

VISTA



# What do we know?

Establishment Survey  
Viewing landscape  
Device ownership  
Broadband  
connectivity  
Set Usage

TAM Data  
Live, VOSDAL  
Day 1-7  
Day 8-28  
Time-shift and  
Catch up  
On TV Set

Total Viewing  
Study

# Where are the gaps?

Formats outside the 28 day window



Non TV set devices

Commercial data outside 7 day window



# Key objective/challenge



Consistent comparable data  
across all devices and formats



# VISTA

The logo graphic for VISTA consists of several overlapping, semi-transparent colored shapes. A central pink square contains a white play button icon. Other shapes include a red trapezoid, a yellow trapezoid, a blue trapezoid, and a light green trapezoid, all arranged in a cluster to the right of the word 'VISTA'.

Stage 1  
Current  
Datasets  
Integrated

Stage 2  
Census Data

Stage 4  
Integration


Stage 3  
Viewer Data

TAM TV Data



## Data Integration

Fusion of current datasets



Stage 1  
Interim planning  
aid



# Stage 2 – Census Data

To deliver: the total number of times that a device accesses programme content and the length of time the content's been watched





To tell us who or how many people were watching we need to gather demographic level data and eventually fuse it with the device based census data



Stage 1  
Current  
Datasets  
Integrated

Stage 2  
Census Data

Stage 4  
Integration

Stage 3  
Viewer Data

TAM TV Data



	April 17	H2 2017	H1 2018	H2 2018	H1 2019	H2 2019	H1 2020	H2 2020	H1 2021
Data integration phase 1									
Data integration phase 2+									
Census data/Player Report									
Viewer Data									
Full Integration									



# Where are we now

## TAM Ireland VISTA Stage 1



## A/V Data Solution 2017 – Interim planning aid

A/V Planning Aid

-TV - -Online-

All Devices All Formats

Existing Databases

### Device and Format

Average daily minutes

Daily, weekly & monthly net reach

Daily, weekly & monthly Incremental reach

In-home and out-of-home viewing

16 trading demographics

TV Households and All Households

# Outputs and Definitions



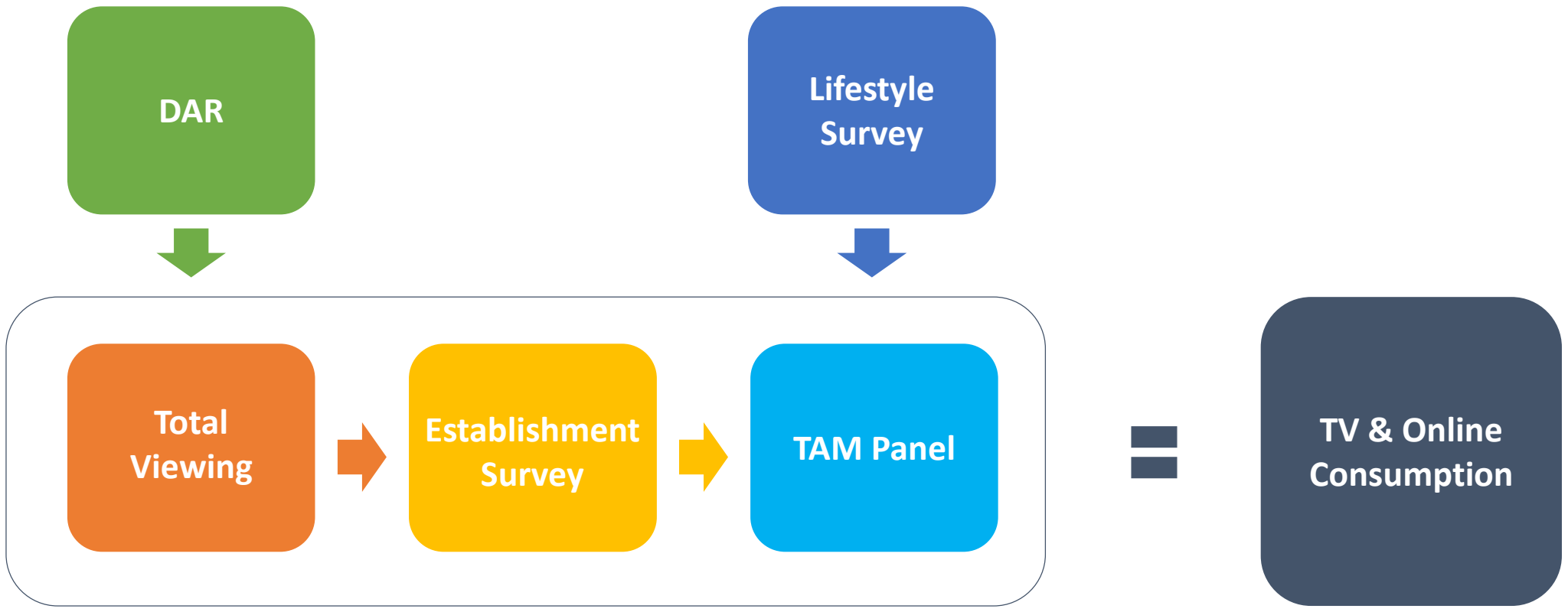
Formats	Description/example
<u>Total Broadcast Content</u>	
Live TV	As per Nielsen/TAM data
Recorded TV	As per Nielsen/TAM data
Broadcast Players	Catch up, on demand
Pay Per View	Movies and Sport
<u>Non Broadcast Content</u>	
Short Form Video	YouTube, Facebook, Vimeo etc.
Stand Alone online video service	Netflix, Apple TV/Now TV/Amazon Prime etc.
Other (incl DVD)	All other streaming, illegal downloads etc
Total A/V Content	All of the above

## Devices

TV In-home  
TV out of home  
PC/Laptop  
Tablet  
Smartphone

# Methodology

## TAM Ireland Data Integration: Fusion Process



Findings from A/V Data Solution 2017  
available to TAM Ireland subscribers  
[info@TAMireland.ie](mailto:info@TAMireland.ie) for more details