

## Agenda

1. **Interface report module**
  - Providing gold standard reach result for TV and Online combined
2. **AdvantEdge on fusion spot data**
  - Spot classification – whether the spots aired on TV, online or both
  - Profiling the audience. Viewers watching the online components (the young viewers)
3. **AdvantEdge on fusion Program data: non-linear and online only channels**
  - Explanation and profiling on the content
4. **K2 on online channels**
  - Explanation on how the planning tool now can optimize on TV channels in combination with separate online channels

# 1.1 Interface module – demo new report Interface

- A add-on module
- Gives you gold standard reach result for TV+Online combined

The screenshot shows the AdEdge Reports interface. The main window displays a 'Fusion report' configuration form with the following fields:

- Report: Fusion spot report module
- Description: Holland Fusion spot report module
- Period: 1729
- Target: << 1 target
- Brand: << 1 brand
- Type: Com
- Channels: << 17 channels
- Device: << 1 device
- Activity: << 1 activity

The 'Output selection' section includes:

- Include spot list
- Brand split: -none-
- Period split: -none-
- Channel split: Channel

The 'Define Table' dialog box is open, showing options for table configuration:

- Channel Group Split
- Spot Duration Split
- Show Sample / Universe
- Show Members Reached
- Populate All Columns/Rows
- Include Header
- Collapse Twin Spots
- Total Figures
- Sub Total
- Decimals: 1
- Rating Type:  Unweighted,  30" eqv.

Buttons at the bottom include 'Clear Form', 'Load Report: Test Dove', 'Save Report', 'Revert to Default', 'Save as User Default', 'Save as System Default', 'Directory: \\tsclient\C\Temp', 'Launch Excel', and 'Run'.

The screenshot shows an Excel spreadsheet with the following data:

Time	Period	Channels	Brand	Device	Activity	Number of
7 september 2017, 14:47:07	2017-07-11 [1729]	Ster Online, NPO 1, NPO 2, NPO 3, RTL Online, RTL 4, RTL 5, RTL 7, RTL 8, RTL Z, RTL Lounge, RTL Crime, SBS 6, Net 5, Veronica, SBS9, SBS Online	Dove	TV+Online	Live+Vosdal+TSV1-6	495
A6+						
Zender gro	Zender	Kdh% A6+	Kdh000 A61+ (%) (25 1+ (000) (2 Gem. Freq.	Duur_gem A6+		
NPO 1	23,1	3613,4	12,7	1992,8	1,8	25,0
NPO 2	2,8	445,2	2,8	434,1	1,0	25,0
NPO 3	0,6	101,7	0,6	89,3	1,2	25,0
Sub Total		26,6	4160,3	14,8	2324,7	1,8
RTL 4	65,4	10238,2	26,8	4198,9	2,5	22,1
RTL 5	12,5	1960,8	8,6	1343,7	1,5	20,6
RTL 7	12,0	1874,3	7,7	1198,6	1,5	22,8
RTL 8	16,5	2582,5	8,9	1401,3	1,8	21,0
RTL Crime	1,0	163,2	0,8	132,4	1,3	22,6
RTL Lounge	0,4	65,8	0,2	37,8	1,7	21,1
RTL Online	3,0	465,2	1,7	268,6	1,8	20,0
RTL Z	6,7	1042,6	3,1	486,0	2,1	21,1
Sub Total		117,4	18392,7	42,3	6622,4	2,8
SBS 6	25,3	3967,9	11,6	1824,8	2,2	23,6
SBS 6	55,3	8654,6	22,5	3522,2	2,5	22,9
SBS Online	1,9	290,7	1,2	189,7	1,6	19,8
SBS9	5,7	892,1	2,8	444,3	1,9	22,9
Veronica	10,5	1650,6	7,2	1130,3	1,5	22,6
Sub Total		98,7	15455,9	33,2	5206,2	3,0
Total		242,7	38008,9	57,6	9019,0	4,2

## 2.1 AdvantEdge on fusion data - Spot classification

- Unique spot classification

AdvantEdge Fusion ex - 21-08-17 -> 27-08-17 - Holland Fusion [CET]

