

Strategic use of 4-screen measurement

Frederik Barnholt, Head of Market & Performance Measurement, TV 2, Denmark

Chantale Coulombe, Denmark Audience Measurement Leader, Nielsen

November 10th, 2023





In January 2022, the danish TV MOC launched together with Nielsen a new measurement of Danes' in-home TV & video consumption

40+
linear TV
channels

30+
streami
ng
service
s

5 social
media
provide
rs

Single Source Panel

4-screen measurement using
Nielsen metering technology

Demographics details

Deduplication for true reach
and frequency metrics

Measurement of tagged content
(census) and non-tagged players

asi

#asinice23



Big Data / Census

Nielsen SDK measurement on
Connected TVs, PC & Mobile

Big data collection

Tagging of content and ads

Device identifiers (First Party ID)
for matching Census to Panel



Single Source Panel
Demographics &
Deduplication



Big Data
Granularity &
Fragmentation



Total Audience / Nielsen ONE Content

Streaming on Digital Devices and
Connected TVs expanded using
Census-to-Sample Algorithm

Solving zero ratings problem

Daily respondent-level data
covering linear TV, tagged
content and non-tagged players

How TV 2 uses this data to drive business decisions

TV 2 in short

- TV 2 is the **leading broadcaster & streaming provider** in Denmark. In addition to its own streaming service, TV 2 Play, TV 2 also distributes channels via TV distributors and offers free news services on both web and app
- Historically TV 2 had focus on **channel performance** as the main KPI (to increase the value of ad inventory)
- The **move to streaming**, including a rapid subscription growth for TV 2 Play, has led to a strategic shift in focus and KPIs. We now optimize our business with a “**streaming first**” approach.



How the new measurement has contributed to enhanced decision making in three key business areas of TV 2

Content planning



Monitor performance of TV 2
Play and streaming
competitors, and how user
behavior evolve

Content procurement



Broader understanding
of content performance
across distribution, devices
and time

Ad effectiveness



Secure the value of our
advertising inventory via
cross-media
measurement

Content planning

Monitor performance of **TV 2 Play** and streaming competitors, and how user behavior evolve



