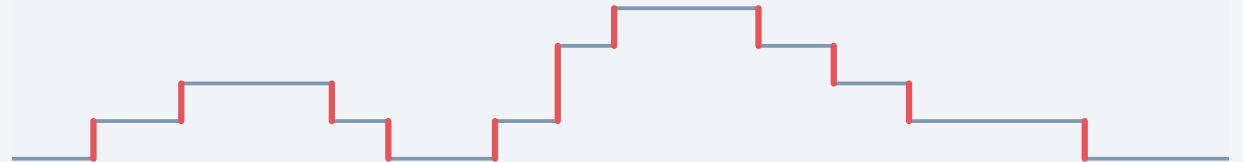
RPD STABILISES AUDIENCE ESTIMATES

- Better representation of fragmented TV viewing
- More stable audience analysis
- **More stable audience curves** for participating channels

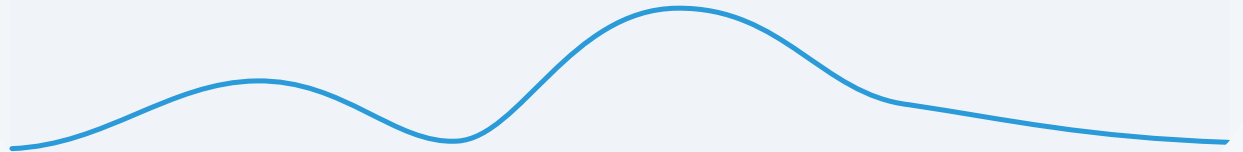
Approx. 60
CHANNELS IN THE TEST

STAIR-STEP EFFECTS IN SMALL-SAMPLE DATA

Today: reported viewing jumps in discrete steps

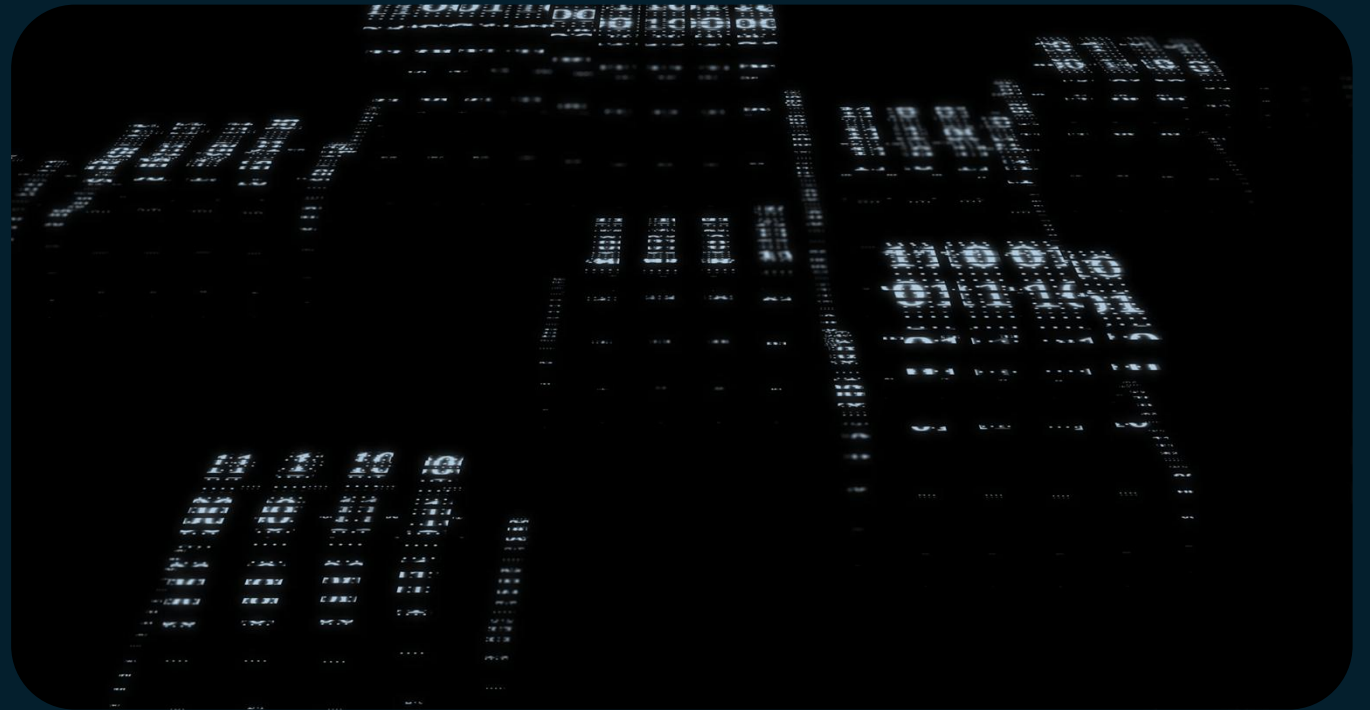


With RPD: a smooth, continuous viewing curve



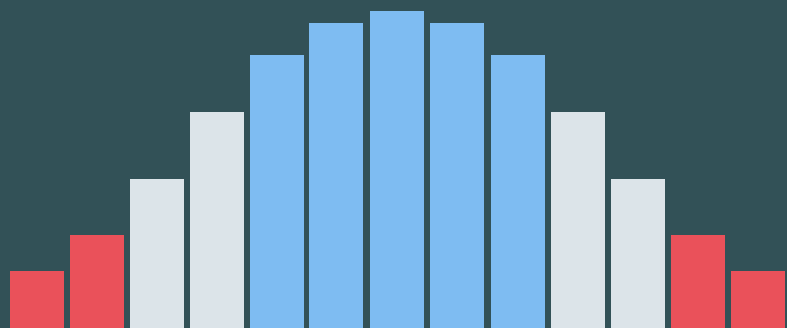
WHERE WE STAND

- Over 10 **model iterations**
- Extensive **changes** to the production system
- **Daily parallel test production, with results available to AGF committees** in a test version of AGF SCOPE
- **Further improvements planned**
- **Device sample expansion** is underway



