



SG-TAM 2.0

A new measurement unifying reach across broadcast, VOD and social media

Giacomo Catanoso
GfK Asia
Venezia, 8 November 2024

16+ CC

SG-TAM 2.0 S2

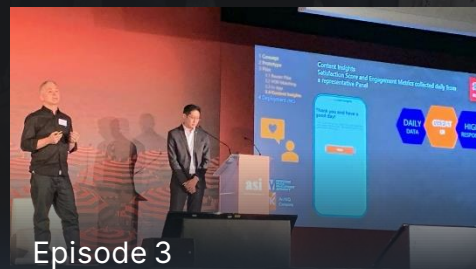
2024 | English

New measurement unifying reach across broadcast, VOD and social media.

Action, Drama



Season 1 ▼



Previously on Season 1...



asi 2023 International Television & Video Conference



Justin Ang & Giacomo Catanoso
IMDA GfK

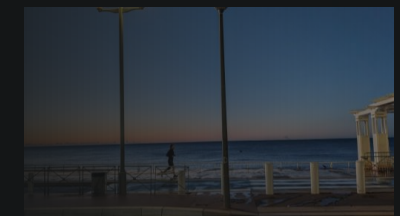
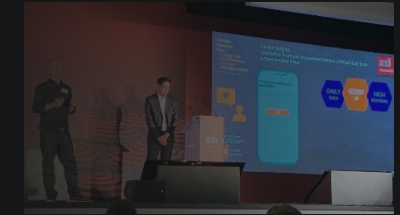


Traditional measurement innovates
to meet market needs

8th-10th November
Nice, France

www.asiconferences.com

#asinice23




We discussed about Geography



Singapore

Small market, big measurement needs


Small Market



Area: 734 km²
(around 1/3 of Luxembourg)


Population: 5.9M
(9 times larger than Luxembourg)

Diverse Population



75% Chinese
13% Malay
9% Indian
3% Other Races


Digital Ready



82% Smart TV Penetration

97% Digital Device Ownership

Strong Demand for Video Contents



Monthly Reach: 70% (FTA on TV)

Media/ Social on Digital Devices: 90%

10/11/2023

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Logos: IIM Infocomm Media Development Authority, GfK An NIQ Company, asi #asinice23

Singapore is also not a city in China,



Our client acknowledged the success of our initiative



1 Concept
2 Prototype
3 Pilot
3.1 Router Pilot
3.2 VOD Matching
3.3 In-App
3.4 Content Insights
4 Deployment (TBC)

The Concept: extend the Reach and the Scope of SG-TAM
The Prototype: Lab Testing for 2 weeks of various new Methodologies

	Extend the Reach	Partner-Owned Platforms	Other Platforms

Extend the Scope

- Reach
- Satisfaction
- Ratings
- Impact

2 Weeks of Prototype Testing

- GfK Router
- VOD Matching
- In-App Tracking
- Content Insights

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and the prototypes were largely successful.



But most importantly, we shared the results of our Pilot

Which was leveraging 4 new elements



SG-TAM Pilot



GfK Router



VOD Matching



In-App Tracking



Appreciation Panel



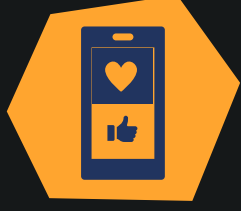

Our new Service!

