Children & Youth Cross Media Measurement Project UPDATE!

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Chief Research Officer, RealityMine
What We Set Out to Do

• What is the audience for a program across ALL platforms?

• What is the source of the viewership?

• What is the cross media consumption behaviour of an individual?

• How does that vary by age / gender?
Measurement Models

Household centric

Device centric

Human centric
## Sample Targets

### Phase 1: Working household with children 2-6, 7-12, and/or 13-17 – 100 HHs

Geographic spread, Heavy technology users
- TV with TiVo's
- OTT & Cable subscriptions
- Game Station
- Computer
- Mobile phone
- Tablet

### Phase 2: Working household with children 2-17 (at least 1 aged 2-11) – 500 HHs

Geographic spread, Heavy technology users
- TV with TiVo's
- OTT & Cable subscriptions
- Mobile phone
- Tablet
How We are Measuring it All

Panelists

• TiVo Power Watch Panel
• COPPA compliant opt in
• High-touch panel management

Measure ALL devices in the home

• TVs
• OTT devices
• Games stations
• Tablets
• Laptops
• PCs
• Mobile Phones

Processing

Data processing & deduping

Results

Individual viewer behaviour

“Watcher App”

Living Room - Who’s here?

Fred
Bekka
Bastiaan

Reality
Mine
What TV Data are We Capturing?

To Understand the Source We need to “Quadrangulate”

- TiVO (Set Top Box)
- ACR
- Router Meter
- Device Meter
### What Device Data are Our Meters Capturing?

<table>
<thead>
<tr>
<th>Device Meters</th>
<th>On Device Data</th>
<th>Media specific</th>
</tr>
</thead>
</table>
| ![Device Meters](image) | Web  
App  
Search  
Social!  
+ 180 more... | Platforms/Content  
- Netflix  
- Hulu  
- Amazon  
- YouTube  
- Media apps  
- Social network  
- Etc. |

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#### Router Meter

<table>
<thead>
<tr>
<th>OTT Platforms</th>
<th>Device source</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="OTT Platforms" /></td>
<td><img src="image" alt="Device source" /></td>
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</tbody>
</table>
Who Are We Measuring
The Profile of the First 100 Households

**Household Size**

- 2 households: 0
- 3 households: 5
- 4 households: 10
- 5 households: 15
- 6 households: 20
- 7 households: 8
- 8 households: 2
- 9 households: 0

**Children per Household**

- 1 children: 60
- 2 children: 50
- 3 children: 40
- 4 children: 30
- 5 children: 20
- 6 children: 10

**Devices per household**

- 1-4 devices: 0
- 5-9 devices: 10
- 10-14 devices: 20
- 15-19 devices: 30
- 20-24 devices: 40

**Household Income**

- $0-$14,999: 0
- $15,000-$24,999: 10
- $25,000-$34,999: 20
- $35,000-$44,999: 30
- $45,000-$54,999: 40
- $55,000-$64,999: 50
- $65,000-$74,999: 60
- $75,000-$84,999: 70
- $85,000-$94,999: 80
- $95,000-$104,999: 90
- $105,000-$114,999: 100
- $115,000-$124,999: 110
- $125,000-$134,999: 120
- $135,000-$144,999: 130
- $145,000-$154,999: 140
- $155,000-$164,999: 150
- $165,000-$174,999: 160
- $175,000-$184,999: 170
- $185,000-$194,999: 180
- $195,000-$204,999: 190
- $205,000-$214,999: 200
- $215,000-$224,999: 210
- $225,000 or greater: 220
Diverse Technology in Use

= 10 devices
Where Respondents are Located Across the USA
The Challenges
The Major Challenges...

1. Child “Check-in” Compliance
2. Apprehension of Data Privacy
3. Data Matching
A Peek at the Kind of Data That Will Be Coming...
TV Video Viewing Share by Source: Weekday Children 2-17

- **Weekday Avg**: Live (40%), Streaming (10%), Timeshifted (50%)
- **Weekend Avg**: Live (40%), Streaming (10%), Timeshifted (50%)
Share of Streaming Video on TV – Weekday Average – Children 2-17

<table>
<thead>
<tr>
<th></th>
<th>Weekday Avg</th>
<th>Weekend Avg</th>
</tr>
</thead>
<tbody>
<tr>
<td>YouTube</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Netflix</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

% of total

- Weekday Avg
- Weekend Avg

YouTube, Netflix, Other
Percentage of Daily Viewing By Age Groups / Device - Weekdays

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage of Daily Viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>P 2+</td>
<td>100</td>
</tr>
<tr>
<td>K 2-17</td>
<td>50</td>
</tr>
<tr>
<td>K 2-5</td>
<td>80</td>
</tr>
<tr>
<td>K 6-11</td>
<td>60</td>
</tr>
<tr>
<td>K 12-17</td>
<td>40</td>
</tr>
</tbody>
</table>

- Desktop
- Smartphone
- Tablet
Share of Viewing Across Devices – Children 2-17

- Weekday average
- Weekend average

Device Types:
- Live TV
- Streaming TV
- Timeshifted TV
- Desktop
- Smartphone
- Tablet

Percentage of total viewing across devices for children 2-17.
Video Viewing By Device & % of Children 2 – 17, Weekday Average

- Live TV
- Timeshifted TV
- Streaming on TV
- Smartphone
- Tablet
Video Viewing By Device & % of Children 2 – 17, Weekend Average

- **5-7am**: Live TV > Timeshifted TV > Streaming on TV > Smartphone > Tablet
- **7am-11pm**: Live TV > Timeshifted TV > Streaming on TV > Tablet > Smartphone
- **11am-3pm**: Timeshifted TV > Live TV > Streaming on TV > Tablet > Smartphone
- **3pm-7pm**: Timeshifted TV > Live TV > Streaming on TV > Tablet > Smartphone
- **7pm-11pm**: Live TV > Timeshifted TV > Streaming on TV > Tablet > Smartphone
- **11pm-2am**: Live TV > Timeshifted TV > Streaming on TV > Tablet > Smartphone
Phase Two
What is Key for Phase 2

1. Improving Content Matching
2. Improving Panellist Compliance – Make it More Passive
3. Improving Viewer Attribution
4. Improving Panel Economics
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