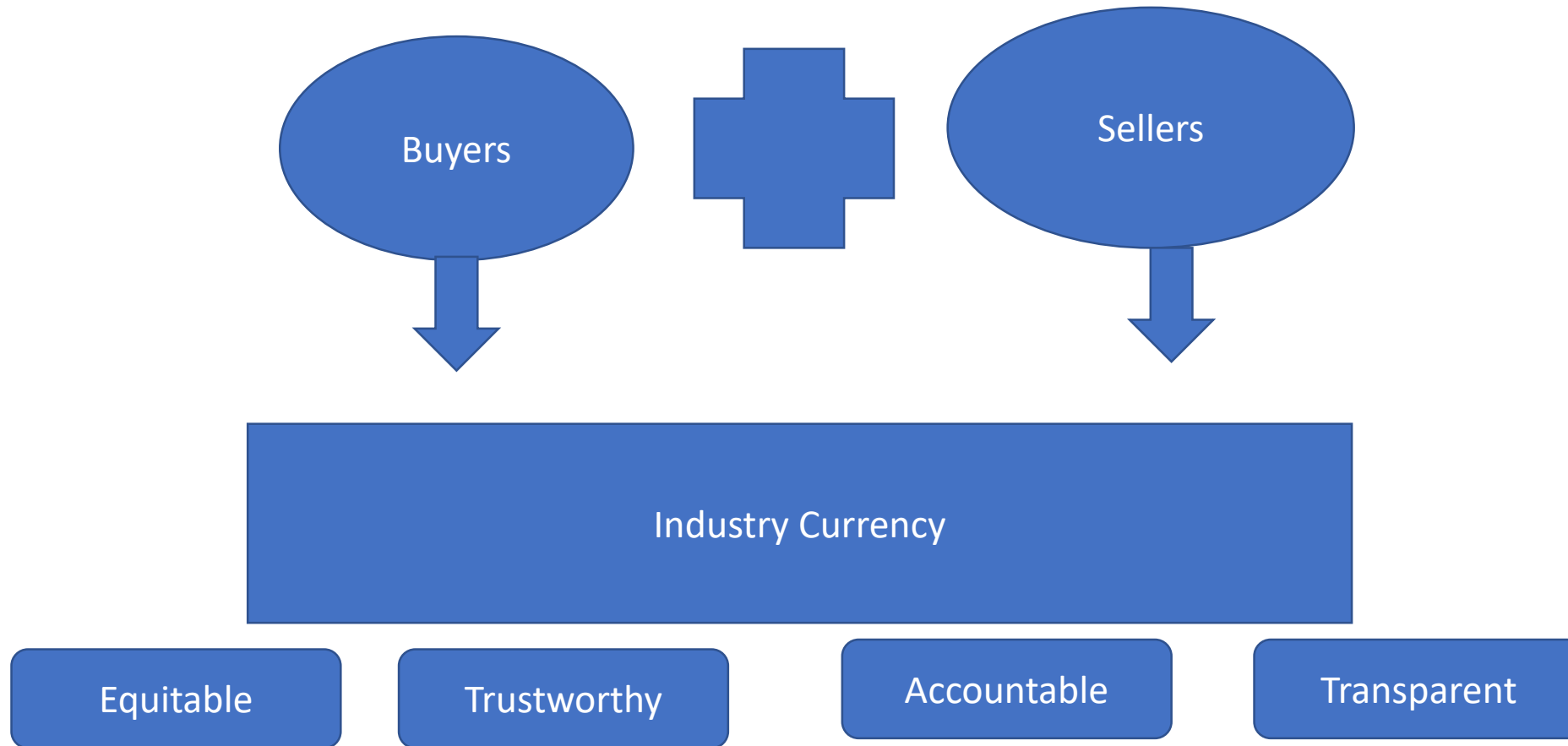




# Are we measuring what matters? The value of a JIC



# Impacts matter

- Impact: time based view

