



Toy Story 4



sky | MEDIA

MRG Evening Presentation | CFlight

Sky Media | February 2020

LIVE TV



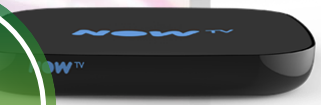
ON DEMAND TV



ON DEMAND SKY GO



LIVE SKY GO



Our Shared Vision

Unified campaign
measurement for the
premium video ecosystem
across all screens,
platforms and markets





rich
internal data
sources



strong
industry
research
sources

Sky's principles for CFlight

- Trusted data sources
- Independent verification
- Use industry sources for linear measurement to protect our core currency
- Open for industry collaboration



discovery
science.



Ben Fogle: New
Live in the Wild

trusted partner

Unique method of understanding viewer
exposure to advertising

We are measuring linear – Sky Go VoD,
Virgin VoD, My5, Now TV

Aspiration is to measure all platforms that
we sell advertising on



Linear TV 126 eqv. TVRs over 31 days 01/08/19 to 31/08/19
 Total VoD 7.3 eqv. TVRs over 31 days 01/08/19 to 31/08/19

Audience Definition

25-44 year old adults (16.9 mil. in the UK)

Incremental Reach

% of actual campaign exposures on VoD
+ 4.4 %

% increase in +1 reach due to VoD
+ 6.0 %

Incremental cover points due to VoD
+ 2.3 pts

Linear TV

30 sec. eqv. Impacts
21,321,400
 Actual Raw Impacts
21,321,400
 1+ Individual Reach
37.7%
 Average Frequency
3.35

Linear Impacts were delivered on Sky STB Media Channels Only

Total VoD

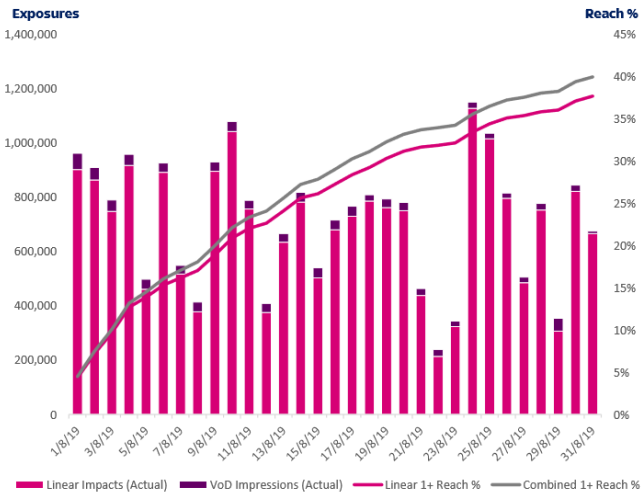
30 sec. eqv. Impressions
1,238,194
 Actual Raw Impressions
980,320
 1+ Individual Reach
4.9%
 Average Frequency
1.17

VoD Imps were delivered on Sky STB VoD, Sky Go & My5

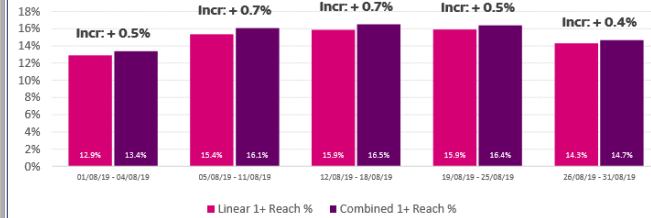
Combined

30 sec. eqv. Exposures
22,559,594
 Actual Raw Exposures
22,301,720
 1+ Individual Reach
40.0%
 Average Frequency
3.30

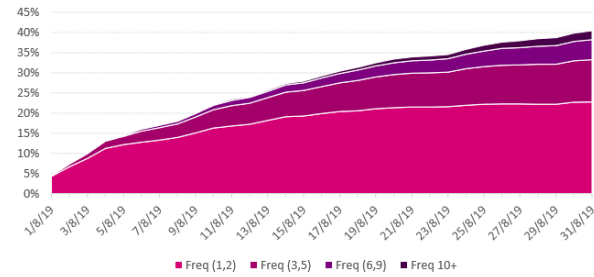
Audience Cover Build



Weekly 1+ reach



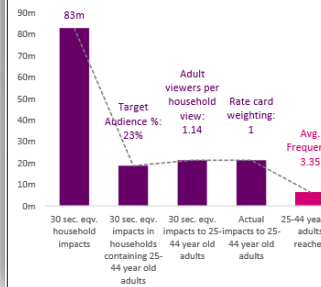
Reach by frequency band



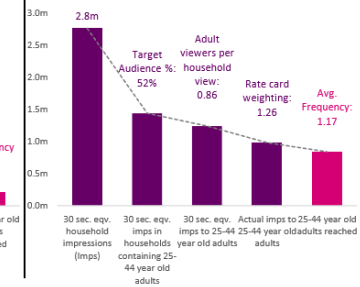
	freq 1-2	freq 3-5	freq 6-9	freq 10+	Unreached
Linear only	21.7%	9.5%	4.3%	2.2%	62.4%
Combined	22.8%	10.5%	5.0%	2.2%	60.0%

