



AUDIENCE **ME**ASUREMENT 5.0



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Background

- Kantar Media is actively developing RPD applications
 - Provides extremely rich data second-by-second
 - Extremely large sample sizes
- Led to investigations of using the data to better understand creative holding power
 - Tune-Away is a measure of holding power
- Studies that have investigated tuneaway have shown
 - there are lower levels of tuneaway for buyer targets
 - Increased exposure frequency increases tuneaway
 - Tuneaway varies for the same commercial under different circumstances

Background

- Tuneaway varies for the same commercial under different circumstances
 - Previous investigations explored estimating the creative holding power by factoring out these independent variables
- This investigation focuses on those variables as a way for media planners to better understand where and when commercials will have less Tune-Away

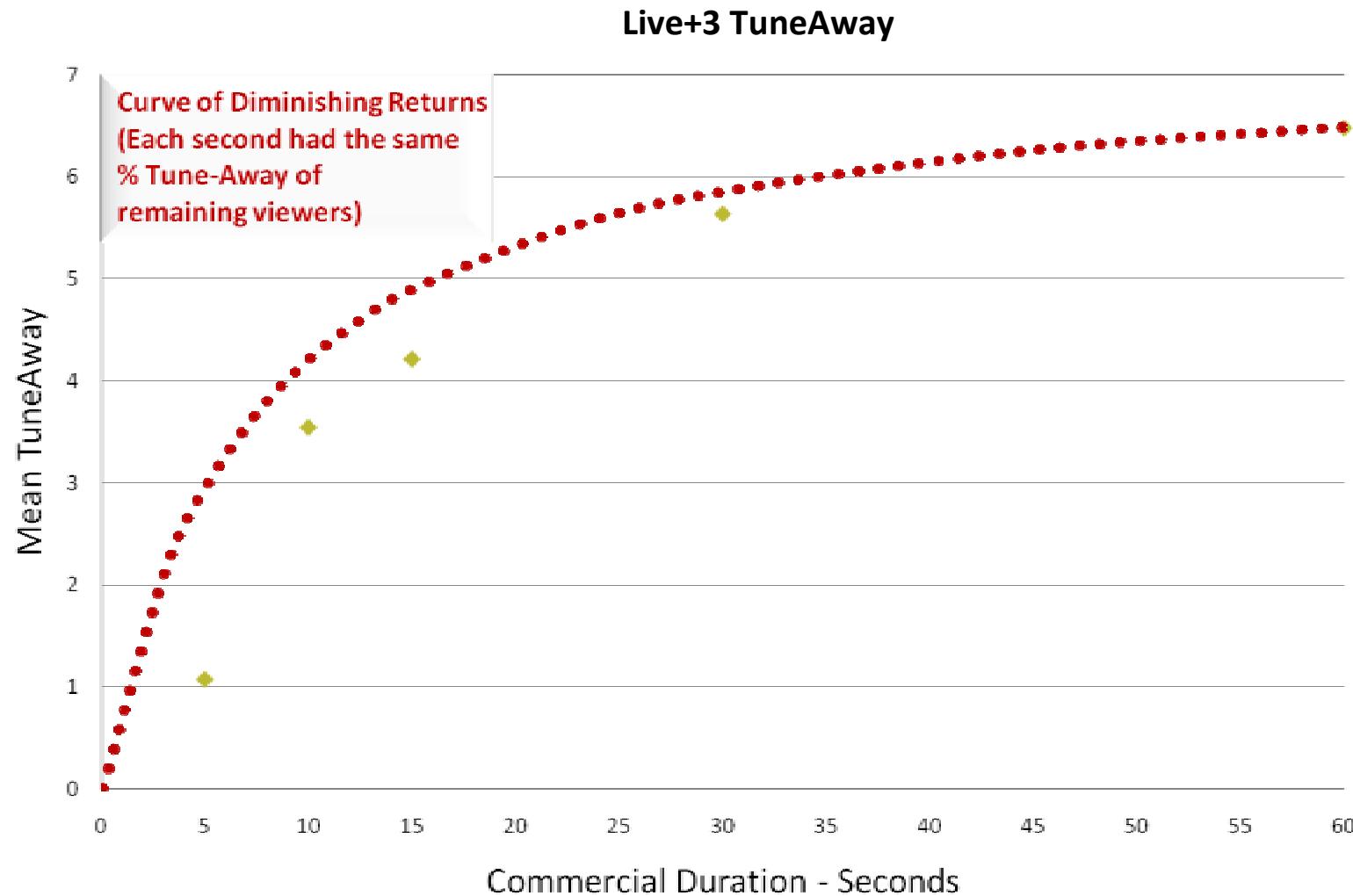
Methods

- The Database
 - Source: Kantar Media's national DIRECTView service
 - 100,000 DIRECTView households
 - Over 200,000 spots covering the top ten advertising categories
 - Largest advertiser for each
 - All commercials for four weeks in October 2009
 - All commercials for one week in August 2009, September 2009 and January 2010 (for seasonality)
- The Analysis
 - Examined patterns of Tune-Away
 - Tested for creative influence
 - Examined Importance of variables

