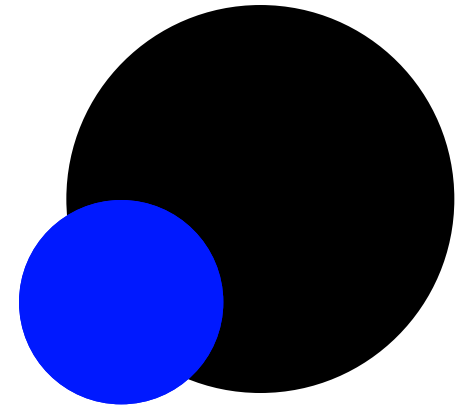
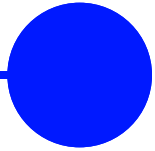


Who wants to get incremental TV reach?



TV measurement hot topics



New devices to watch TV program and video

Cross platform measurement

WFA initiative

Participation of AVOD platforms to the measurement

>> BUT, TV viewing is also out of home and specifically during major global and national events



Include TV out of home measurement : an international trend

KAZAKSTAN

2008

CANADA

2009

FRANCE

March 2020

USA

April 2020

POLAND

September 2021

FINLAND

2017 : TV viewing in
secondary homes

INDIA

2018 : TV viewing in bars and
restaurants – Ad hoc reports

2023 : Core service

RUSSIA

2019 : TV viewing in
secondary homes

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Benefits of TV out of home measurement



Russia

Datcha measurement: **+ 22% rating** in July-August versus at home measurement only for Moscow inhabitants

July-August 2022 / Penetration of Datcha among Moscovites: 47%

India

Cafes and restaurants: **+ 4% daily reach** **+20%** during the Indian Premier league

March 20th-October 8th 2023

Canada

Average TV daily reach : **65% including 14% out of home reach**

Sept 2022-Aug 2023

France

Average out of home TV duration: **9%** of total TV duration

Jan-Oct 2023

5,7 millions out of home TV viewers during the 2023 FIFA World Cup Final – **24%**

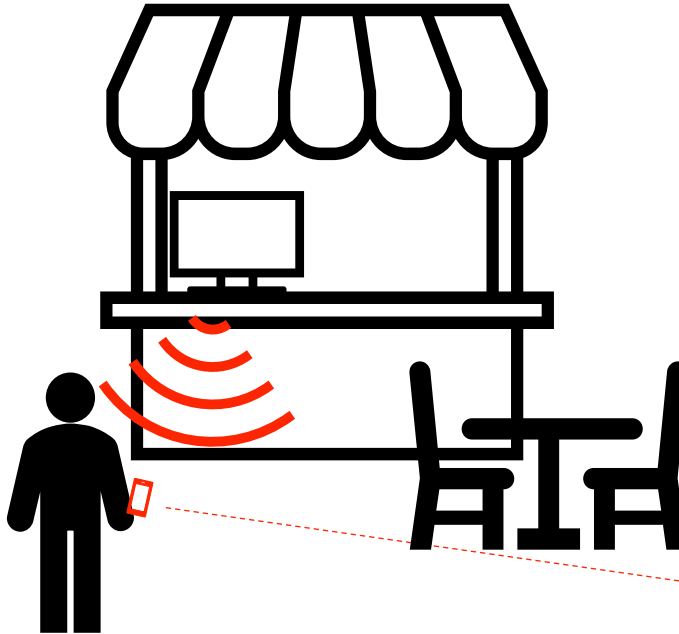
Technological solution based on the Polish example

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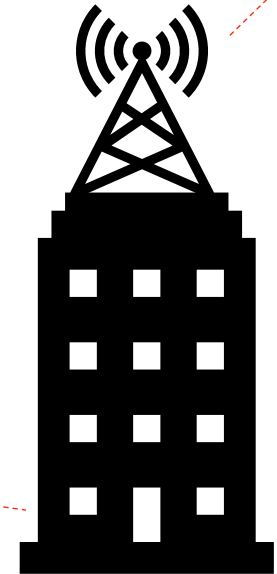
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At Home