SG-TAM 2.0



Status of the Development



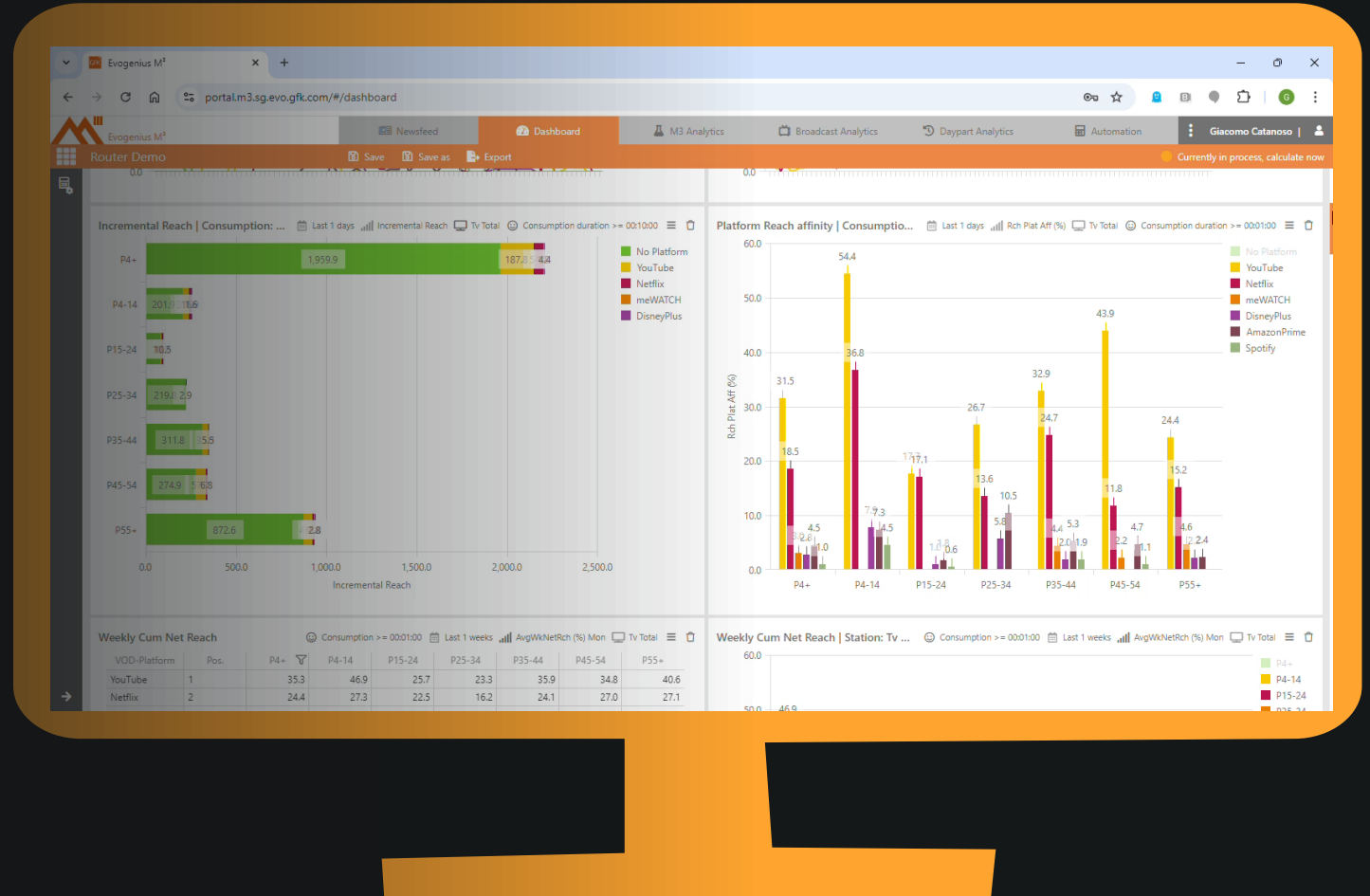
	Status
 GfK Router	100%
 VOD Matching	90%
 In-App Tracking	10%
 Appreciation Panel	100%