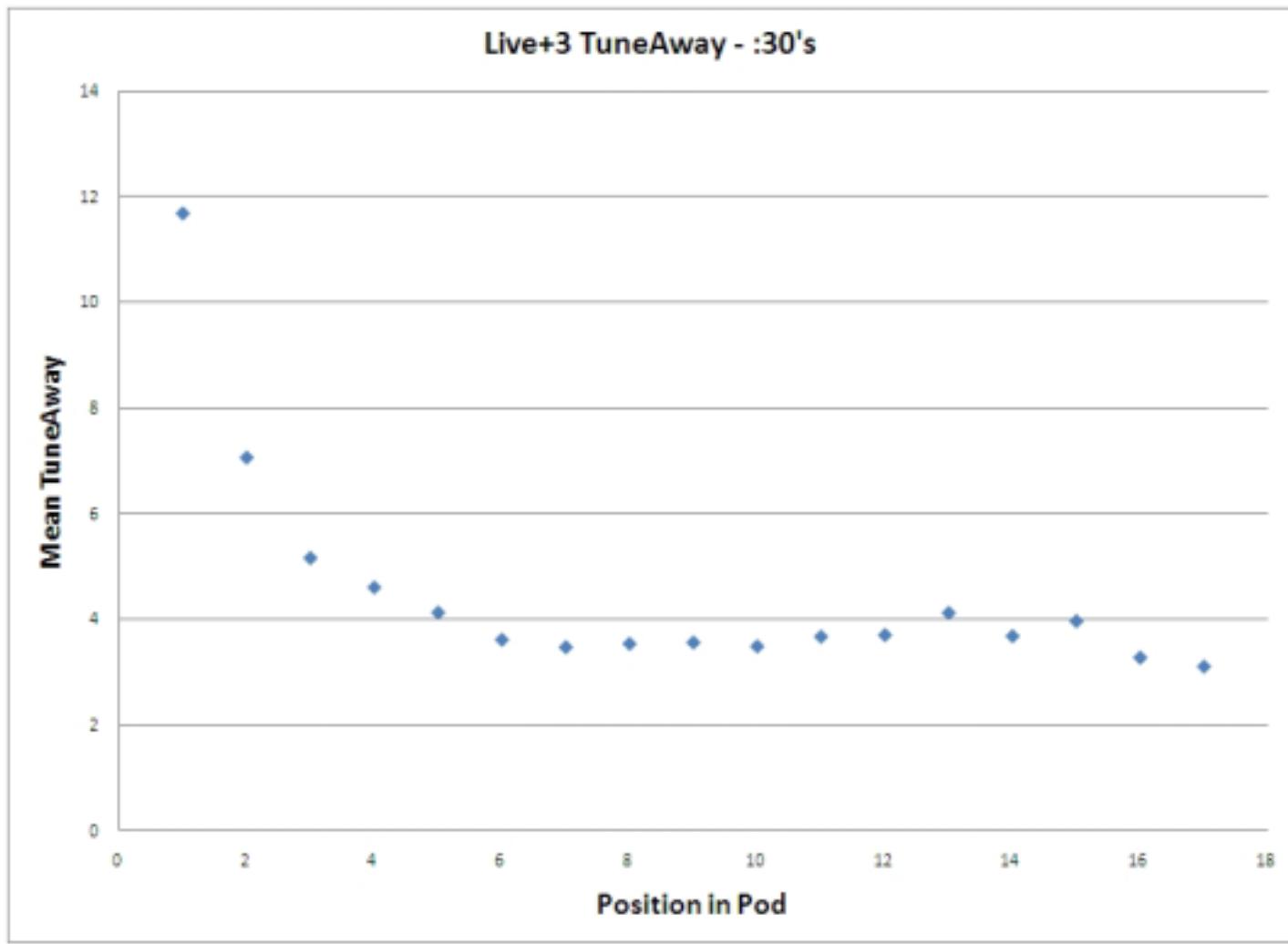
What is Tune Away?

- Developed by Kantar Media in our measurement role for the Comcast/SMG addressable trials
- Tune away defined as the percent of available commercial time that is **NOT** tuned to

