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HbbTV WEBINAR

Building the Future of Media Measurement

Converged audiences • Hybrid measurement • Trusted standards

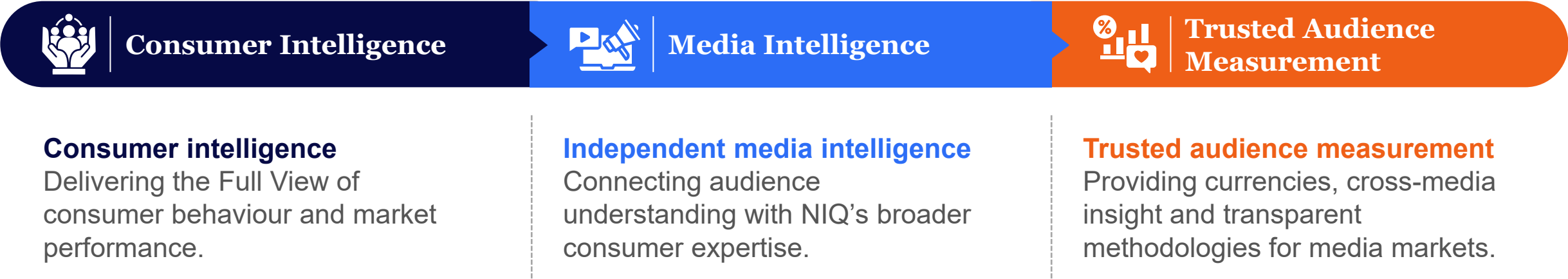
Stefan Schütz

Product Director, NIQ Media Measurement



Connecting Consumer and Media Intelligence

NIQ connects consumer understanding, media intelligence and independent measurement



NIQ connects media exposure with a deeper understanding of the audiences behind the numbers.

The Audience Has Already Changed

People move seamlessly across broadcast, streaming, connected TV and digital video.



One audience

Viewers do not experience separate measurement silos.



Many environments

Linear TV, BVOD, FAST, CTV and online video compete for the same attention.



One market need

A connected view of reach, frequency and engagement.

Measurement must reflect how people watch.

More data. More fragmentation. The same need for trust.

More available data does not automatically create better measurement



Scale

More Data

Large datasets and granular signals



Fragmentation

More Complexity

Different platforms, methods and identities



Trust

Market Expectation

Transparent, reliable and representative

The real challenge: turning fragmented signals into trusted measurement.



Representative panels

Who is watching? Demographics, calibration and population truth.



Large-scale data

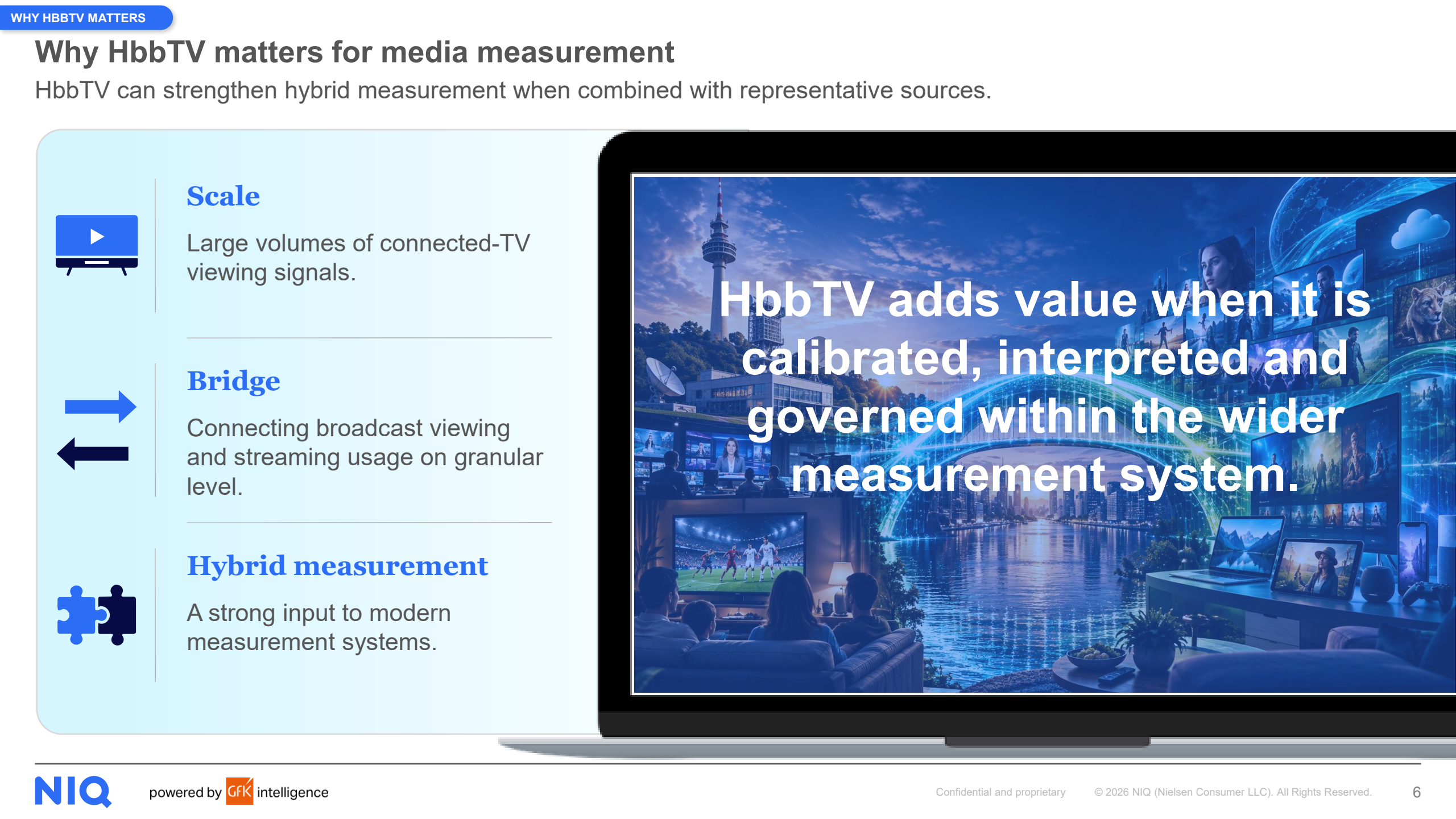
What happens at scale? Granularity, speed and coverage.



