

Data Interoperability and New Media

Life after Set Top Box Data

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Media & Entertainment Services Alliance
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Viewing has changed more in the last 5 years than in prior 50



Band-aids on old methods not cutting it

Consumer panels and set top box data are losing their ability to measure the cord cutting and the never-subscribed to MVPD service TV consumers, viewers who requires their video entertainment-on-demand, anytime, anywhere, by any means and on any screen.

For example: Nielsen now needs OTT server logs to do TAM.



Change forced upon us

- Somehow we now have data Nielsen needs
 - To sell back to us.
- At the same time we suddenly need ***all of us to work together on data***
 - Or none of us will have the total picture.
- Do we really have a ***choice*** about data interoperability?



What happens when it all goes to IPTV?

- Then 100% of the viewing data will reside in network/MVPD servers
- Will Nielsen simply take and compile it all and sell it back to the data owners at a 1,000,000% markup?



We know the danger of Non-Human Traffic

- Next we have to learn the danger of **Non-Human Data**
- Data integration is meaningless if the data are meaningless
- Take a close look with human eyes and mind at the data robots are pulling from web scraping – high noise, low signal



We could be losing the audience emotionally

- What's the operational path to the most delightful user experience on your network?
- Television is a product that delivers emotional experience (vicariously)
- How come the rigid prime time mental turnover to TV among viewers has vanished?
 - They're more into themselves?
 - Working three jobs?
 - Simply having the mobile tech allows them to flextime TV?
- Your brand must be loved for what it really delivers as an experience



Not losing human touch with viewer

- Out of 577 psychographic variables measured by Simmons, the #1 characteristic of Gotham viewers is...

“I feel so alone in the world”

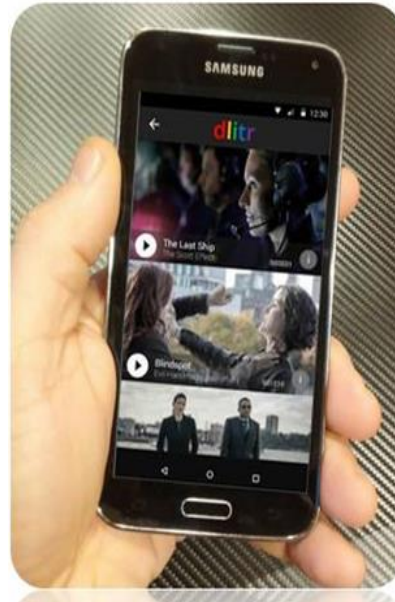
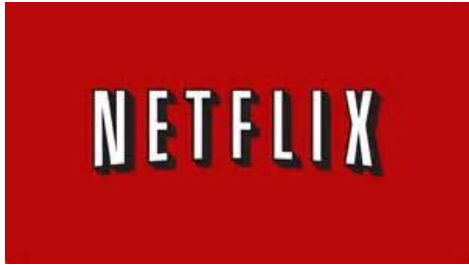


Dominant video content sources are adapting

- How can traditional media companies maximize their audiences among viewers who have migrated to the always-on, streaming mode of life?
- Conventional tune-in is not the whole answer
- Systematically test social, mobile, ITV, PR, events
- Personalized recommendation is necessary
 - Not the check-the-box variety, aim for true delight/brand love
 - The Path To Viewing has become a pain to 44% of viewers
(Eriksson 30,000 respondents in 24 countries representing over a billion people)



Recommender Players



dlitr Co.



Recommenders work better with more programs

▪ Size of catalog matters

- The catalog must be meta-tagged
- The metatags must be validated as being drivers of viewing behavior
- These are data priorities!
- The data needed are today scattered, noisy, unstandardized



What is the Ideal TV Network DMP?