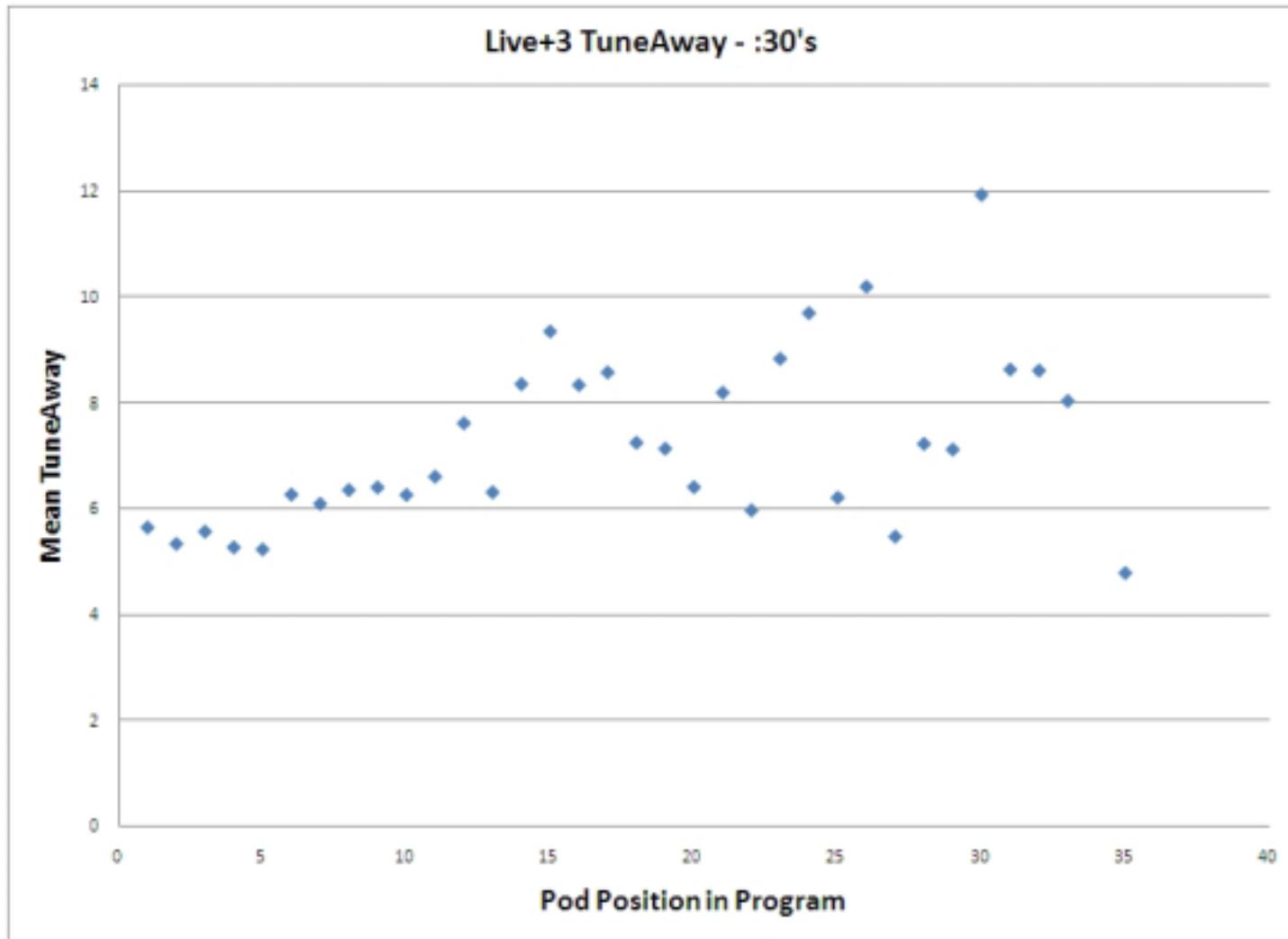
Analysis Commercial Length



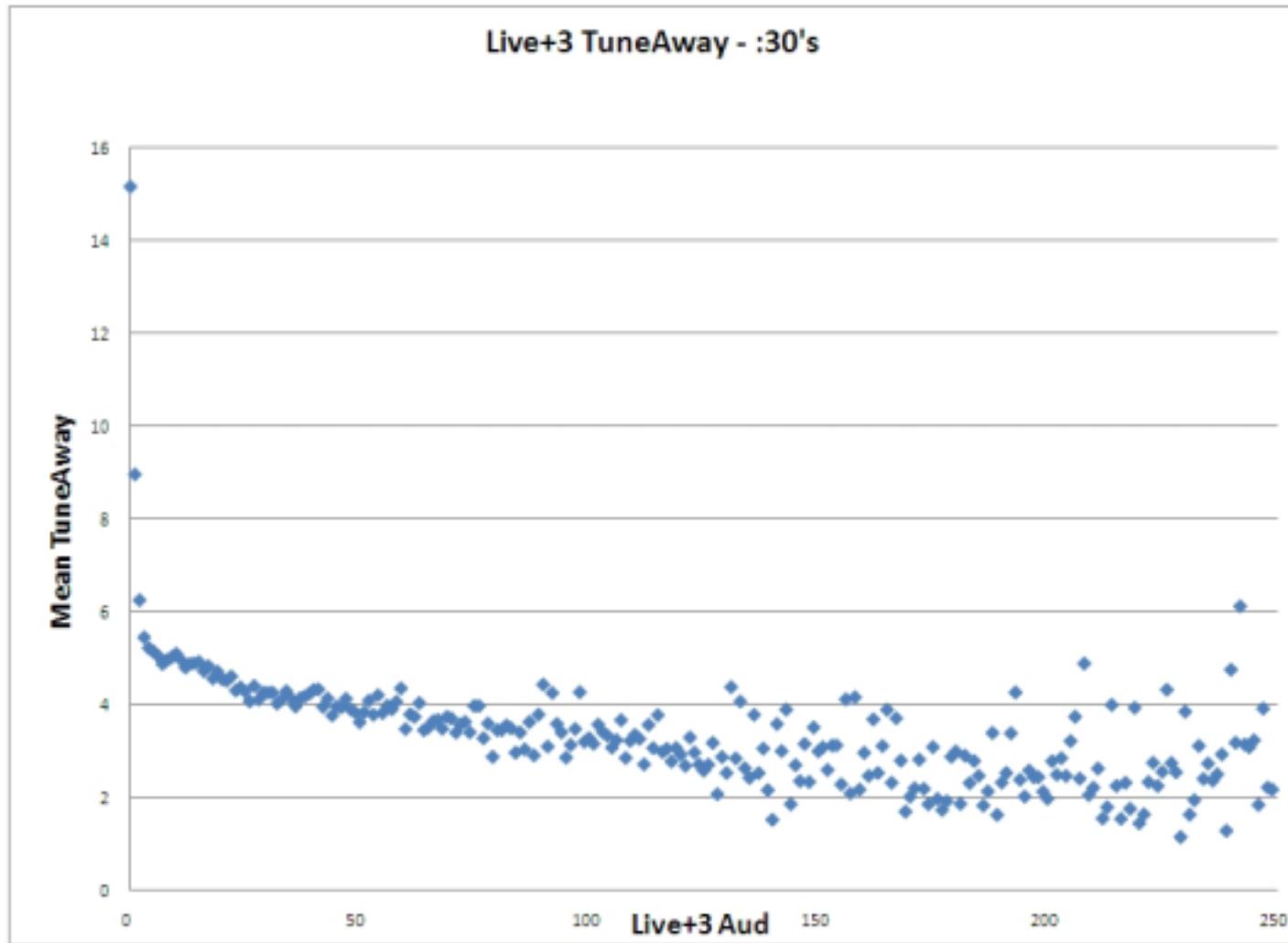
Analysis Position in Pod



