Auditing Video Measurement

Robert Ruud, Senior Consultant - Almaty May 2023

Some basic TAM governance types

| Effective Industry Consultation
Meeting total market needs | Full disclosure
Fair and open access |

TAM Governance Types

JIC - Joint Industry Committee
- Formal entity with representatives of broadcasters and agencies, sometimes advertisers.
- "The principle of Effective Industry Consultation is inherent to a JIC"
- Ensures user/customer-led methods and access.
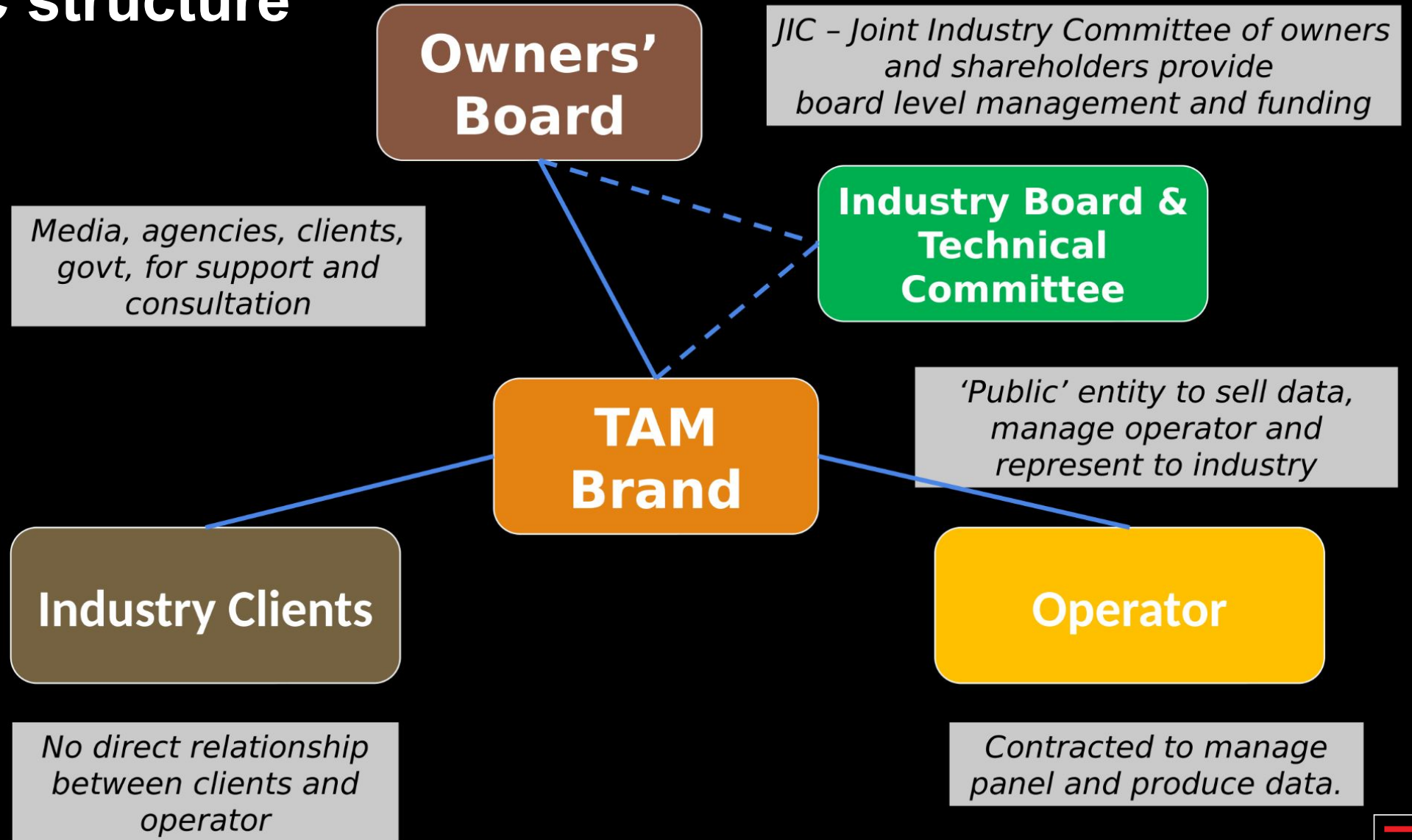
MOC - Media Owners Committee
- Typically broadcasters who guarantee funding and draw up specifications
- Agencies and advertisers play consultative or technical roles.

Owned Service
- Operator or research agency runs the system
- Usually with some certainty of market support and non-competition

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Classic JIC structure

Owners' Board

JIC – Joint Industry Committee of owners and shareholders provide board level management and funding

Industry Board & Technical Committee

Media, agencies, clients, govt, for support and consultation

TAM Brand

'Public' entity to sell data, manage operator and represent to industry

Industry Clients

No direct relationship between clients and operator

Operator

Contracted to manage panel and produce data.

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TAM systems and panel sizes

Country	Universe	Homes	Panel HHs	Panellists	Ratio
Norway	4.6m	2.1m	1060	2,300	1:2000
Czech Republic	9.9m	4.1m	1850	4,500	1:2200
Finland	5.1m	2.2m	1100	2,550	1:2000
Georgia	1.5 m	0.5 m	500	1750	1:900
Saudi Arabia	21.5 m	4.8m	2000	9000	1:2400
Sth Korea	46.2m	17.3m	4320	11,500	1:4000
UK	57.6m	26.5m	7000	14,700	1:4000
Singapore	5.5m	1.23m	1200	4,100	1:1350

Conducting an audit

An audit is to ensure that the market has confidence in the system. A measurement system for television is just like weights and measures. The main purpose is to determine that what is being traded – TV viewership – is being accurately measured.