BETTER COVERAGE OF THE TAILS

DYNAMIC SAMPLE EXPANSION



17M

Devices in Germany with consent for measurement



1.7M

Current 10% sample: suitable matches for typical viewing patterns



≈8M

Temporary expansion to roughly 50% for better matching in the tails

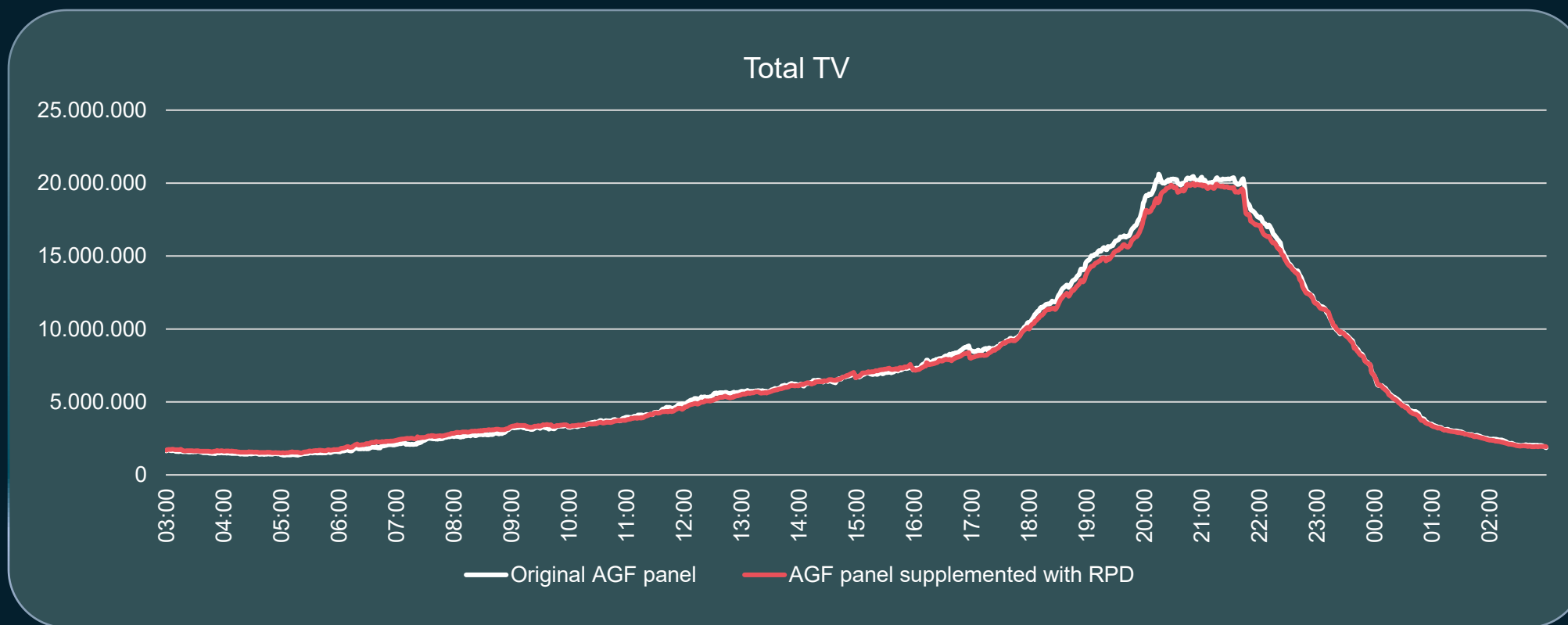


3.4M

Optimised 20% sample retained

A CLOSER LOOK AT THE DATA

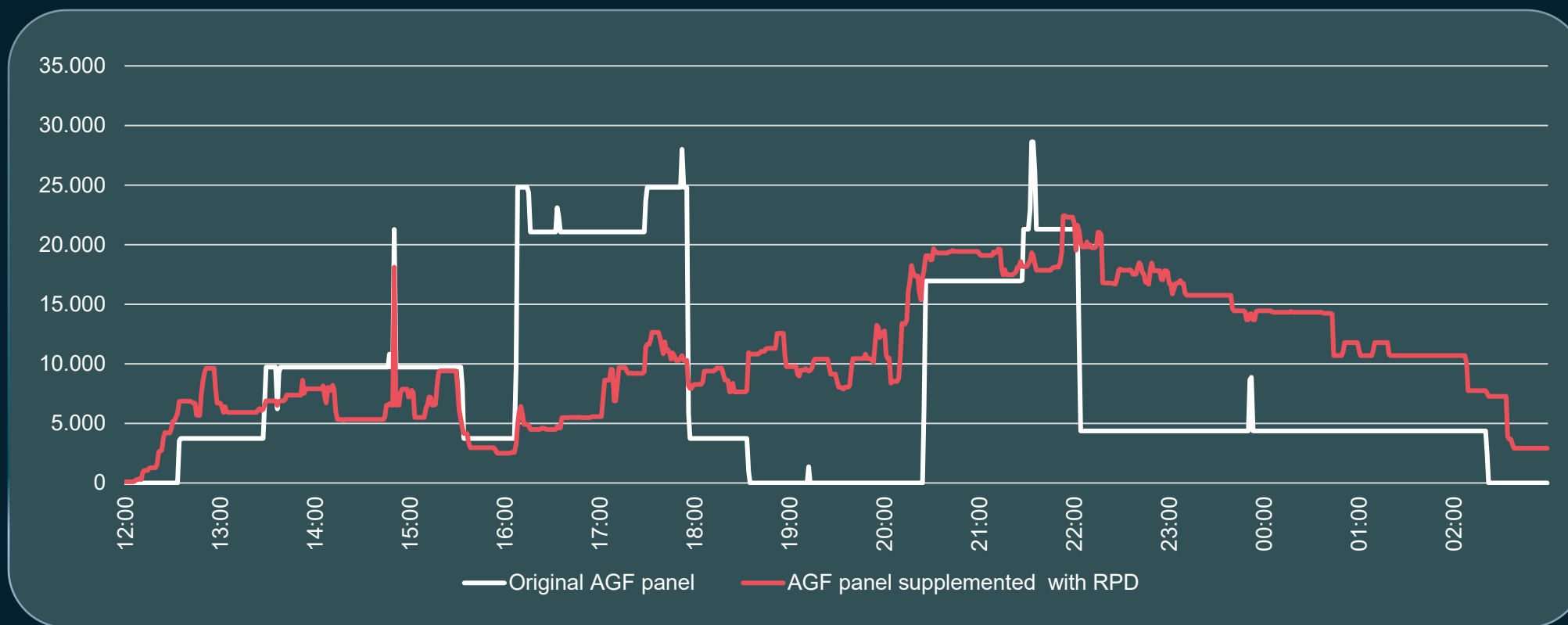
TOTAL TV AUDIENCE ACROSS THE DAY, 17 AUGUST 2026



Source:
AGF Videoforschung, internal RPD
reporting, model 1.2.0

A CLOSER LOOK AT THE DATA