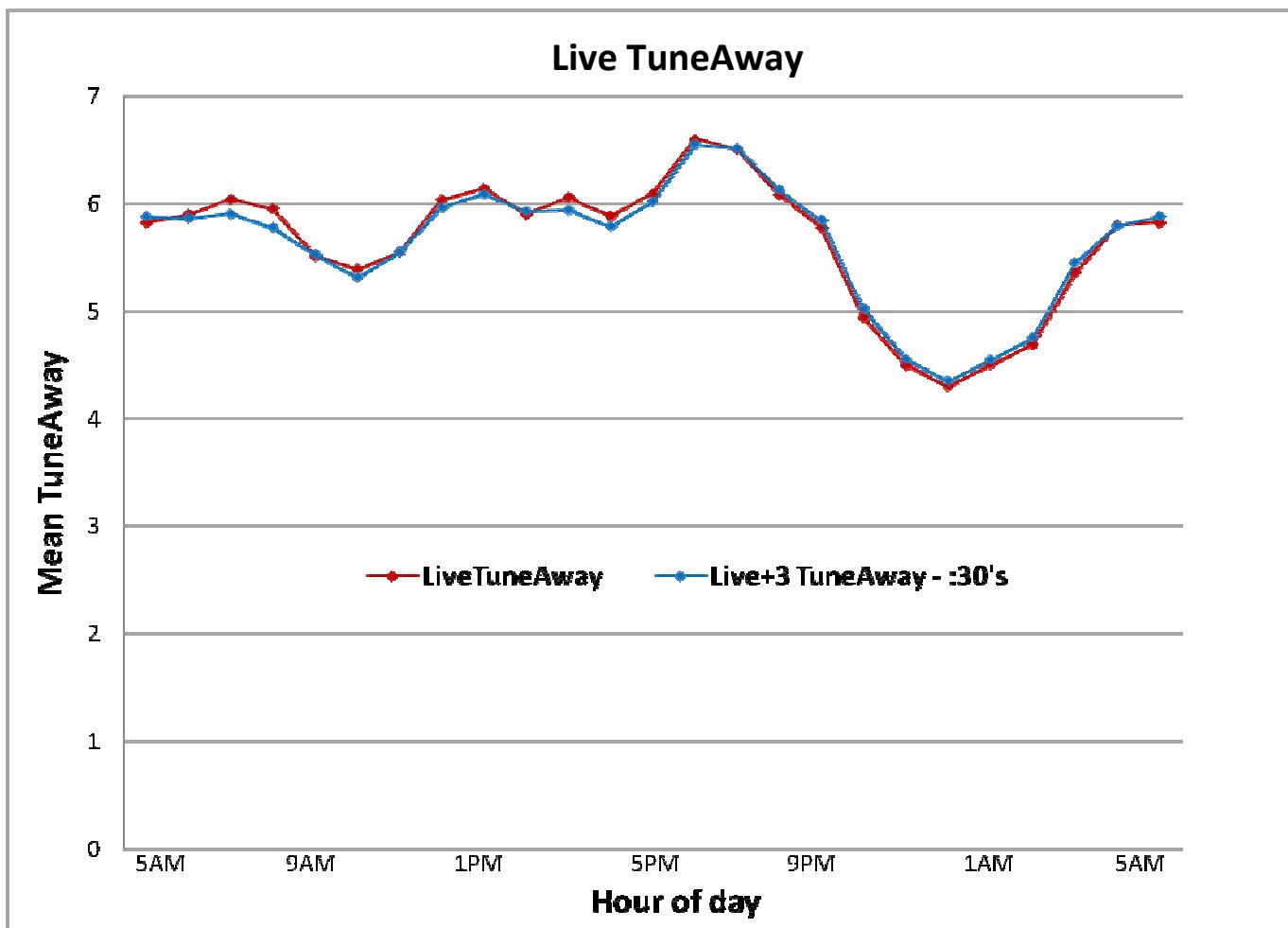
Analysis Pod in program



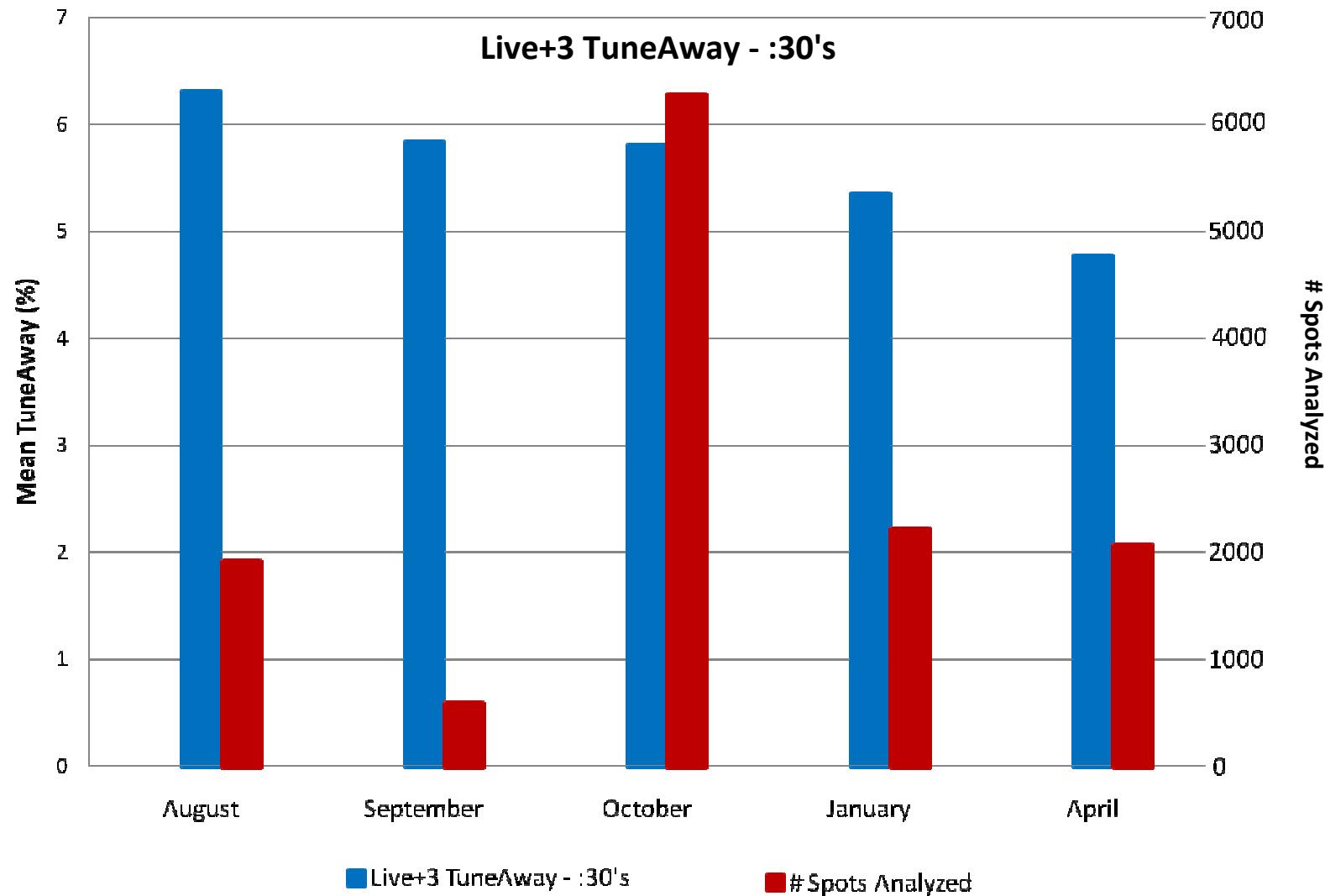
Analysis Audience(000)