Households to Individuals

Linear TV (measured by BARB)



Total VoD (measured by FreeWheel)



Linear TV 32 eqv. TVRs over 19 days 16/05/19 to 03/06/19
 Total VoD 5.1 eqv. TVRs over 20 days 16/05/19 to 04/06/19

Audience Definition

16-34 year old women (7.4 mil. in the UK)

Incremental Reach

% of actual campaign exposures on VoD **+13.9 %** % increase in +1 reach due to VoD **+19.8 %** Incremental cover points due to VoD **+5.2 pts**

Linear TV

30 sec. eqv. Impacts
2,358,150
 Actual Raw Impacts
4,716,300
 1+ Individual Reach
26.2%
 Average Frequency
2.43
 Linear impacts were delivered on Sky Media Channels Only

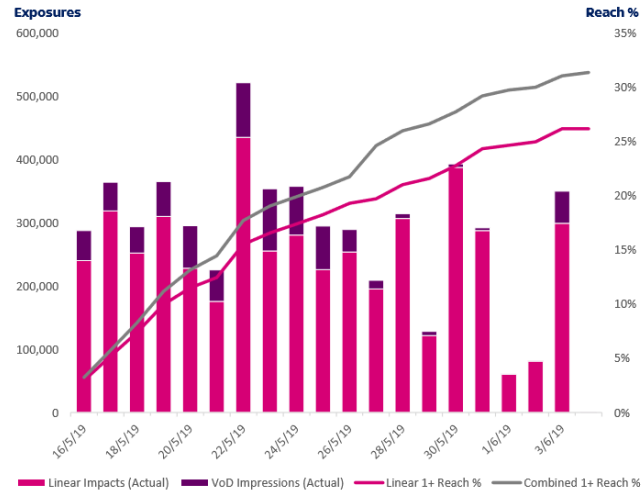
Total VoD

30 sec. eqv. Impressions
379,863
 Actual Raw Impressions
759,726
 1+ Individual Reach
8.1%
 Average Frequency
1.27
 VoD Imps were delivered on Sky STB, VoD, Sky Go, Now TV & My5

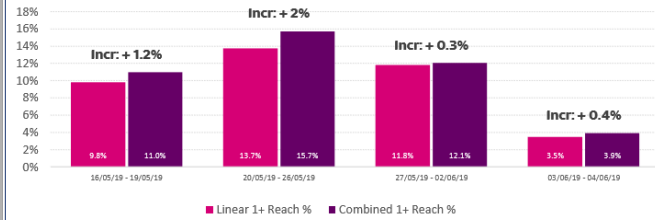
Combined

30 sec. eqv. Exposures
2,738,013
 Actual Raw Exposures
5,476,026
 1+ Individual Reach
31.4%
 Average Frequency
2.36

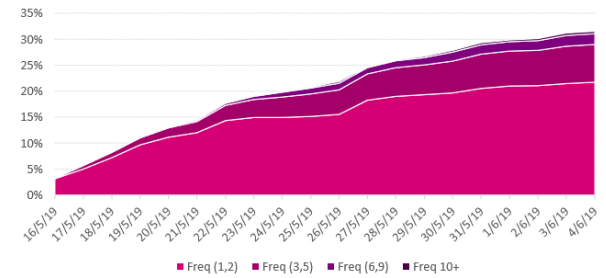
Audience Cover Build



Weekly 1+ reach



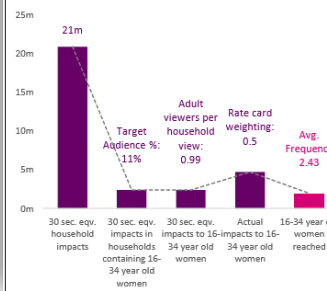
Reach by frequency band



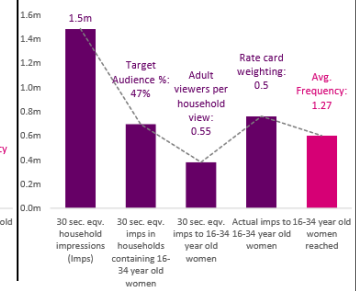
	freq 1-2	freq 3-5	freq 6-9	freq 10+	Unreached
Linear only	18.4%	5.1%	1.9%	0.4%	74.1%
Combined	21.8%	7.2%	2.1%	0.4%	68.6%

Households to Individuals

Linear TV (measured by BARB)

