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Mediapulse Replay Ad Measurement

Methodology Factsheet

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1 Introduction

The following document describes the methodological design for measuring the reach of replay video ads. The purpose of this document is to provide a generally understandable and comprehensible explanation of the methodological principles of measuring replay video ads. This will enable data users to properly comprehend and evaluate the collection, processing and quality of the survey data.

2 Object of the survey

Replay video ads are an innovative form of advertising in the Swiss TV market in which, unlike existing forms of TV advertising, advertising clips are not displayed in the programme stream of TV channels (advertising blocks) and consumed by all viewers of the programme (one to many), but can be displayed via digital distribution channels whenever a TV programme is accessed by an individual viewer on a time-shifted basis (start ad) or fast-forwarded (one to one).

The measurement of replay video ads serves two primary objectives:

- The representative logging of all replay video ad contacts and their aggregation to the established TV campaign parameters of net reach, contact frequency and contact duration.

- The combinability of replay video ad measurement with the measurement of conventional TV ad blocks on a net level with the aim of convergent campaign reporting across old and new forms of advertising.

In order to achieve the second objective in particular, the intended measurement is carried out within the existing TV measurement system and is oriented towards the established survey standards of TV research.

3 Universe

The universe of replay video ad measurement corresponds to the universe of the TV survey. This TV universe comprises the permanent resident population in Switzerland aged 3 and above in private households with an operational TV set. Collective households are excluded.

The size of the TV universe is recalculated at the beginning of each calendar year.

The basis for the calculation of the TV universe is the survey data of the Establishment Survey conducted by Mediapulse as well as official population figures from the Swiss Federal Statistical Office (SFSO).

4 Methodological design

The methodological design of replay video ad measurement is based on the following three central elements:

1. The survey is based on the hybrid TV measurement panel, with which Mediapulse has been providing the official usage data for the Swiss TV market since the summer of 2022. This hybrid TV measurement panel combines the usage measurement of the representative TV measurement panel operated by Kantar with the detailed usage information of a virtual set-top box panel for which Mediapulse is responsible.

2. The measurement of contacts with the replay video ads within the virtual set-top box panel is done by assigning the replay video ads distributed by the replay ad platform (RAP) to the set-top boxes that are included in the virtual set-top box panel.

3. The measurement of contacts with the replay video ads within the TV measurement panel is carried out using so-called watermark technology.

Linking the measured replay video ads contacts in the TV measurement panel and in the virtual STVB panel is then done in the logic of the hybrid TV survey.

5 Basis of data collection for replay video ads measurement

Information on the hybrid TV measurement panel as the survey basis for replay video ads measurement can be found in the methodology for the Television Audience Measurement System (TAM System) provided by Mediapulse AG.

6 Methods of data collection for the replay video ads measurement

6.1 Measurement of replay video ads in the virtual set-top box panel

The basis for measuring replay video ads in the virtual set-top box panel is information provided by the replay ad platform delivering the replay video ads. Among other things, this information shows the ad format of the advertising campaign, the time it was delivered to the set-top box, the distributor, and the channel and genre environment in which it was played. Using a matching algorithm, Mediapulse can transfer this information to all set-top boxes within the virtual set-top box panel. As a result, Mediapulse disposes of comprehensive information on all replay video ads played in the virtual set-top box panel.

6.2 Measurement of replay video ads in the TV measurement panel

In order to identify the contacts of the panel members of the TV measurement panel with distributed replay video ads, all ads on the ad delivery page are coded with a watermark. The TV measuring devices installed in the TV measuring panel can identify this code when it is delivered within a panel household. As a result, information on when a replay video ad was watched by which persons in the household in which programme context is obtained. However, the campaign to which the ad belongs remains unidentified. In order to identify it, Mediapulse applies statistical modelling using the information provided by the replay ad platform as an outside input to estimate pre-probabilities for the occurrence of specific ads under certain conditions using a so-called naive Bayesian network. Based on these pre-probabilities, the advertising campaign to which the replay video ads identified by watermark are assigned is then determined.

The combination of watermarking and statistical estimation described above also provides the TV measurement panel with complete information on all replay video ads displayed by the panel members.

7 Hybridisation and provision of replay video ad measurement data

Linking the replay video ad measurement data from the TV measurement panel with the replay video ad measurement data from the virtual set-top box panel again follows the logic of the hybrid TV measurement system. The result is a separate data set with the replay video ads contact data for all panel members of the hybrid measurement panel. This data set is produced daily and – analogous to the traditional TV data – delivered with a delay of one week to the planning and booking tool of the TV marketers, where it is then linked with the performance values of the traditional forms of advertising as the basis for convergent campaign reports.