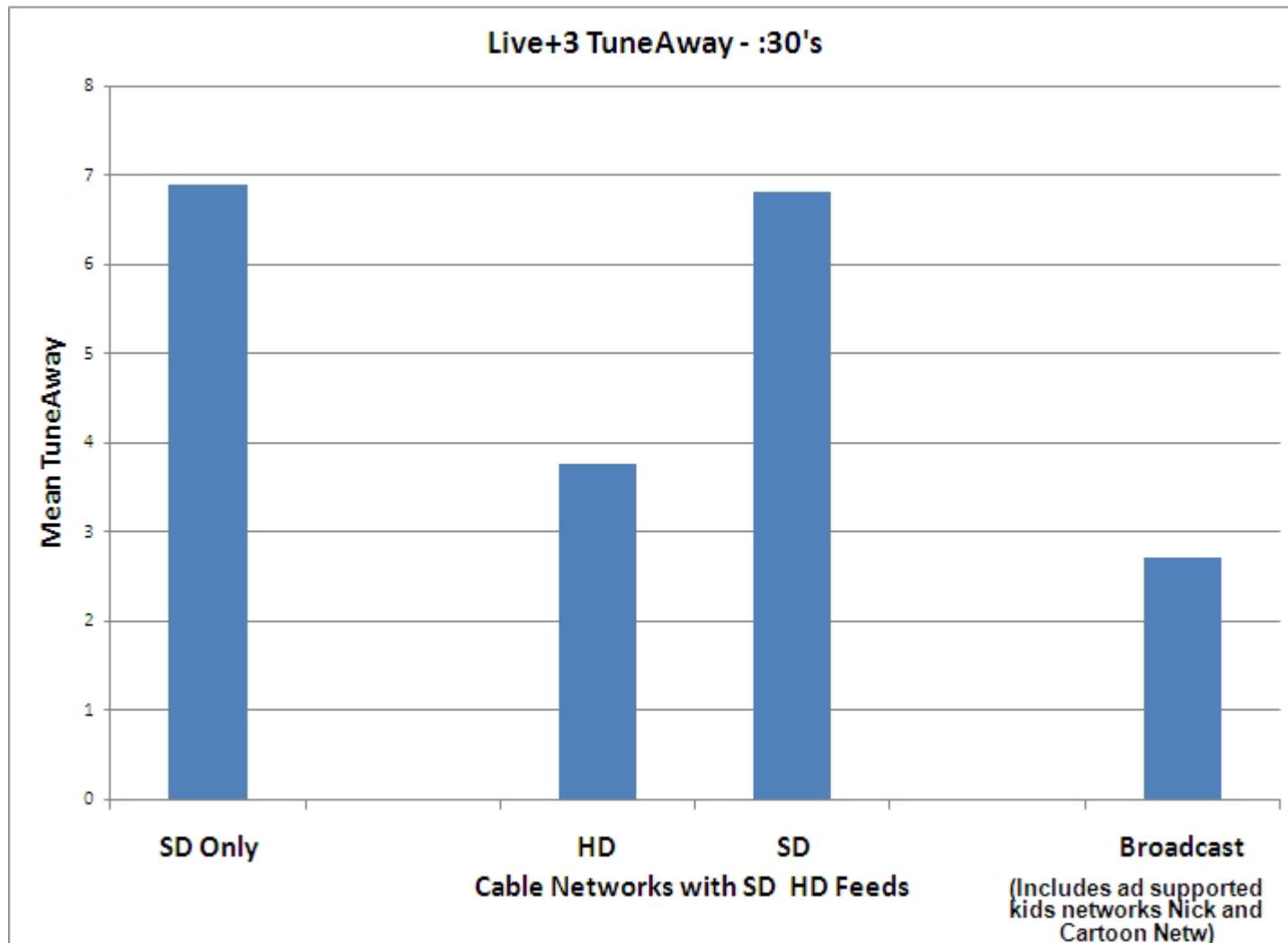
Analysis Hour of the Day



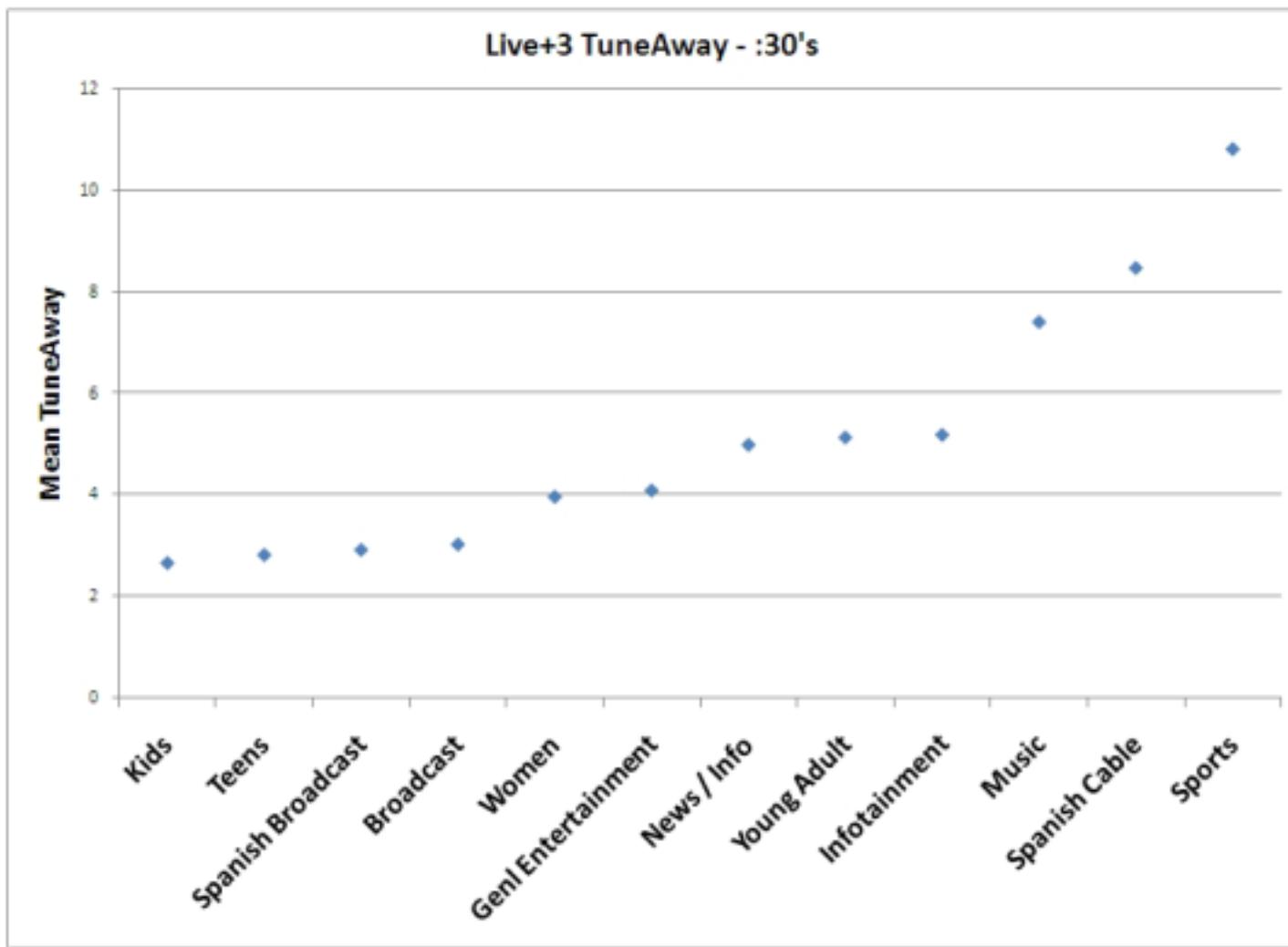
Analysis Month



