

## Management Summary

### HiRes TV, TAM, Hybrid Panel: Basic idea and concept

Set-top box (STB) data of the major television providers in Switzerland essentially consist of switch-on and switch-over data of the devices capable of receiving digital television. The Media Science Commission (MWK) is assessing the idea and operational implementation of supplementing this data with existing household and personal data from the Mediapulse TV panel and merging it into a hybrid panel in an innovative, pertinent and forward-looking manner for digitised television consumption research.

### Quality criteria and scope of the audit

In addition to the question of whether HiRes is conceptually suitable for mapping television consumption in Switzerland more accurately in small areas, target groups and at off-peak times, the MWK is examining the reliability, validity and unbiasedness of the methods used (1) in dealing with the STB data and (2) for merging the data sets into a hybrid panel.

### Processing of set-top box data

Set-top box data contains switch-on, switch-off and switch-over cycles with a much higher resolution than the TV panel measurement, but at the STB level and not at the person level. The STB data selection mechanisms are the best possible selection method within the constraints of data protection, available information on households and technical circumstances. The stability of data supply is high, and data preparation is conservative, sensible, correct and fair.

### Fusion: matching, boosting and weighting

The MWK considers the processing of the STB data through to the modelling of person-specific consumption data and subsequent fusion with the TV panel data to be sensible and correct. The use of machine learning methods is appropriate and state of the art. The MWK considers the unchanged weighting of the TV panel to be statistically conservative and, given the importance of the TV panel as a 'source of truth', logical.

### The hybrid TV panel: fairness, reliability and validity

The hybrid panel has statistically higher measurement accuracy than the conventionally measured TV panel. Nevertheless, the results are displayed with the measurement accuracy of the TV panel. The MWK commends the cautious approach to the results. The hybrid panel measures coverage fairly, reliably and validly. The granularity of the reported consumption activities is higher.

### Quality control and documentation

Comprehensive documentation with all relevant decision parameters, operationalisations and audit algorithms was provided to the MWK for the audit. An online documentation on the current handling of STB data is continuously maintained and expanded. Daily data checks ensure that TV consumption in Switzerland is also represented reliably and fairly in the hybrid panel. MWK welcomes the structure of KPI-based monitoring for long-term analyses and granularity analyses.

### Final evaluation

Overall, the result of this audit is positive. The approach to the hybrid TV panel is innovative, and its implementation has been prudent, appropriate and – with regard to the formulated goals – successfully implemented. The accuracy of the TV consumption measurement in Switzerland was increased without compromising the validity, reliability and fairness of the coverage. The quality controls and the documentation of the technical-methodical processes are comprehensible and understandable. The MWK was informed and involved in an exemplary manner at all times.