The new measurement has enabled a broader perspective on the Danish media market

Added streaming services into different categories

BROADCASTERS

TV 2 PLAY
DRTV
Viaplay
Discovery+
Eurosport Player

INTERNATIONAL/SVOD

Netflix
Disney+
HBO Max
Apple TV+
Amazon Prime Video
C More
SkyShowtime
Pluto TV

DISTRIBUTORS

YouSee Play
Stofa/Norlys Play
Allente
Altibox
Wao Streaming
Telia TV

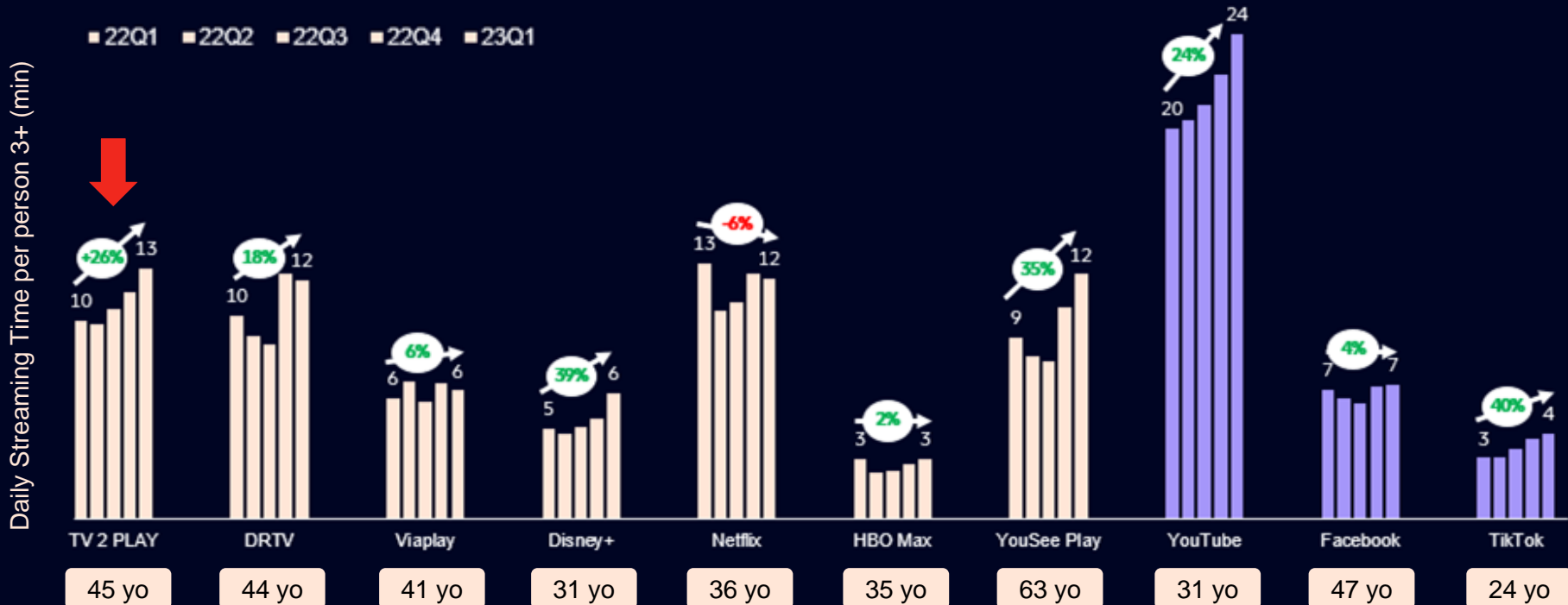
OTHER LOCAL

Nordisk Film+
Filmstriben
Blockbuster

SOCIAL MEDIA

YouTube
Facebook
TikTok
Instagram
Twitch

Allowing continuously monitoring of TV 2 Play in relation to our competitors to enhance our content planning



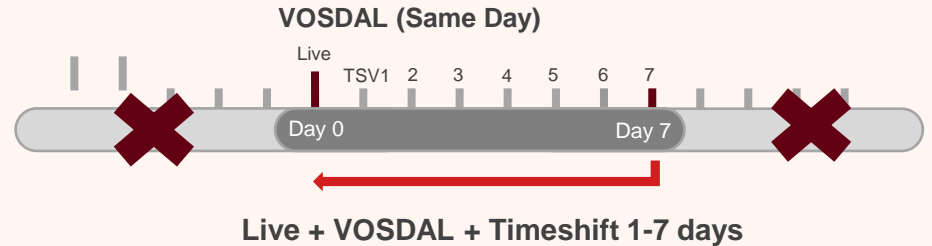
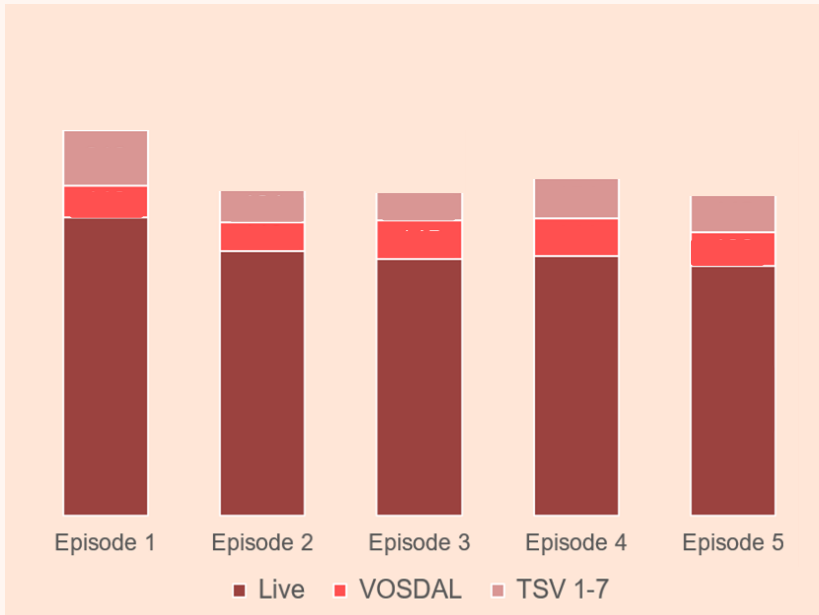
Content procurement

Broader understanding
of **content performance**
across time, demographics,
devices and distribution