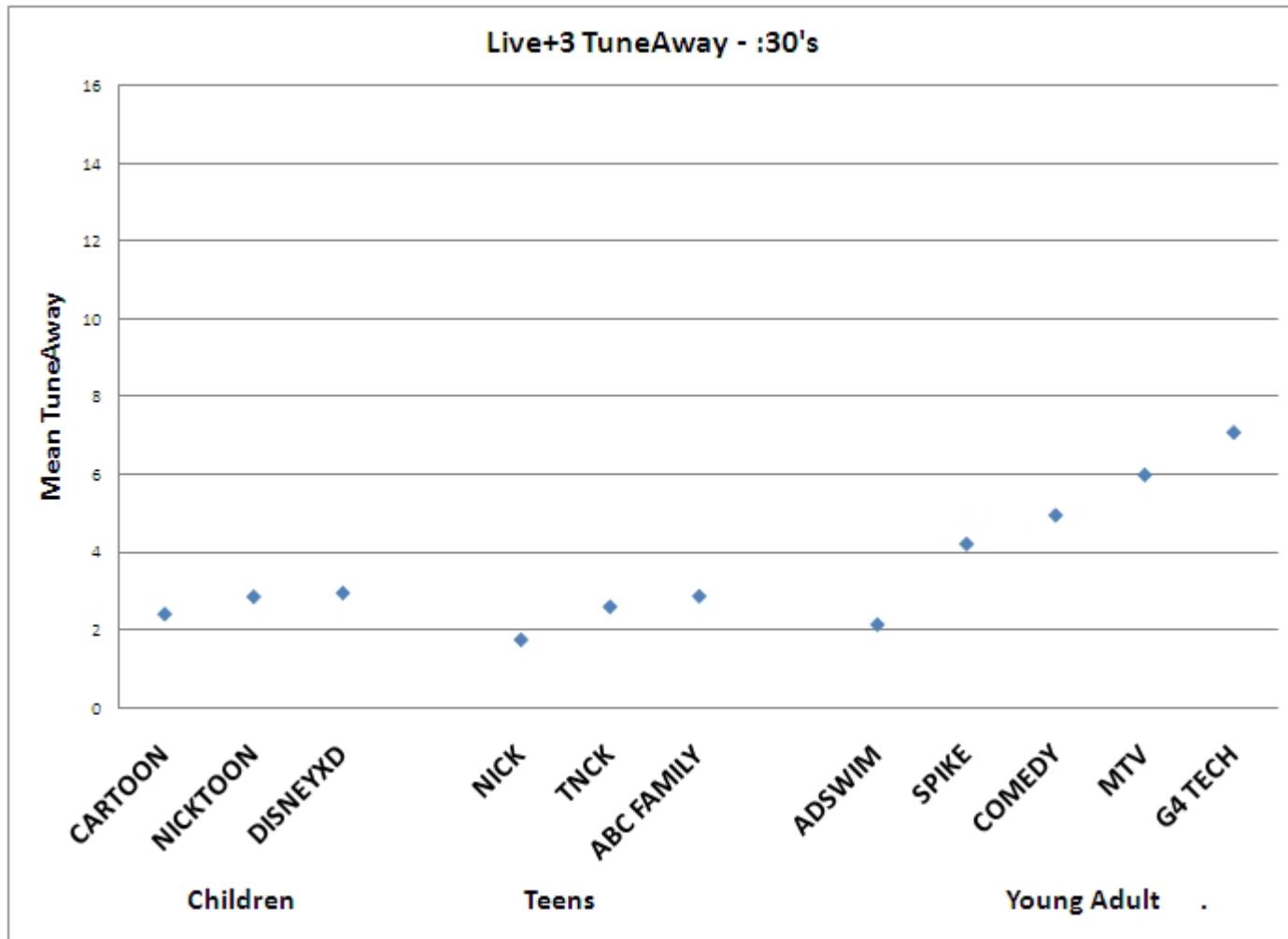
Analysis



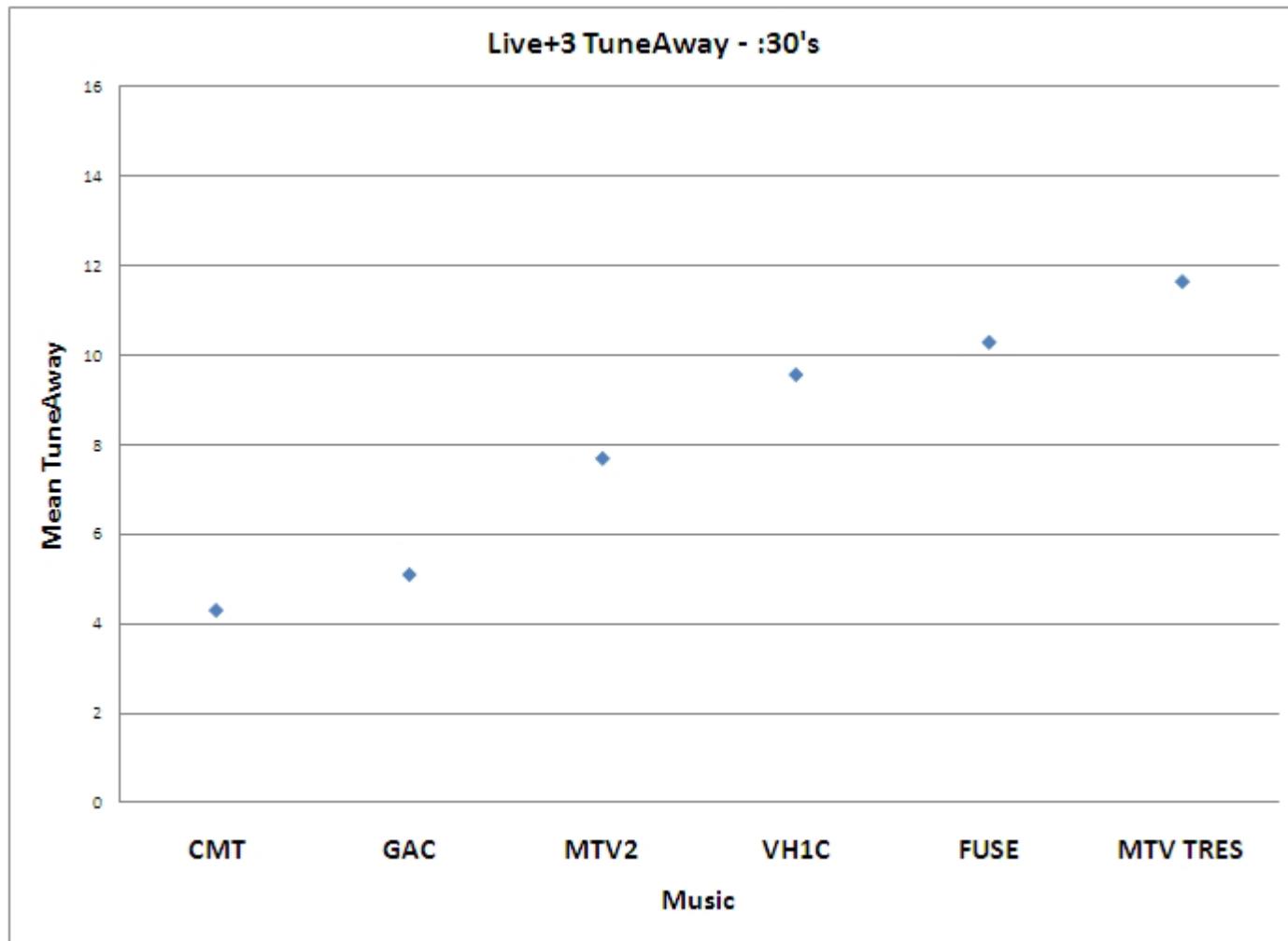