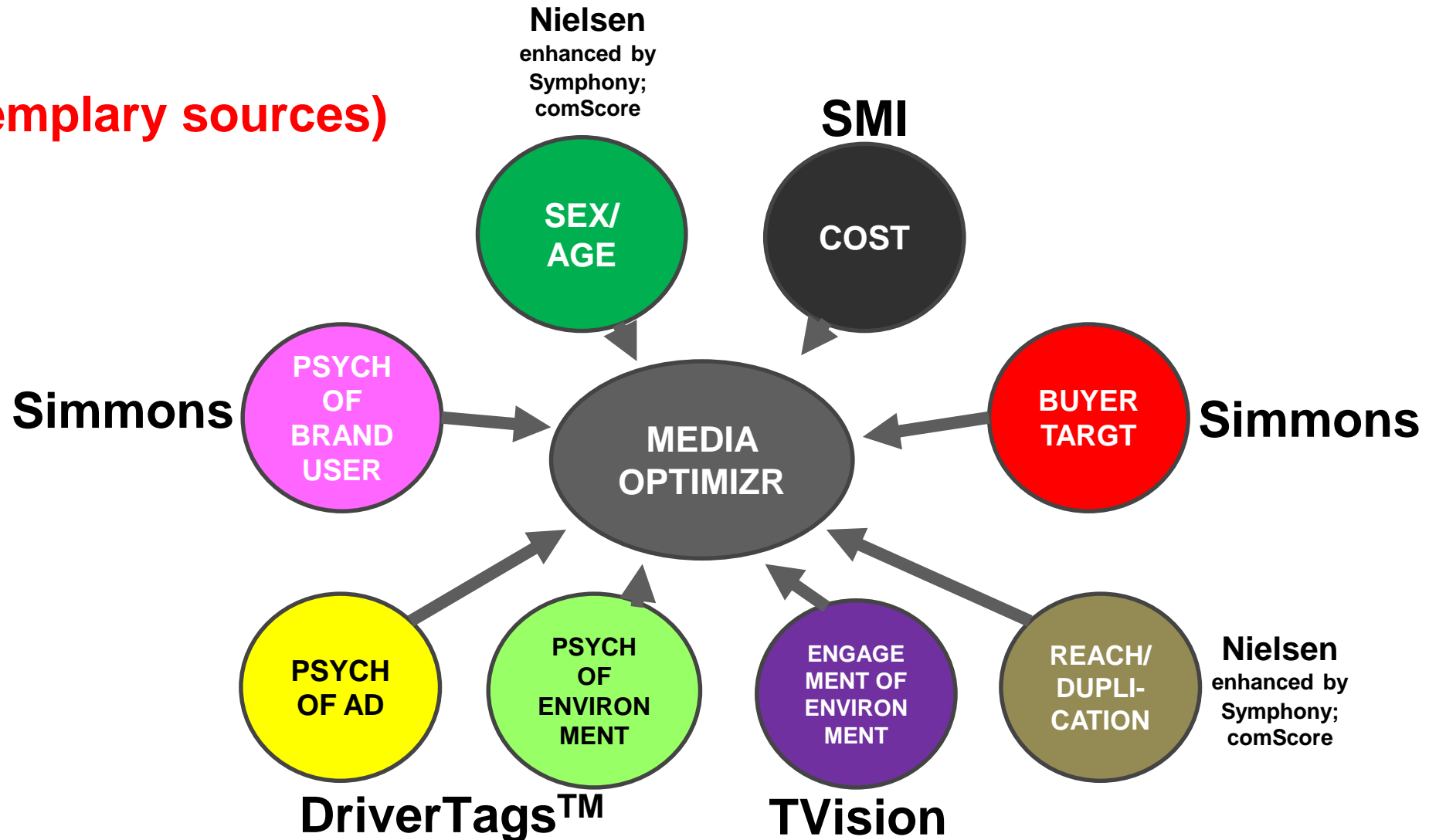
- How can you most efficiently transition to the highest value advanced advertising platform?
 - Integrate, validate and leverage all the data you have including your own
 - Make the interface programmatic
 - Go out and get the data you're missing
 - Package for buyers exactly what they should want via their own optimizers
 - Optimize against ROI for the advertiser and the media and the content sources
 - This will automatically benefit the viewer who only rewards those who furnish delight