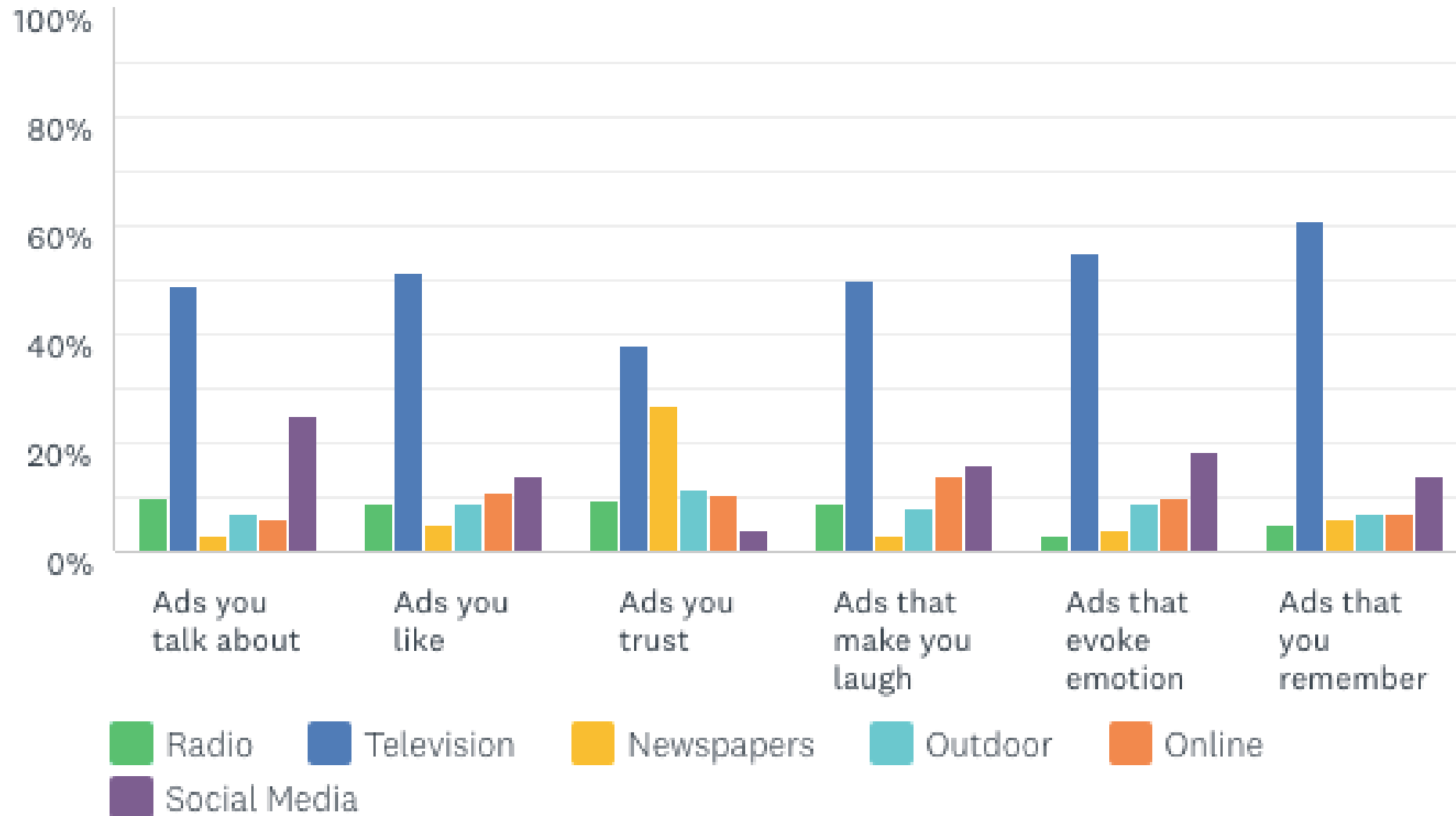


- Impression: no agreed time threshold



# Time Matters

Where are you most likely to find.....