Analysis Network Classification



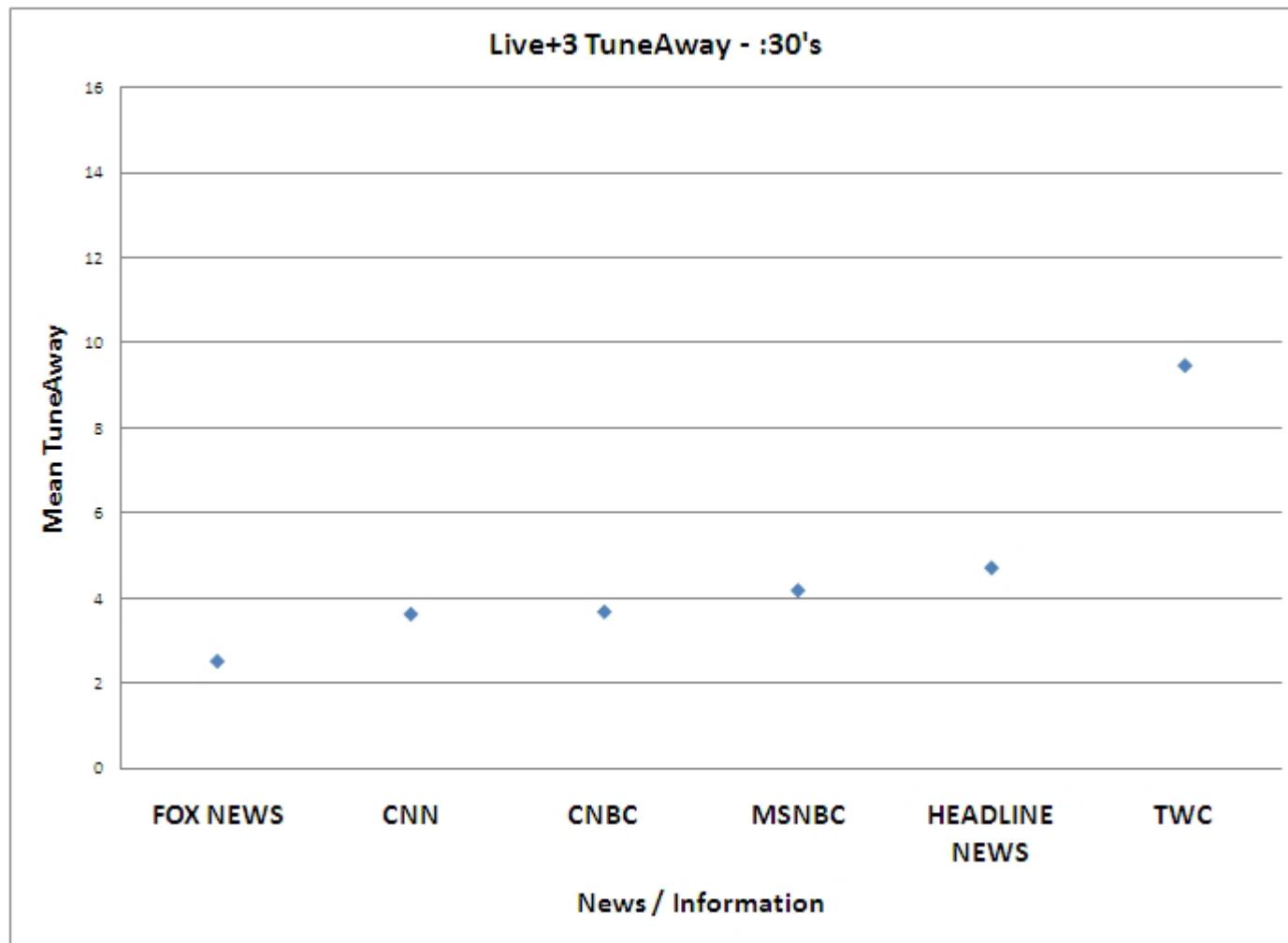
Network Classification - Children – Teens – Young Adults