Spot List | CrossTab

Doelgroep	Spots in tv en fusie	Spot Classification	Zender	Variabele			
				Kdh%_cum	Aantal		
A6+	NPO	TV & Online	NPO 1	6.545,5	3.417		
			NPO 2	2.120,0	3.246		
			NPO 3	1.068,3	1.756		
		TV Only	NPO 1	165,3	46		
			NPO 3	26,2	27		
			NPO 2	13,8	22		
		Online	Ster Online	12,8	295		
			RTL	TV Only	RTL 4	7.478,5	5.735
					RTL 7	1.934,6	4.045
	RTL 8				1.374,5	2.979	
	RTL 5			1.093,5	2.700		
	RTL 2			565,3	4.720		
	RTL Crime			105,3	3.666		
	Online		RTL Online	53,2	1.012		
			TV Only	RTL Lounge	20,3	2.827	
	SBS	TV Only	SBS 6	4.824,9	4.537		
			Net 5	2.236,7	4.575		
			Veronica	1.340,5	2.185		
			SBS9	429,8	2.907		
		TV & Online	Veronica	82,7	92		
			Online	SBS Online	20,8	520	
		BrandDeli	TV Only	Sanoma Online	10,1	324	
				TLC	994,8	4.905	
				Discovery Channel	809,0	4.010	
	Comedy Central			694,3	3.979		
	ID			451,1	2.975		
	Fox			356,5	5.272		
	24Kitchen			294,7	3.978		
	Nickelodeon			271,0	1.691		
	Eurosport			262,0	2.621		
	MTV			231,4	4.020		
	TV & Online	FOX Sports 1 Eredivisie	222,8	1.259			
		FOX Sports 1 Eredivisie	47,8	492			
		FOX Sports 3 Eredivisie	32,7	292			
		TV Only	FOX Sports 3 Eredivisie	23,2	1.015		
		FOX Sports 5 Eredivisie	5,7	595			
		Online	BrandDeli Online	5,1	208		
	TV & Online	FOX Sports 5 Eredivisie	4,7	252			
	Total	Total	Total	36.229,3	89.197		

## 2.2 AdvantEdge on fusion data – Profiling (coca cola)

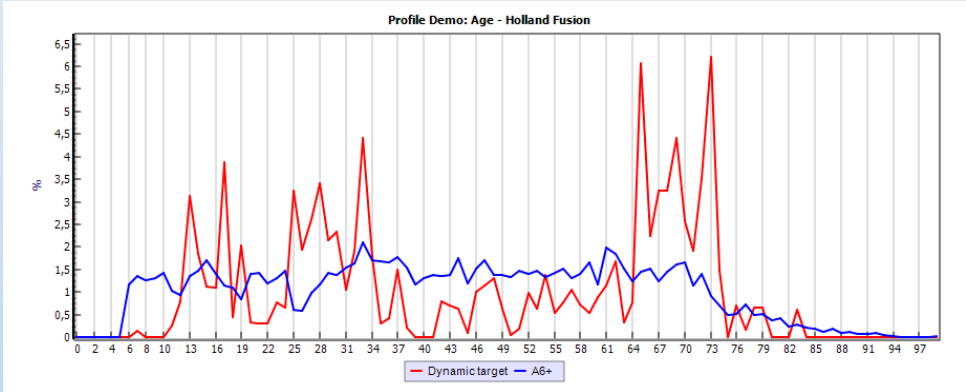
- A campaign profil for Coca Cola conclude that the audience that saw the coca cola campaign is younger for spots classified as Online spots then for TV Only.