Hybrid Methodology

Combine both under transparent methodology and governance.

**Representative + Scalable + Transparent =
Trusted measurement**



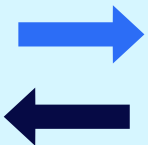
Why HbbTV matters for media measurement

HbbTV can strengthen hybrid measurement when combined with representative sources.



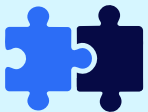
Scale

Large volumes of connected-TV viewing signals.



Bridge

Connecting broadcast viewing and streaming usage on granular level.



Hybrid measurement

A strong input to modern measurement systems.

HbbTV adds value when it is calibrated, interpreted and governed within the wider measurement system.

Trusted HbbTV Measurement Needs Common Standards

Consistent definitions, implementation and validation turn HbbTV signals into trusted measurement.

Common definitions

A shared language for measurement signals and outcomes

Consistent implementation

Comparable technical approaches across devices and markets



Quality and validation

Clear controls for data accuracy and completeness

Transparency and trust

Methods the market can understand and evaluate

Common standards require industry collaboration.

Collaboration is essential to unlock the value of HbbTV

Trusted measurement requires aligned market needs, implementation and methodology.



Market

Define needs and measurement use cases



Industry

Set standards for trust



Technology providers

Translate requirements into interoperable capabilities



Device manufacturers

Enable consistent implementation at device level



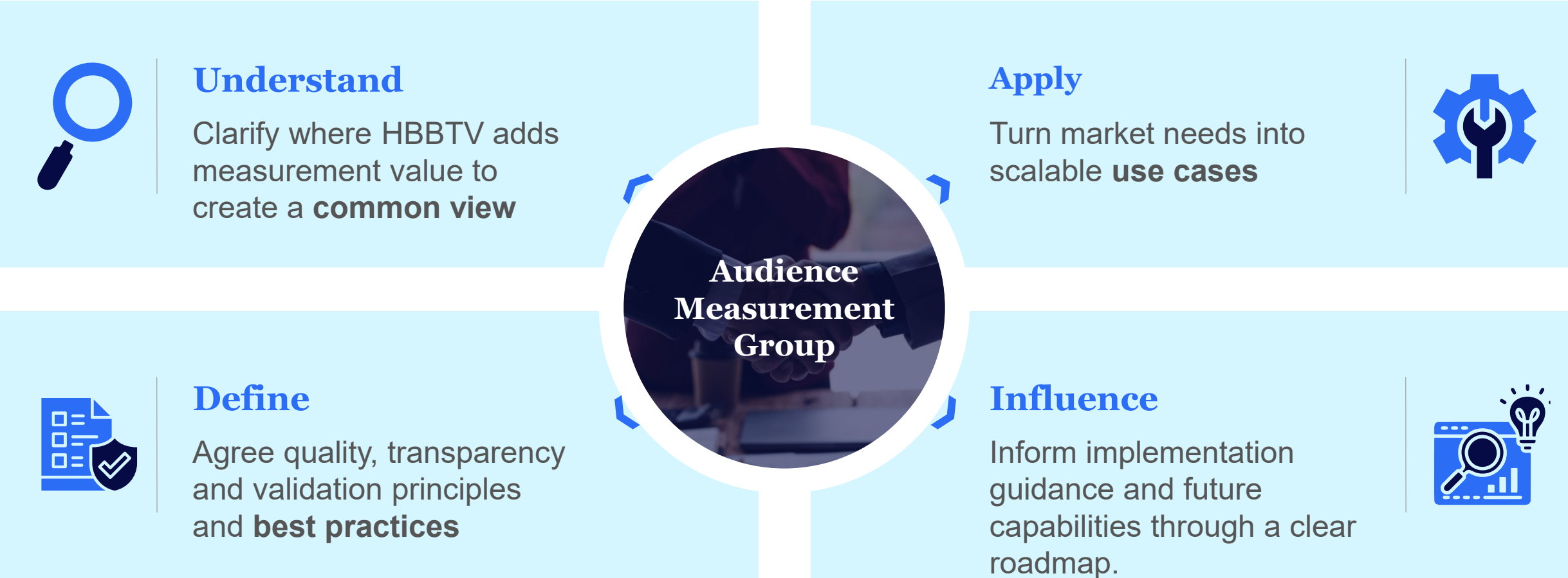
Measurement organisations

Validate signals and connect them to accepted currencies

The HbbTV Association brings the ecosystem together, aligns requirements and supports scalable solutions.

From Collaboration to a Common Measurement Framework

The AMG connects technical enablement with audience-measurement requirements.



The AMG will develop a common framework for trusted HbbTV-based measurement.

**Audiences move across platforms.
Measurement must follow.**

**The goal is not more data,
but trusted understanding.**

**Built through hybrid measurement,
common standards and industry**



Thank you

Let's continue the conversation!

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