TV “SET-TOP BOX” DATA: Interesting insights, new currency or new paradigm?
Changing Industry Perceptions

- “For more than a decade many in the industry looked forward to the STB measurement as an elixir that would deliver better ratings”

- “The television industry is about to sail into a vast ocean of granular insights on TV Viewing”

- "Talk to anyone and they get my sense of urgency. We know we need to move fast........ It is critical to our future,"
2008-2009
2011
Reality vs. Hype

- RPD Not STB
- Size Matters but Quality Counts
- STB is not census
- Very difficult to extract
- No demos
- Not really representative of U.S. if they don’t have all cable, all satellite, all telco, and all non-connected homes
CIMM Analysis of the RPD Landscape

No one company or source offers a full overview of the RPD industry.
CIMM 2010 Findings

Strengths

- Larger samples, more granular data
  - Improvement of Local Measurement
  - Measurement of Long Tail and Unmeasured Networks
  - More Stable Measurement of Niche Consumer Groups

- Passive Data Collection

- Potential to Link Cross-Platform Behavior

- Commercials and Commercial Pod Measurement
CIMM 2010 Findings
Challenges

• Establishing data standards/Lexicon
• Non-representative Samples
• Lack of demographics
• Privacy
• Fear of the unknown
CIMM 2012 RPD Update

Adoption and Usage has advanced:
• Local measurement
• Data matching for consumer segmentation
• Industry committees for standardization
• Integration into planning/buying software
• Some use of RPD as secondary stewardship measure
CIMM ’12 RPD Update

Challenges:

• Cost

• Slow roll-out of data

• Data gaps

• Lack of data infrastructure for aggregation
Finding Value
Value of RPD

Consumer segmentation/planning
• Shopper behavior
• In-market consumers

Advanced Advertising
• Increased efficiency

Research:
• Granular data for promo conversion, audience flow, etc.
Television – The way it used to be
Today’s Video environment is well beyond the STB