Sky Media Ireland - Light TV Viewers

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Entrant details

Company Name   Sky Media Ireland

Entry details

Primary Agency/Company Name   Core Investment / Sky Media Ireland

Summary Paragraph

Audience fragmentation in the broadcast world has seen many viewers migrate to digital forms of consumption. These migrating users are predominantly younger and as a result have become much harder for advertisers to reach via traditional targeting methods. Sky Media Light TV Users offers a new solution to this problem.

Background and Objectives

From studying recent TAM research, Sky and Core identified that while overall Linear TV consumption (minutes per day) has declined significantly over the last 10 years, this is being driven by a specific cohort migrating to digital forms of viewing. It's widely accepted that this cohort consists predominantly of younger demos, who as a result, have become "Light TV Viewers" and therefore more difficult to reach on Linear TV. Until now it has been impossible to identify, isolate and target these viewers with deterministic accuracy. Existing solutions rely predominantly on theory-based methodologies driven by third party probabilistic data, with fragmented delivery across Short-Form and BVoD. These solutions also tend to lack any real connected reach and reporting capability. Valuable insights shared by Core supported our understanding of these being among the biggest challenges faced by brands in this area.

With the above mind, our objective was to create one solution to each of these challenges and more. This solution needed to be industry first and something that could not be replicated by competitors. From an innovation perspective there were regular meetings prior to launch and several versions were proposed to Core before both parties agreed on the final product.

The Strategy

If we were to break our strategy out into The What and The How, this is how it might look:

The What

Based on our understanding of the problem and the technology available to both Core and Sky, the strategy was simple, To build the first "connected" TV offering in the Irish market to bring Light Linear TV Viewers back in to the targeting mix.
This offering would help reduce cost per reach, and cost per incremental reach for brands trying to maximise exposure on TV in an increasingly fragmented ecosystem.

The How

Achieving the above would involve the use of data derived from viewership collected across Sky Media's 16 Adsmartable channels with an initial panel of over 100k users monitored over a 5 month period and segmented into 10 separate deciles ranging from highest to lowest consumers of TV. This viewing data is then scaled up to represent all Sky Households. The audience segments are then refreshed on a monthly basis using a predicter model to determine which decile each Household belongs to. Brands then looking to drive incremental reach to their campaigns could target this Light TV Segment through Sky Media's Adsmartable and BVOD offering in a connected way that could be integrated into their TV campaign. This would allow brands to extend their current TV reach while targeting the hardest viewers.

The Product

A partnership agreement between Core and Sky allowing Core access the Sky Media's hardest to reach and Lightest TV Viewers. Core would have full access to this audience segment to activate it for any clients across their portfolio looking to extend the reach of their TV campaigns via a connection solution. Clients would need to be pre-nominated in advance of AB deadlines so campaigns could be set up and monitored to provide post campaigh analysis and feedback. In terms of results, these campaigns would achieve a lower cost per reach across three a number of key demo's; Ads15-34, Ads 25-44, HKCH & AABC1.

The Plan

A standard TV campaign will select 1000's of spots to try and deliver a campaign, by selecting a high volume of spots the hope is that you will reach your target audience and grow reach. The standard TV approach works to a certain degree but there is a element of probability at play that the correct and unique HHs will be reached. The LTV Targeting addresses the specific HHs that the campaign wants to reach, and the LTV creative is sent to that HHs Sky Box via satellite. The LTV creative waits until the HHs is watching Live TV and then delivers the LTV ad to the HH, a Sky delivery operation team manages the AdSmart/ LTV campaigns and applies reach & frequency caps to each campaign to ensure we deliver the campaign in full. With the reach & frequency caps, if a HH doesn't see the LTV ad at the first attempt we can try again multiple times in a day until the Ad is seen

The process of campaign set up and execution was as follows:

Step 1: Identify the key clients within the Core portfolio facing the challenges we outlined. Usually the biggest spenders on TV, this gave us an indication of demand in terms of brand count and spend. The size of the challange for Core and size of the prize for Sky if you will.

Step 2: Identify and isolate the "Lightest TV Viewers" on the Sky platform. This involved, utilising first party, logged in data from our set top boxes to segment our entire audience into 10 deciles, ranging from highest to lowest. We then built a "Custom Attribute" target group, consisting of the lowest 2 deciles so we could target them on Linear TV and BVoD. These segments are updated monthly in line with most recent viewership data.

Step 3: Working with Core AV team, we built a proposal that could be presented easily to client. This raised awareness of the problem and how it could be solved. Demand followed with a number of clients commiting to up-front investment very early in the process.

Step 4: These clients are nominated within AB deadlines and campaigns booked via Caria. Once received, these campaigns are set up and post campaign analysis reports requested from our UK Data Analytics team.

Step 5: Campaigns are monitored as delivered in line with traditional AV campaigns across Linear TV, Adsmart and BVoD.

Step 6: Post campaign analysis run upon campaign completion with report sent to client showing delivered reach on TV, Adsmart and BVoD broken out by platform with incremental reach clearly illustrated.

The Results

With high expectations, we were confident that this partnership would deliver best in market results for and that thankfully, this was the case. Key performance deliverables were as follows:

• 100% Big Screen Delivery
• 100% Viewability
• 100% Completion Rate
• 100% User Initiated VoD Only
• 100% Audio On
• 100% Brand Safety
• 100% On Target Delivery
• Premium Content Across 40 Channels
• Zero Clutter
• Between 5-10% Incremental Cover Points On Each Campaign

The results really were outstanding and to put the icing on the cake, our theory that targeting Light TV Users would drive incremental cover was proven. Taking Nestle as an example, you can see the results illustrated in the Videos and Images Section but this campaign delivered:

• An additional 10 points of cover was delivered on top of Nestle's traditional Linear TV campaign by targeting Light TV Users (Ads 15-34 Base)
• Cost per incremental cover point was reduced by 75%
• Total cost per cover was reduced by 30%

The partnership also led to a significant six figure incremental investment locked down by Core with Sky Media. Core clients also received access to a media first in the Irish market. David Mulligan, Cores Head of Programmatic & Performance described the partnership as a massive success, setting the bar for proven solutions to migrating audiences in the AV space.

Client Involvement

As this is a Core Investment deal, Core tecnically are the client in this case so regular monthly meetings are put in place where we discuss the following:

1. Post campaign analysis from previous month
2. Audience size and composition
3. Clients active in the following month
4. Budget approved
5. Long-term and short-term commitments from clients
6. Client objectives and expectations from each campaign
7. Creative and programming requests

We have the process in a place now where it's fully streamlined and almost automated.