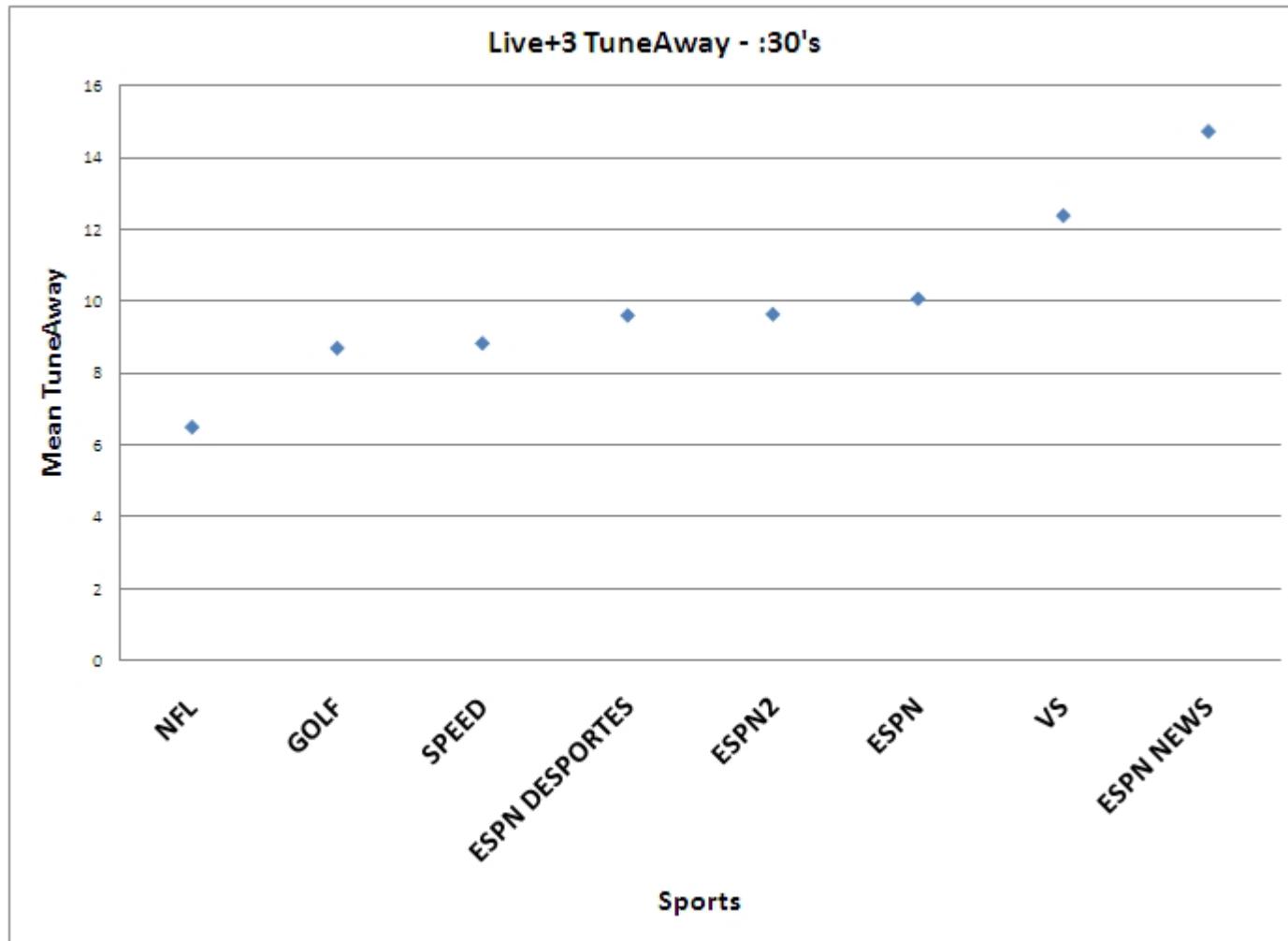
Network Classification - Music



Network Classification - News / Information

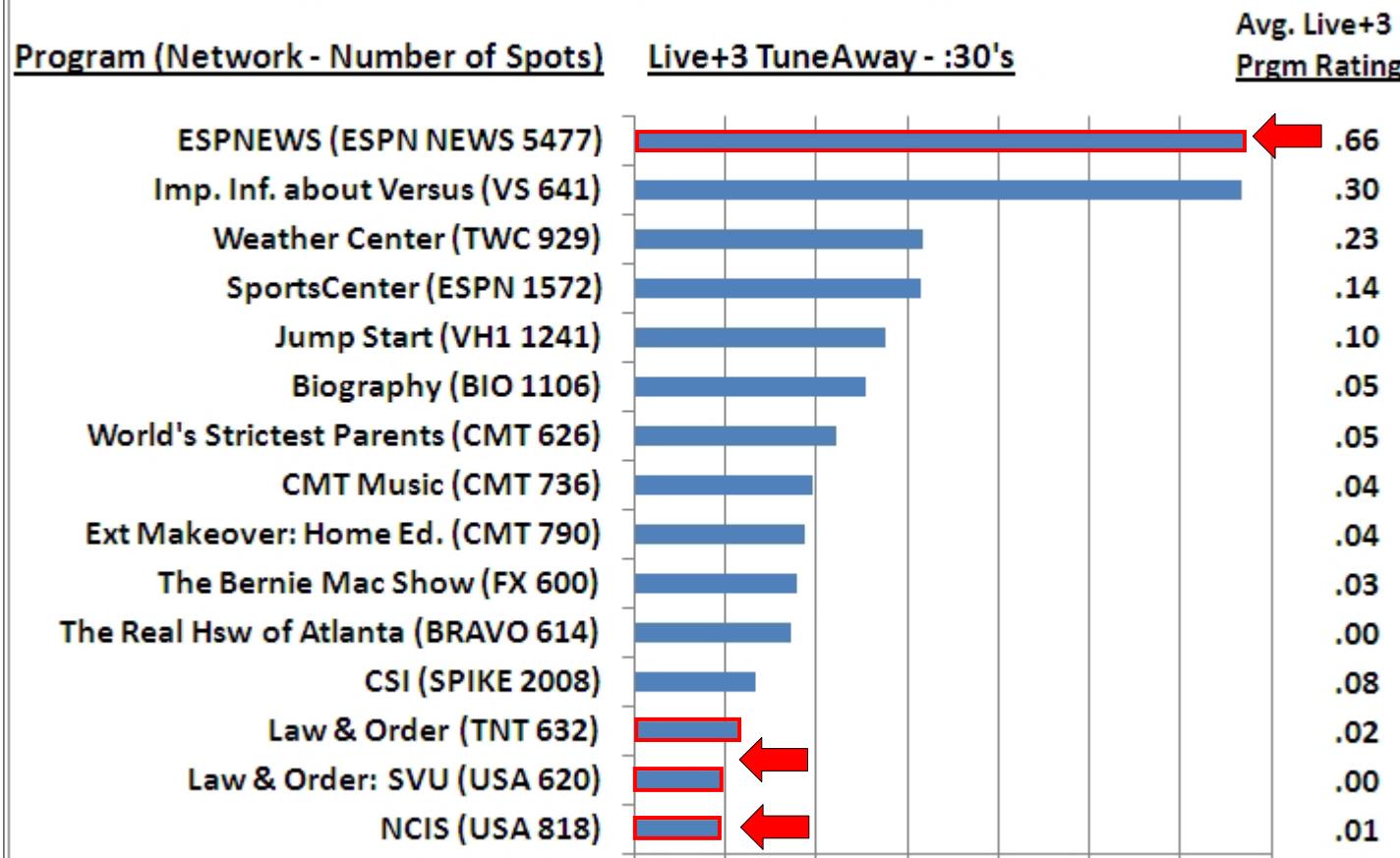


Network Classification - Sports



Analysis Top 50 Programs By # Spots

Top 15 Programs by Number of Spots



Conclusions

- Tuneaway varies dramatically across many of the criteria used to select media and information used to develop a media plan
- Patterns of tuneaway can and should be used to help create better media plans