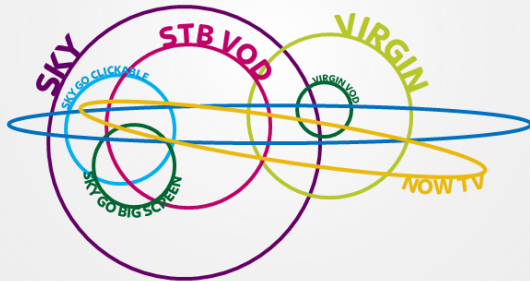


Total VoD (measured by FreeWheel)

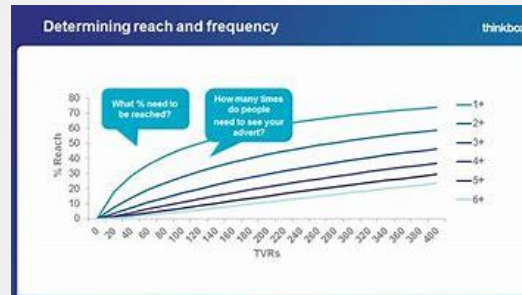


High-level methodology

Segment the universe by platform usage



Calculate the Reach for individual platforms



Deduplicate reach across platforms



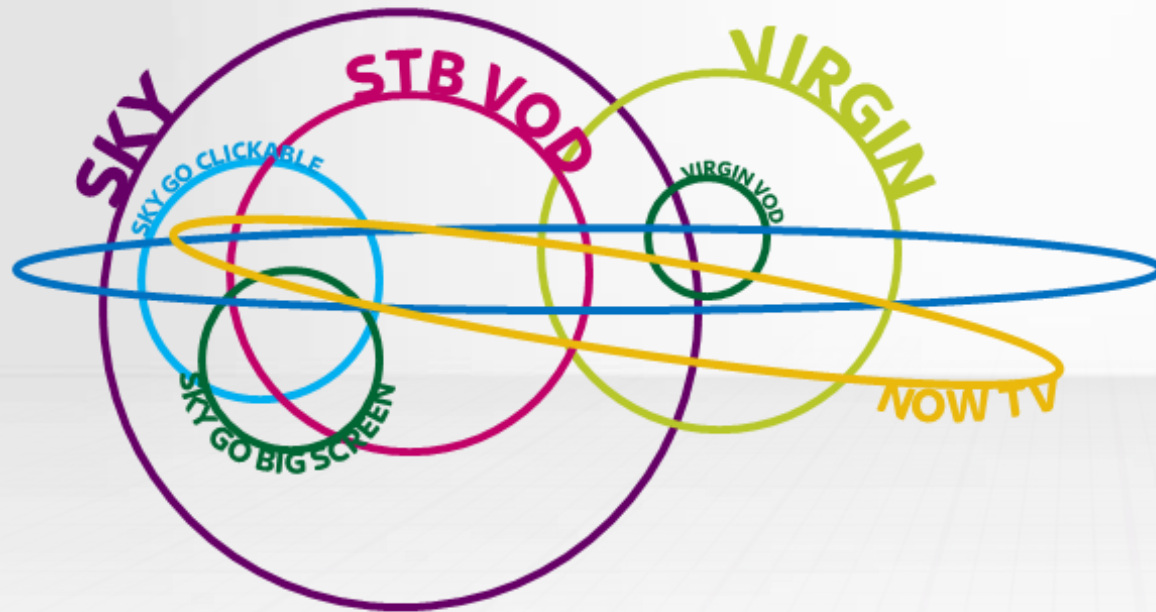
Principles for the methodology development

- Modular design
- Iterative and continually being improved
- Preserve the BARB Gold Standard
- Flexible to additional platforms
- Transparent to obtain industry acceptance



Universes

The UK is segmented according to platform usage



- The universes are built from BARB, VoD usage records and a Landscape survey
- This enables us to transition between percentages and actuals across the model.
- Modelling is then used to fill any remaining gaps.

Platform Reach

The Negative Binomial Distribution is used where reach is not explicitly measured



- BARB measures adult demographic impacts and reach.
- Where only household impressions are known, viewer per view factors are used to convert to adults
- Where only total impressions are known, the households are modelled

Deduplicate across platforms

Statistical models are used to remove any double-counting from adults reached on multiple platforms



- First any viewing on multiple VoD platforms are deduplicated
- Second any viewing between linear TV and total VoD are deduplicated
- The regression models used have been calibrated using both BARB and Sky's own viewing panel data

Next Steps

- Improved demographic modelling for non-Sky platforms
- Sky AdSmart
- Additional platforms such as AVoD or digital platforms
- Quantifying sampling errors
- Continually improving the algorithms and models
- Self-serve accessibility





In summary

- TV landscape is evolving
- Behavioural change requires better cross-platform measurement
- CFlight can fill the measurement gap