Out of home



TV signals

Gemius

Collection of the TV signal of 172 measured TV channels

Comparison with the sound captured by panelist smartphones

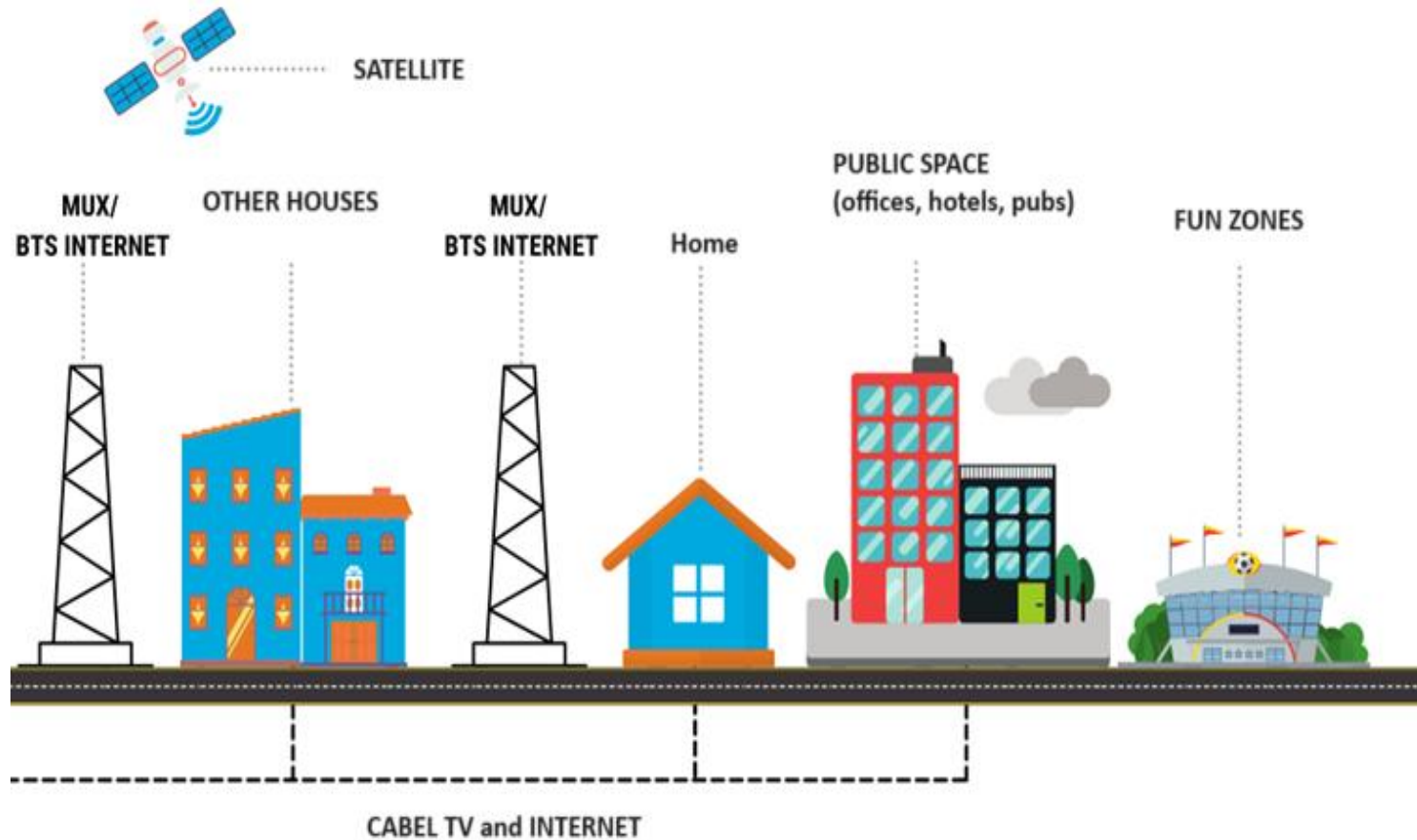
Fusion of both measurements

Scope of Gemius research in Poland

TV OOH as a part of XMM

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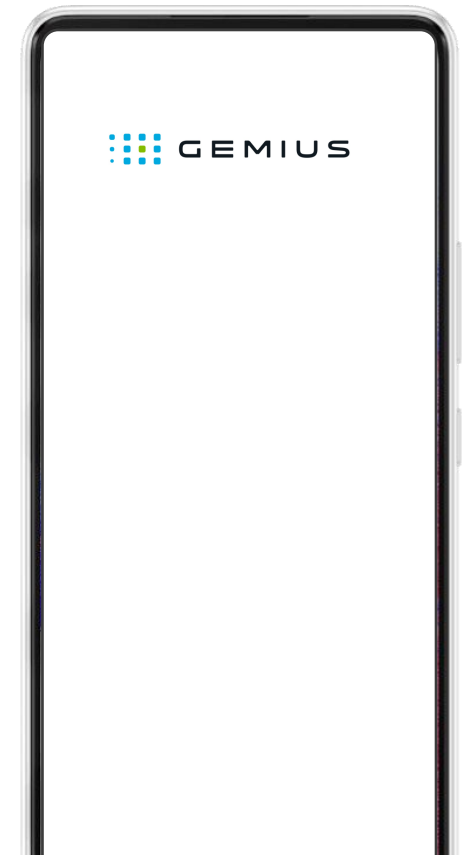
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- Total Population 7 - 75
- TV, Radio & Internet
- Any locations
- All broadcast sources
- Video, Audio and Display ads
- Single-source panel
- Integrated with DAR Radio research

Mobile Phone as a personal meter

- Each panelist equipped with a smartphone with metering components installed on OS level – full control of the device
- Gemius is the owner of the smartphone – benefit for the panelist who can also keep it after 2 years contract
- Panelist must put his own SIM card – Gemius meter as primary smartphone of the panelist
- 172 TV & 203 Radio channels measured by audio matching technique
- Home / OOH classification of panelist location based on GPS and known WIFI networks – no possibility to turn off location monitoring
- Measurement of ads contacts in mobile browsers and mobile applications of global OTT platforms: YouTube, Facebook, Instagram, TikTok





Attention points

1. Representativeness of the panel
2. Active participation of the panelists
3. Identification of out of home versus at home panelist locations
4. Characteristics of the portable meter (dedicated device, smartphone...) to ensure the reliability of the measurement
5. Reliability of the portable meter to detect and attribute the TV channels on-air
6. Accuracy of the fusion process to merge at home and out of home measurement

Are you ready to catch all audiences of the next major events?



Thank you



Olivier Daufresne

Associate Director

odaufresne@cesp.org

Emil Pawlowski

Chief Product Officer

emil.pawlowski@gemius.com

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