Router Panel to extend the Reach to Smart TV Platforms

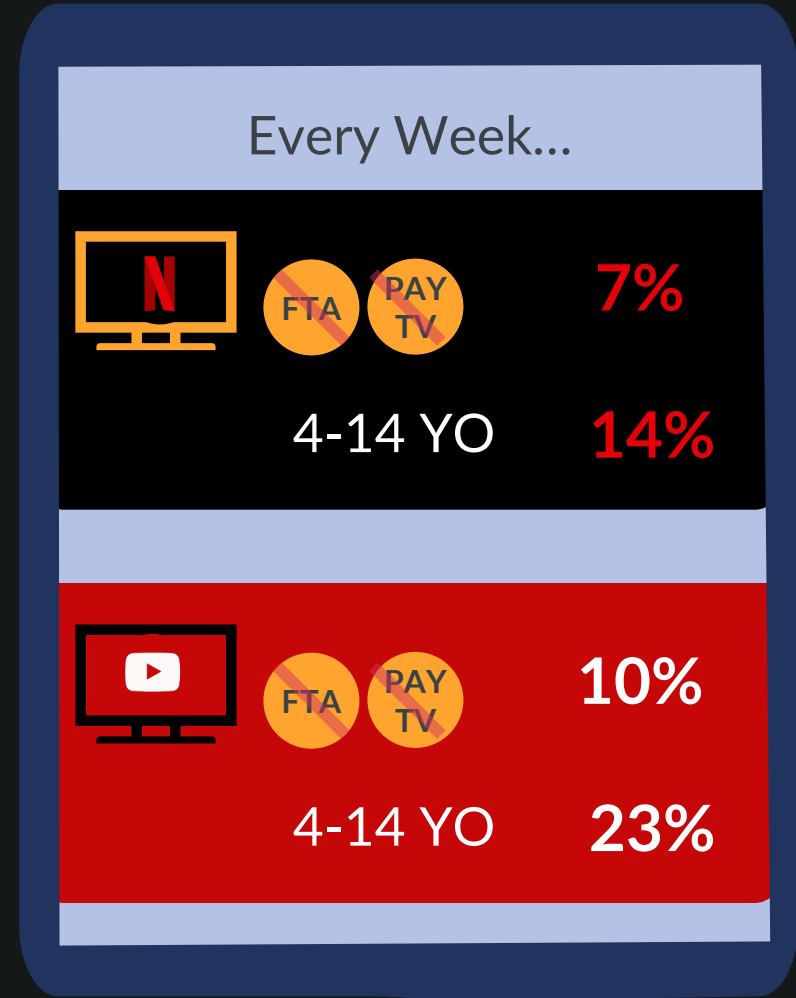
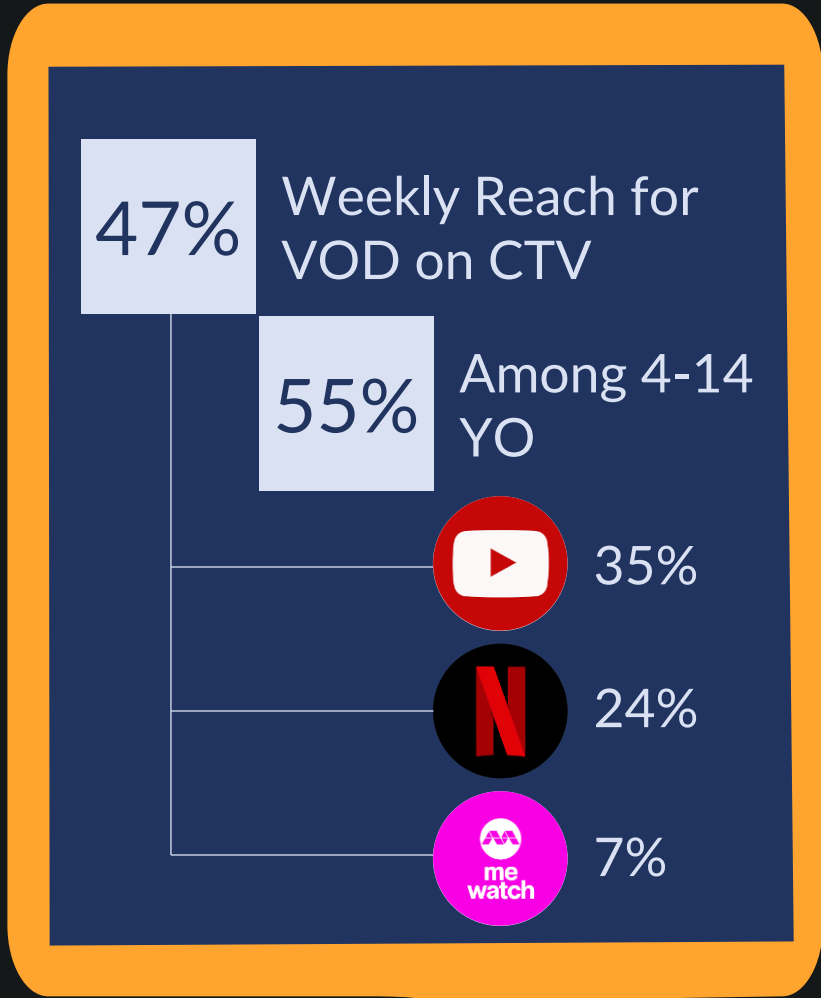