This is why you need Data Interoperability

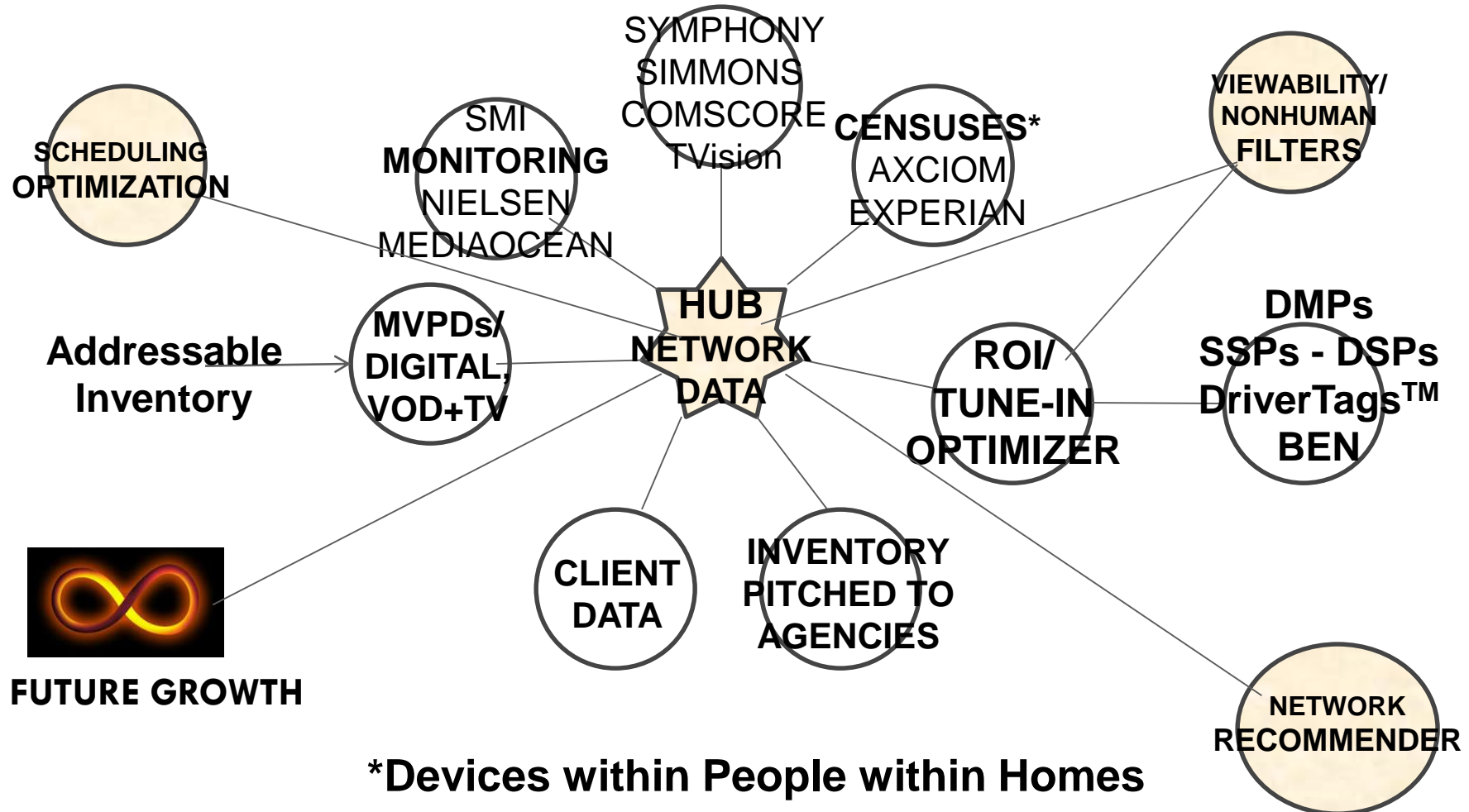
- To which data and optimization sources will you want access machine to machine? (API programmatic interconnection)
 - Standardized Content Codes (Ad-ID, EIDR)
 - Nielsen and comScore
 - Hard adspend and cost data (SMI)
 - The audience Nielsen misses (Symphony Advanced Media)
 - The psychographic WHY that explains how to make the emotional connection (Simmons)
 - ROI (TiVo Research, Nielsen Catalina, MMM, MTA, et al)
 - DriverTags™ (psychology of content, for recommendations etc.)
 - BEN (programmatic branded integration)
 - TVision (watching the audience watch TV)

Ideal optimization package you can offer

(Exemplary sources)



ONE INTEGRATED NETWORK SYSTEM



Source: Simmons

*Devices within People within Homes