SMALL CHANNEL AND NICHE AUDIENCE: VIEWING ACROSS THE DAY, 17 AUGUST 2026



Source:
AGF Videoforschung, internal RPD
reporting, model 1.2.0

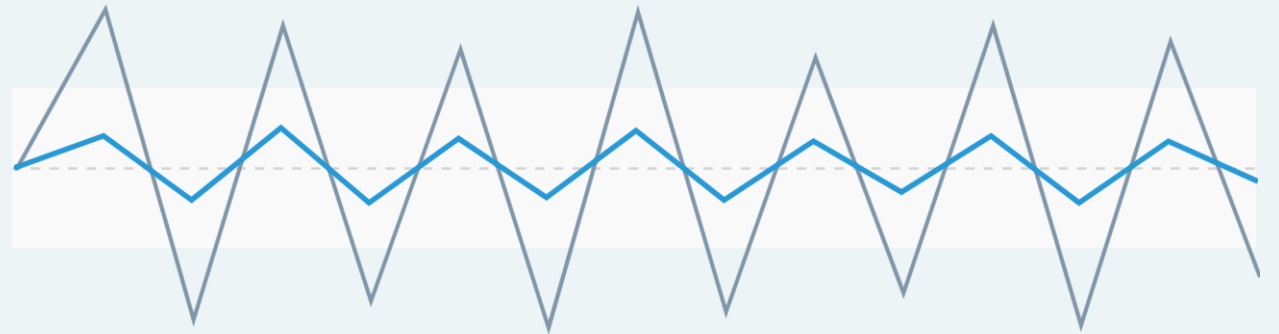
WHAT CHANGES IN THE DATA

- **No fundamental shift** in overall audience patterns
- Changes where **panel sample sizes are small** and estimates can fluctuate more
- Overall: **greater stability** with consistent audience patterns

Consistent audience patterns

→ **More stable estimates**

BROADLY CONSISTENT LEVELS, GREATER STABILITY



Today: sometimes larger fluctuations

With RPD: more stable estimates



THANK YOU