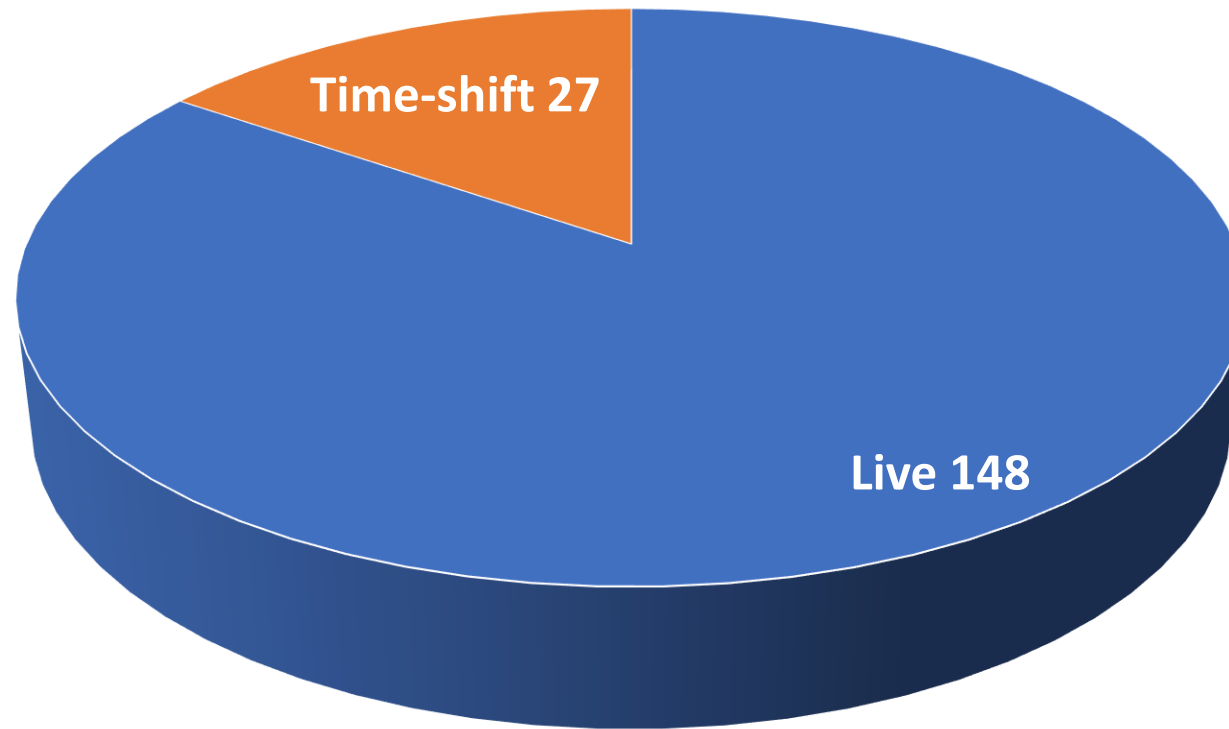




“If something is not attributable  
it doesn’t mean its not valuable”

*Rory Sutherland*

# Live-7 days matters



All adults avg viewing per day 2019 (consolidated, all day, all week) TAM Ireland/Nielsen

# Time-shift Matters.....



## **Handmaids Tale**

69% of 15-34 viewing in Time-shift

32% of 15-34 impacts delivered in time-shift



## **Derry Girls**

82% of viewing occurred in Time-shift

56% of impacts delivered in time-shift



# Reach Matters

- You cannot become a household name by avoiding most households
- Where else will you reach so many people so quickly

ROI Commercial TV channels reach

61.6% every day

84.9% every week

94.4% every month

# Added Value matters



The industry currency allows for the measurement of demographics which then enables trading on target markets.



Industry currency means you only pay for commercials that are seen by your target audience at normal speed.



TV ads deliver far more impacts at a total audience level than you are paying for.



Not wastage - Added value



## Perspective Matters

In 2019 the average person watched 80 hours of linear TV every month – that's equivalent to watching the whole of series 3 of the Crown 8 times over!!!!

But most of all Content Matters



What matters next?

# Streaming meter

- Building a broadband panel
- Sub set of TV panel
- 300 homes
- Currently recruiting
- Every device in the home included



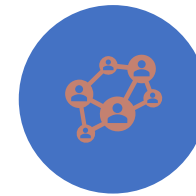
# Streaming Meter – what can it do



Single source  
Live, TSV & Streaming



All devices in the  
home x demographic



Measuring Reach



Total minutes &  
Average minutes



By player type