- ✓ Recruitment and Installation
- ✓ New Processing Rules
- ✓ Data Integration
- ✓ Online Dashboard





Router Panel to extend the Reach to Smart TV Platforms





VOD Matching to extend CTV Reach



Started on W1 October 2024



SELECT



UPLOAD



MATCH



DELIVER



WEEK 2 October



asi
Venice24

TOP 5 VOD 55+ Years Old

N	Uprising	KO
N	The Shadow Strays	ID
N	The Lincoln Lawyer	US
N	I Not Stupid 3	SG
N	Doubt	KO

TOP 5 VOD 4-14 Years Old

N	Spies in Disguise	US
N	The Garfield Movie	US
	Frozen	US
N	Emily in Paris	US/ FR
N	Violent Night	US



In-App Tracking to extend Mobile Reach



Migration started in Oct 2024



Good Acceptance



Initial Results available

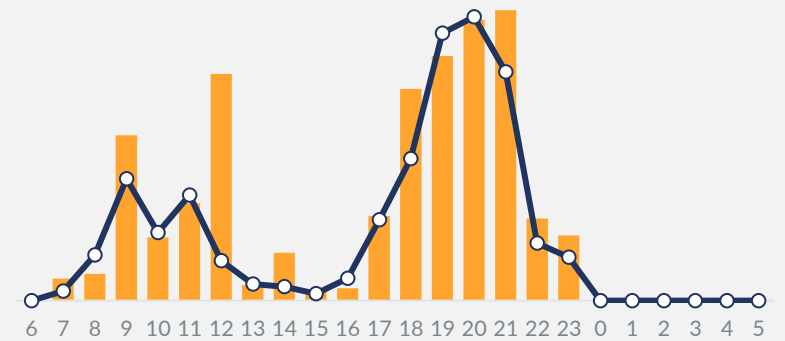
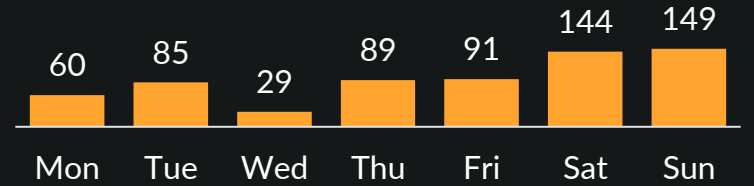
Coverage of videos watched on...



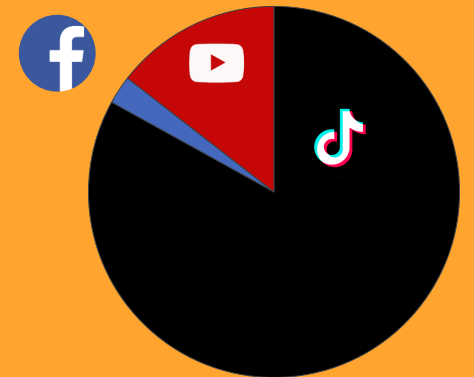
1 week of data for 1 Panelist, 1 Smartphone Video Viewing behavior