2.2 AdvantEdge on fusion data – Profiling (coca cola) - 14-08-17 -> 27-08-17 - Ho

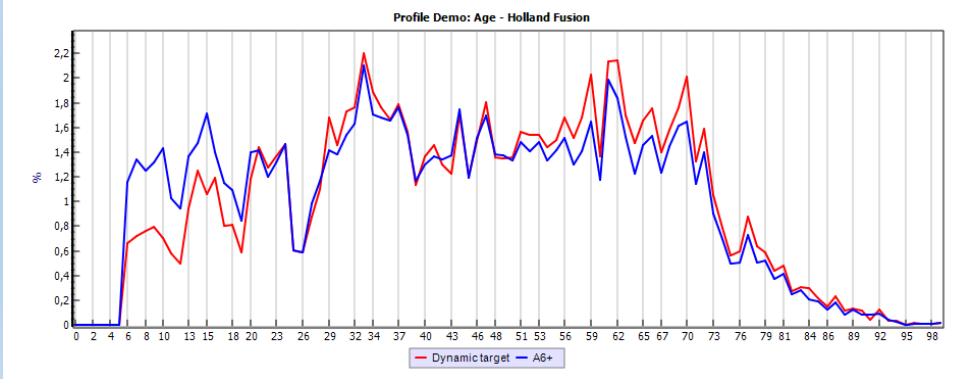
Spot List   CrossTab   R&F Chart

			Variabele	Universe
			Kdh%_cum	Aantal
Doelgroep	Advertiser	Spot Classification	Nat[Kijktotaal]	Nat[Kijktotaal]
A6+	Coca-cola	Online	1,5	82
		TV & Online	6,1	63
		TV Only	599,4	1.749
Total		Total	607,0	1.894

### Online



### TV Only



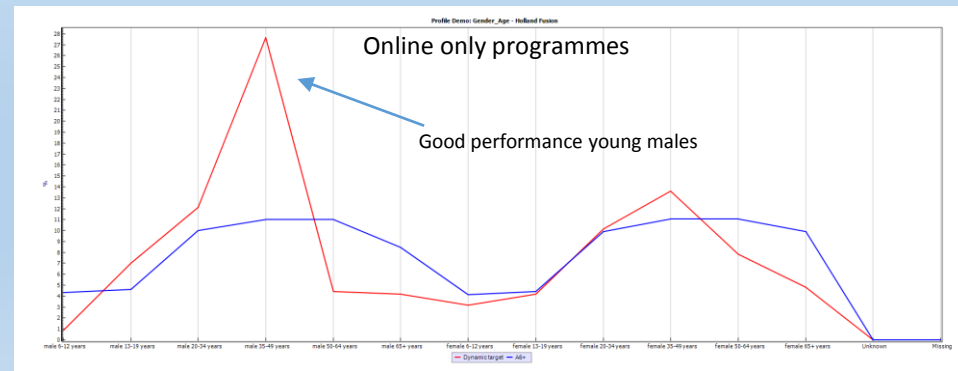
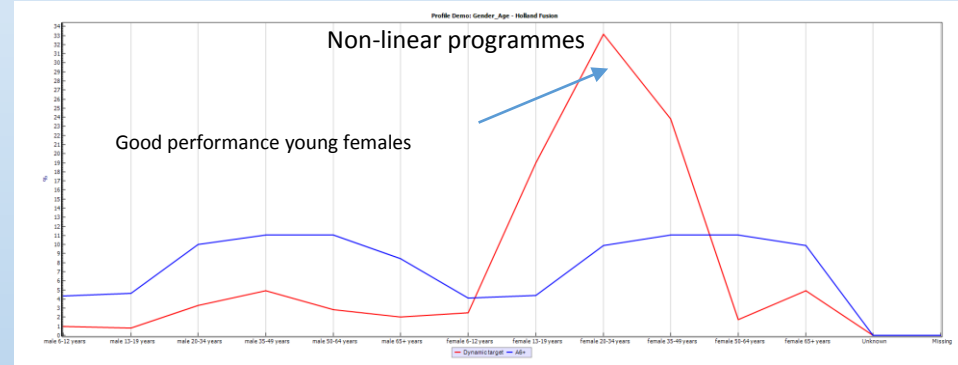
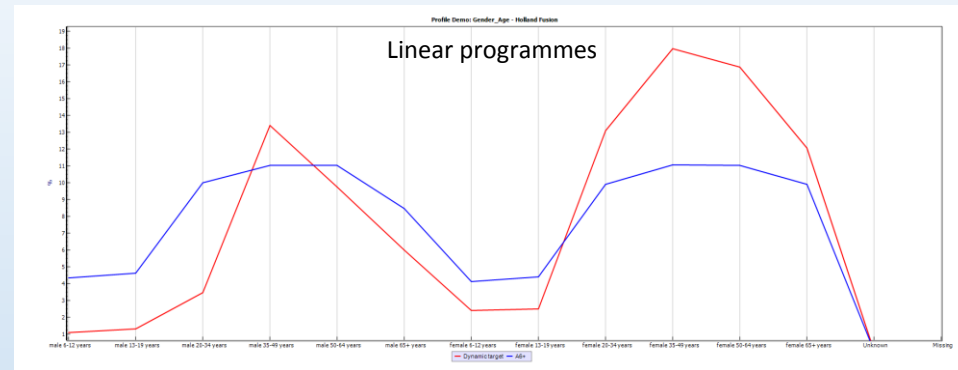
# 3.1 Program data online