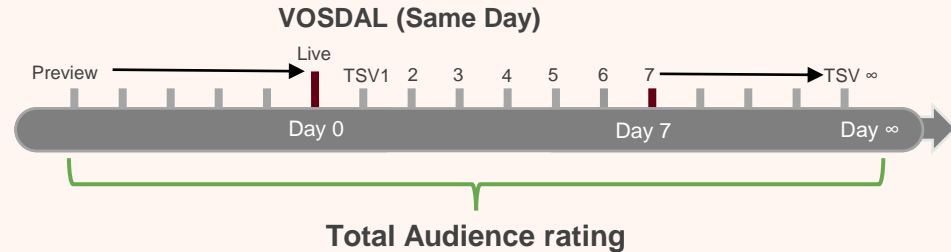
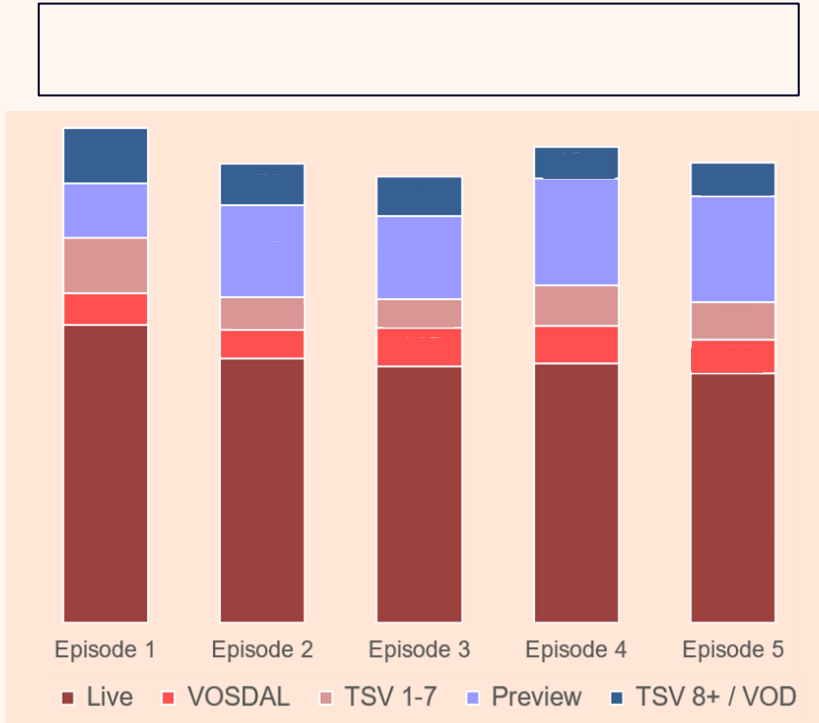


Play

Historically, viewing of a program was allocated back to the time of broadcast – i.e. “the consolidated rating”



Today, viewing of a program is reported by time of consumption and includes “preview” and “long tail VOD”



In general, we can now analyze how programs perform differently, comparing total ratings with ratings on TV 2 Play

Program Ratings

Episode List - 28 days viewership across linear and VOD



Search by Program Title

Premiere Date

All

Target Group

All

Main Category

All

01-01-2023

31-10-2023

A3+

Program Title	Season	Episode	Rating	Linear	On demand	TV 2 Play*	Premiere Date
X Factor	5	1					
X Factor	5	2					
X Factor	5	3					
X Factor	5	6					
Lise Nørgaard - det sidste ord	1	4					
X Factor	5	4					
Dansegarderoben	1	1					
X Factor	5	5					
Balladen om kolonihaven	1	1					
forræder	1	6					
forræder	1	1					
forræder	1	8					
X Factor	5	7					
forræder	1	4					

* across linear and on demand consumption on TV 2 Play

Source: Nielsen Viewer Survey. Data is available from July 2022. Programs are excl. sports and news. Contact: lavl@tv2.dk

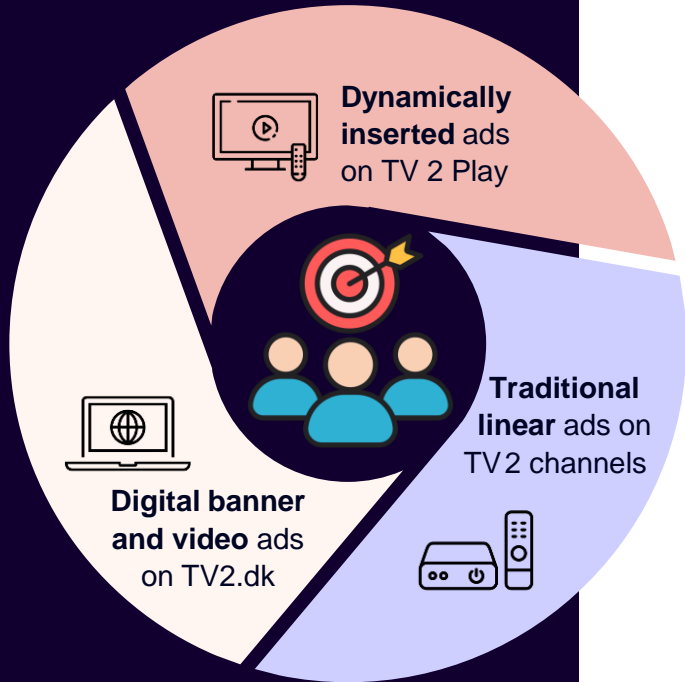
Ad effectiveness

Secure the value of our advertising inventory via **cross-media ad measurement**



Play

What's next in Denmark?



Planned Go-Live in January 2025 for expanding the Total Audience measurement solution to different advertising products, across devices and platforms (Nielsen ONE Ads)

Thank you!