This also means more complex systems which include streaming and online viewing, using models.

Key areas:

- Pre-Capture
  - Establishment survey
  - Panel selection and recruitment

- Data Capture
  - Metering technologies
  - Channel monitoring and content identification
  - Panel management, compliance and security

- Processing and Output
  - Data collection and processing including quality control
  - Statistical methodologies, weighting, editing
  - Output and results

Ultimately the market agrees that the system can be used as a 'currency'.

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How do we check the system?

Compare known statistics to universe targets and panel design
- Check panel variance from targets
- Independently re-run outputs from raw data and check weighting ranges
- Check panel efficiency
- We share all calculations and scripts as appendixes to the report

Conduct panel visits to check panel management and household compliance

Each market has different concerns
- A key issue is often the possibility of manipulation.
- We look for patterns and clusters in the data as an indicator of unusual behaviour.
- Combination of cluster analysis and plotting of viewing time per channel for the different clusters.

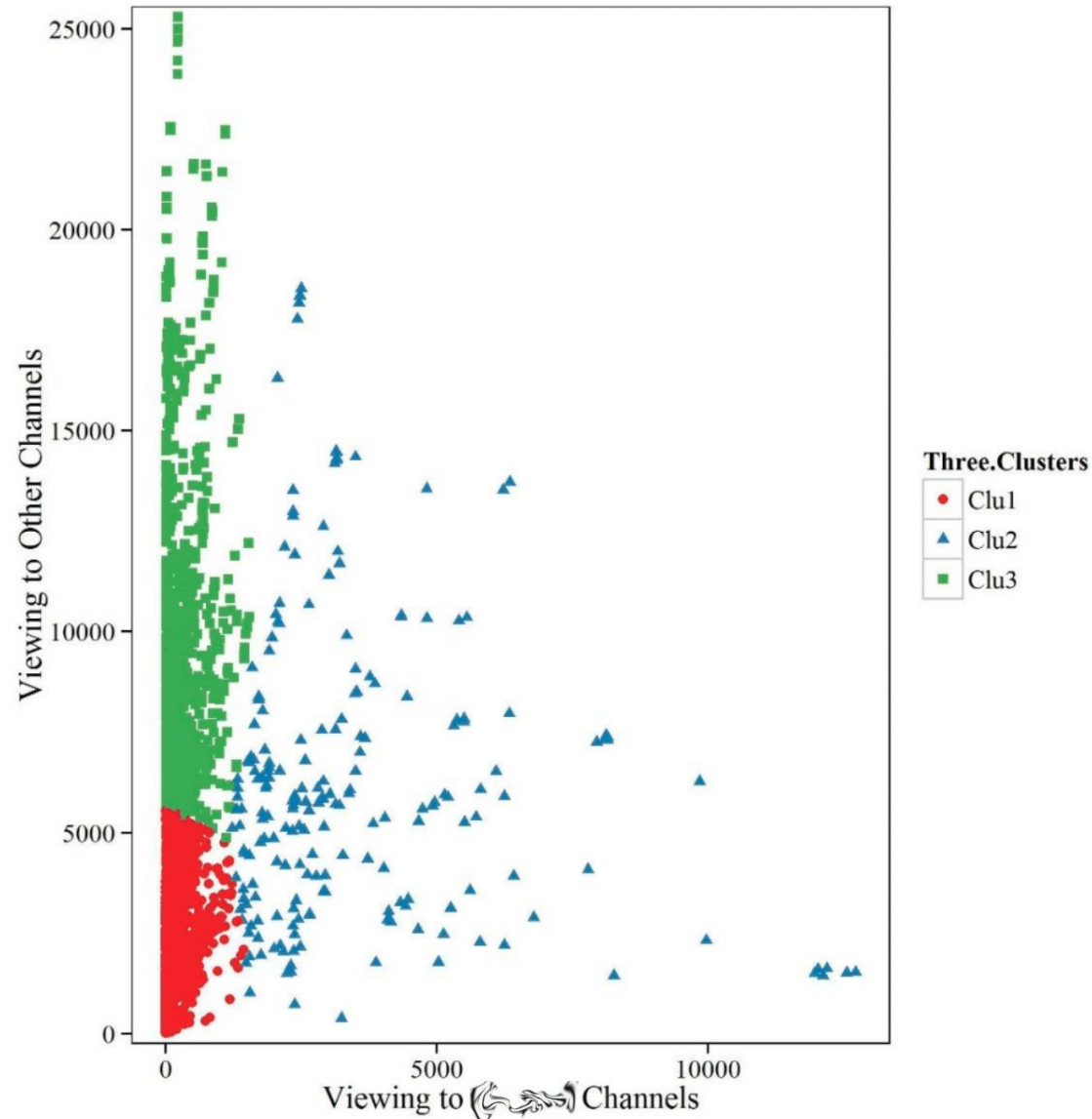EMBA
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K-means clustering, viewing time to channels

Table 1. The cluster groups

		N	% of Combined	% of Total
Cluster	1	3146	68,0%	52,6%
	2	230	5,0%	3,8%
	3	1249	27,0%	20,9%
	Combined	4625	100,0%	77,4%

Table 2. Viewing to ▨▨▨ channels and all Other channels in different clusters

		Viewing minutes Other channels	Viewing minutes ▨▨▨ channels
Cluster	1	2165	104
	2	6533	3470
	3	9790	275
	Combined	4441	318

Plotting household viewing

Questions:

Robert Ruud

rruud@3m3a.com

3m3a.com

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