- Non-linear programmes
  - The non linear programs are “old” programs (beyond 28 days)
- Online only programmes
  - Online only programs are exclusively online content. It is not similar to a specific TV broadcast. It can be related to TV content, for instance a fragment of a show or extra material for a specific title.
  - The “goede tijden slechte tijden” example is a fragment or extra material from the TV show Goede tijden slechte tijden (the duration is also shorter than a normal episode).

Program report - 21-08-17 -> 27-08-17 - Holland Fusion [CET]

Program List    CrossTab

Doelgroep	Zender	Titel	Duur	Variable	Universe
				Kdh000	Aantal
				Nat[Total]	Nat[Total]
A6+	RTL 4	Goede tijden slechte tijden	00:22:00	322	1
			00:23:00	191	7
			00:24:00	176	2
			Total	200	10
	Non Linear Programmes	goede_tijden_slechte_tijden	00:23:08	0	1
			00:23:12	1	1
			00:23:16	1	1
			00:23:38	1	1
			00:25:31	2	3
	Total	1	7		
Online only programmes	goede_tijden_slechte_tijden	00:01:20	3	1	
		00:02:01	2	1	
		00:02:50	2	4	
		00:15:23	1	1	
		Total	2	7	
Total	Total	Total	108	24	



## 4.1 K2 optimization on TV and Online

- Showing optimized channel split for TV and Online channels
- Overview for channels/channelgroups
- Reach by channels/channelgroups
- Unique reach by channels/channelgroups

K2 Result of Optimization

Results Monte Carlo Cover Guide Graphical Section Decay

<b>Veronica</b>	<b>7,8</b>	
All day	7,8	
<b>RTL Lounge</b>	<b>0,1</b>	
All day	0,1	
<b>RTL Crime</b>	<b>0,6</b>	
All day	0,6	
<b>SBS9</b>	<b>2,1</b>	
All day	2,1	
<b>RTL Z</b>	<b>2,5</b>	
All day	2,5	
<b>RTL Online</b>	<b>4,6</b>	
All day	4,6	
<b>SBS Online</b>	<b>1,0</b>	
All day	1,0	
<b>Ster Online</b>	<b>1,7</b>	
All day	1,7	

Unique reach by channels	
	15+
	Reach (%)
<b>NPO 1</b>	<b>11,2</b>
<b>NPO 2</b>	<b>1,6</b>
<b>NPO 3</b>	<b>1,1</b>
<b>RTL 4</b>	<b>7,9</b>
<b>RTL 5</b>	<b>0,8</b>
<b>RTL 7</b>	<b>1,6</b>
<b>RTL 8</b>	<b>0,7</b>
<b>SBS 6</b>	<b>1,8</b>
<b>Net 5</b>	<b>1,0</b>
<b>Veronica</b>	<b>1,3</b>
<b>RTL Lounge</b>	<b>0,0</b>
<b>RTL Crime</b>	<b>0,0</b>
<b>SBS9</b>	<b>0,3</b>
<b>RTL Z</b>	<b>0,3</b>
<b>RTL Online</b>	<b>0,9</b>
<b>SBS Online</b>	<b>0,2</b>
<b>Ster Online</b>	<b>0,4</b>

Unique reach by channel group	
	15+
	Reach (%)
<b>SBS</b>	<b>4,9</b>
<b>STER</b>	<b>16,9</b>
<b>RTL</b>	<b>15,0</b>