Total: 92 minutes per day

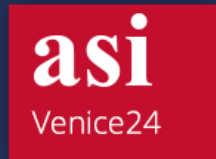


Share of Duration





Appreciation Panel to measure Engagement



Started in Q3 2023



1,000 Panellists



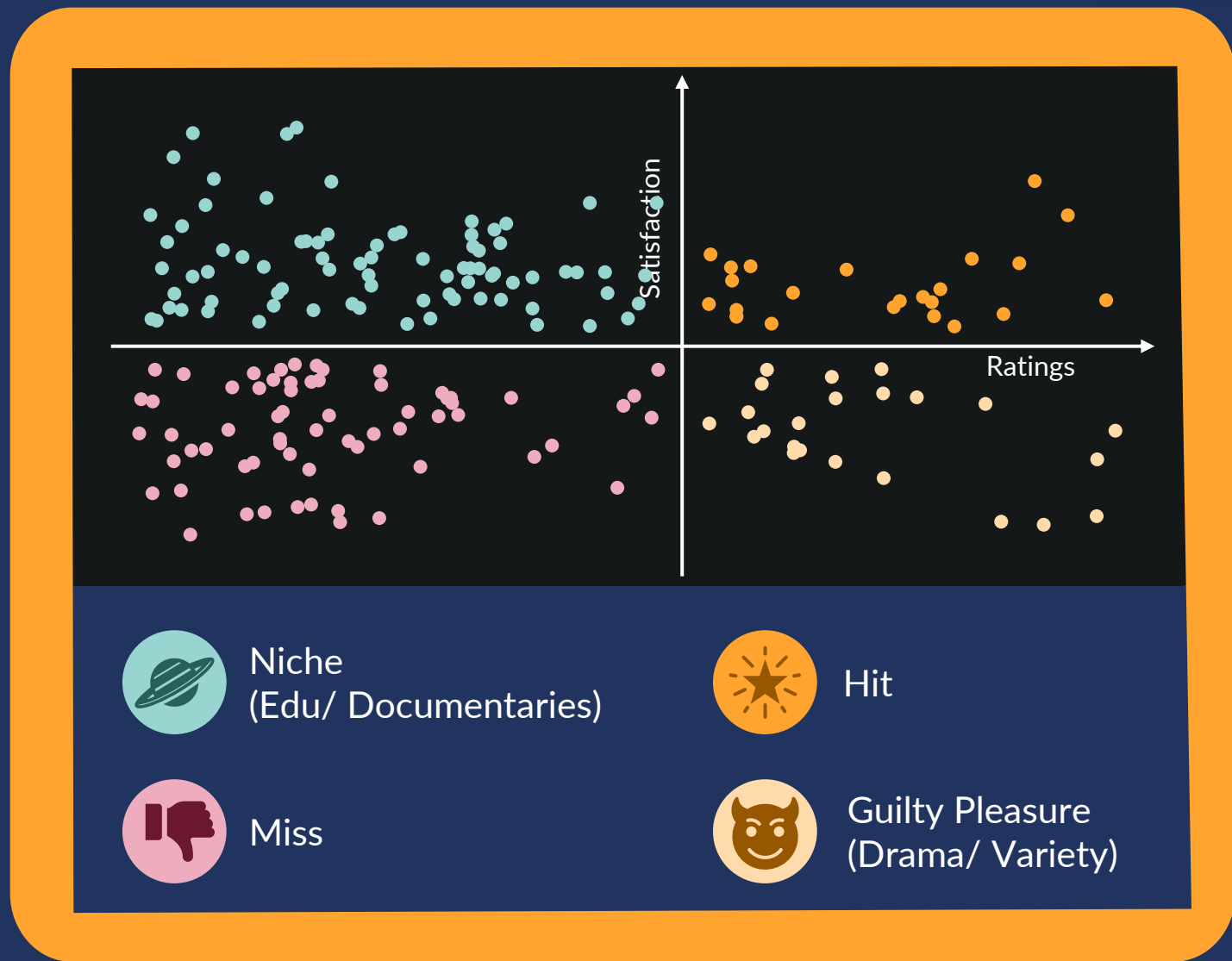
Daily Online Questionnaire



70% Daily Response Rate



Weekly Dashboard



Niche
(Edu/ Documentaries)



Hit



Miss



Guilty Pleasure
(Drama/ Variety)

SG-TAM 2.0

Challenges faced so far...



Panel cooperation

“Oh no, one more device” fatigue



Attribution doubts

Lots of short (1-10 sec) VOD viewing



Pipeline changes

We need to change our data structure



Data overload

How to store all this information?

and how we solved them

Communication

newsletters, active recruitment, home visits



Creativity

trailers and “previously...”



Courage

challenging the status quo, taking risks



Collaboration

bringing together perspectives and skills



In the next episode: SG-TAM 2.0, the Full Picture



SG-TAM 2.0

			TikTok
			Netflix
	YouTube	YouTube	YouTube
Catch Up BVOD	Catch Up BVOD	Catch Up BVOD	Catch Up BVOD
TV	TV	TV	TV
SG-TAM	SG-TAM 2.0		

USPs

- Ecosystem Measurement
- Incremental Reach
- Platform Agnostic
- Appreciation & Impact

Thank you





Thank you

[gfk.com](https://www.gfk.com)