Mediapulse Streaming Measurement

Methodology Factsheet

August 2023

Contents

1. Introduction

The following document describes the methodological design of the Mediapulse Streaming Data survey, which will be made available to the market in the form of a paid Dashboard from April 2023. The purpose of this document is to provide a generally understandable, transparent explanation of the methodological principles of the Streaming Data, on which the research process is also based. This will enable data users to properly comprehend and evaluate the collection, processing and quality of the survey data.

2. Object of investigation

With the Streaming Data, Mediapulse tracks the consumption of video and streaming platforms within private households in Switzerland. The sampling process logs the consumption of these platforms across all end devices (TV set, PC [desktop, laptop], tablet, smartphone), but not the consumed content itself. The Streaming Data conforms to the existing parameters of Mediapulse TV Research and is therefore representative of people aged three and over who live in Swiss private households with at least one operational TV set. It should be noted that, as with the TV Data, the Streaming Data tracks at-home consumption only: any streaming offerings consumed outside the household are not considered.

3. Universe

The Streaming Data universe comprises the permanent resident population in Switzerland aged three and over in private households where there is an operational TV set. Collective households are excluded.

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

The basis for the calculation of the 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 the Streaming Data is based on two core elements:

- the TV measurement panel operated by Kantar Media on behalf of Mediapulse AG as the basis of the survey;
- the router meter (Focal Meter) installed in the TV measurement panel as the basis of the technical sampling.

5. TV measurement panel

5.1. Panel recruitment

A household Panel that is representative of the defined universe and can demonstrate valid, reliable and objective platform consumption data, is recruited as the basis for the sampling.

The basis for the recruitment of the Panel households is the address pool of households surveyed in the Mediapulse Establishment Survey.

Panel households are recruited by phone or in writing.

Recruitment takes place continuously throughout the year.

When recruiting the Panel, no households are systematically excluded within the defined universe.

5.2. Panel size and structure

The Panel is composed of a quota sample at household level with unequal representation of the language regions.

The net size of the Panel on any one day is at least 1870 households. These are split between the three language regions (subpanels) as follows:

– German-speaking Switzerland: 1,000 households

– French-speaking Switzerland: 600 households

– Italian-speaking Switzerland: 270 households

The Panel is recruited in the three language-region subpanels according to the following household characteristics:

– Households per language region (German, French or Italian)

– Number of TV sets (1, 2, 3 or more)

– Household size (1, 2, 3, 4, 5 or more persons)

– Presence of children aged 0 to 14 years (yes/no)

– Reception platform (IPTV, cable, satellite/terrestrial/app)

– Households per elementary zone (EZ)

The elementary zones (EZ) result from the overlap of the coverage areas and the language regions.

The specifications for the Panel structure are recalculated at the beginning of each calendar year, in exceptional cases also halfway through the year.

5.3. Ensuring Panel quality

Kantar Media verifies the net size of the three language-regional subpanels before each data release. If the contractually agreed net size is not reached, Mediapulse is informed immediately.

Kantar Media is concerned to ensure the high compliance of Panel members. This includes the correct instruction of Panel members, the ongoing surveying of compliance-relevant behavioural indicators, the tracking and timely adjustment of changes in demographic or technical characteristic data, and the identification and prevention of data manipulation by Panel members.

Kantar Media produces continuous reports on the most important quality characteristics, which it also verifies every working day.

5.4. Technical sampling

The methodological basis for the collection of the Streaming Data is the installation of a measuring device, a router meter (also called Focal Meter) in the households of the TV measurement panel. This sampling device makes it possible to identify all internet-enabled consumer devices in the Panel households; to track access and consumption in the household of certain specific online offerings defined using a filter list (whitelist); and to associate the consumption of this platform (time and duration of consumption) with the individual Panel members.

The router meter identifies the consumption of the individual platforms. For each of the platforms in the whitelist, Kantar Media includes a list of URLs, which are then tracked by the router meter.

5.5. Ensuring the technical sampling quality

During the initial installation in the Panel households and on each subsequent visit to the household, Kantar Media follows a standardised test procedure to verify that the platform consumption is being properly detected on all devices to be sampled.

In addition, the URLs listed for each platform are checked cyclically by Kantar Media and any missing URLs are added to the list and obsolete URLs are removed. It is thus possible to ensure that the sampling catches every instance of consumption in the Panel for each platform.

5.6. Data processing

In the course of the data processing, the platform consumption data collected via the router meter is merged with the user data of the Panel members that own the online device in question, via a link to the device ID. The data is then adjusted, weighted and extrapolated to the universe.

A daily weighting procedure is applied at the person level in the Panel. The target specifications for the weighting cells are determined as part of the calculation of the universe. Mediapulse and Kantar Media agree jointly on the weighting cells and their characteristics.

5.7. Ensuring the quality of data processing

Kantar Media verifies the data processing is being performed correctly every working day with multiple quality checks. The consumption sequences tracked in the technical sampling are supplemented with the characteristics of the corresponding panel members, which is requisite for the data verification, weighting and extrapolation of the sampled consumption.

Kantar Media verifies the weighting every working day.

6. Data release

The Streaming Data is released quarterly in summarised form in the Streaming Data Dashboard on the 20th of the month following the end of each quarter. If this date falls on a weekend or public holiday, the data will be provided on the next working day.

The following four screen layouts are available in the Dashboard:

– Quarterly Report: Permits in-depth analyses and comparisons with a focus on a freely selectable quarter. Different target groups (gender, age) can be selected. The analyses can also be carried out for the different devices (All Devices, Big Screen, everything except Big Screen, PC, Tablet and Smartphone) with different parameters (Net Reach, Rating, Viewing Time, Exposure Time) and for all language regions.

– Quarterly Development: Permits the analysis and observation of changes over the longer term. The quarters to be compared (multiple selection possible) can be freely selected. Analyses are also possible for the different devices, with the existing parameters and for all language regions.

– Monthly Development: Permits the analysis and observation of changes over the medium term. The months to be compared (multiple selection possible), language region and parameters can be freely selected.

–   Daily Development: Permits the analysis and observation of short-term changes. The analysis period can be freely selected via a date range control. It is also possible to select the language region and the parameters to be analysed.

All screen layouts contain a graphical and a tabular representation. The data can be exported in CSV or Excel format. The Dashboard contains relevant information about the product as well as information about the Dashboard itself.