

# CNN All Screen Review

Presentation to CIMM 3<sup>rd</sup> Annual Cross-Platform Media Measurement Summit

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# CNN All Screen: Integrating Multiple Data Sources to Measure Cross-Platform Viewing

- Background
- Methodology
- Data Insights
- What's Next



# Turner Perspective:

## What Do We Need in a Cross-Platform Solution?

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- Link to currencies used to transact individual media
- Include all platforms
- Needs to provide a platform view, a program/content view, and a selling inventory view
- Should include both consumption and advertising for display, video, gaming
- Data needs to exist in systems that are used to analyze audience dynamics and develop integrated packages for our advertisers
- Planning data needs to be predictive of data used in post-analysis

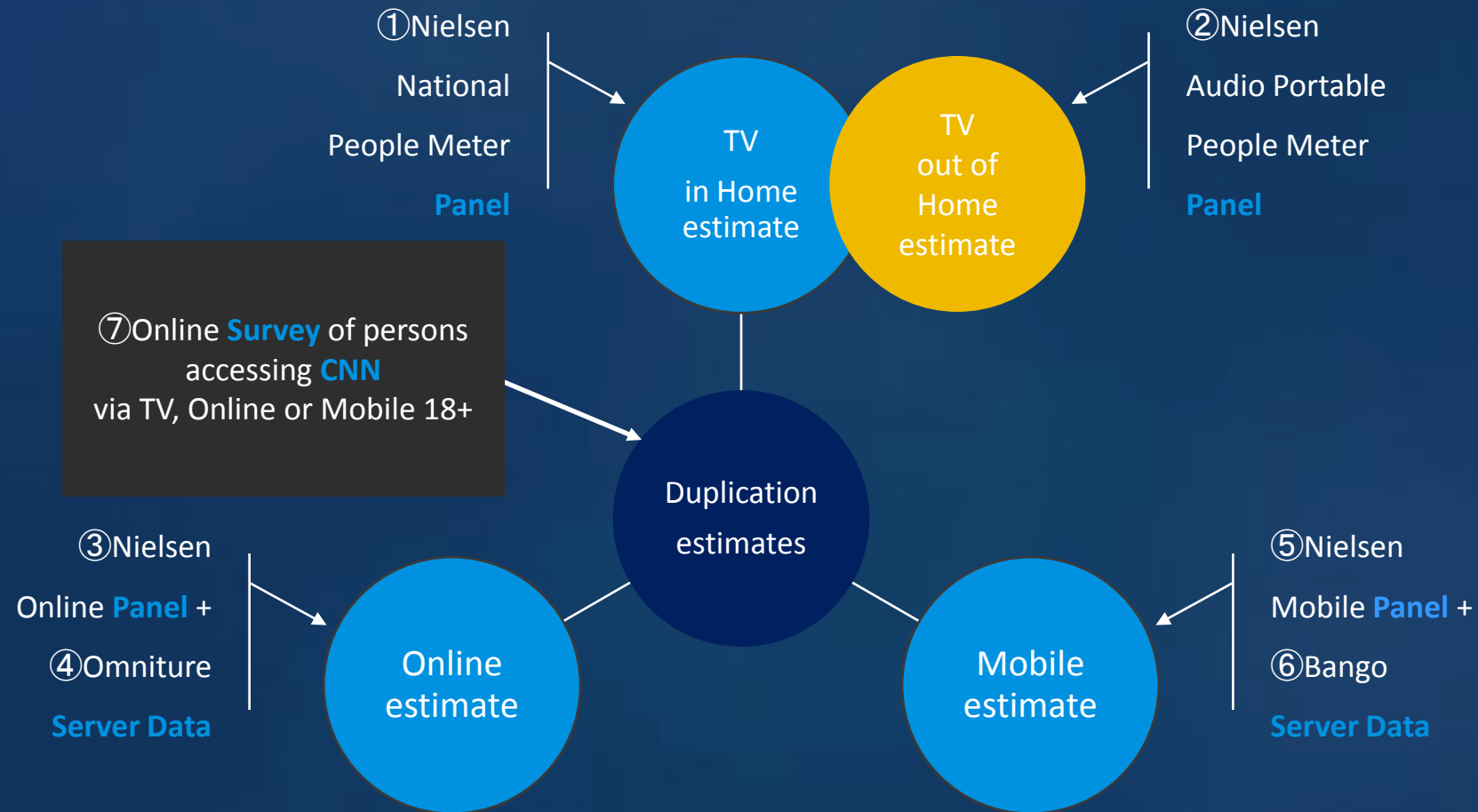
## CNN All Screen: Background

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**Solution:** Partnership with Nielsen to create best-in-class cross-platform measurement solution.



# 3 Media, 7 Data Sources, 3 Methods



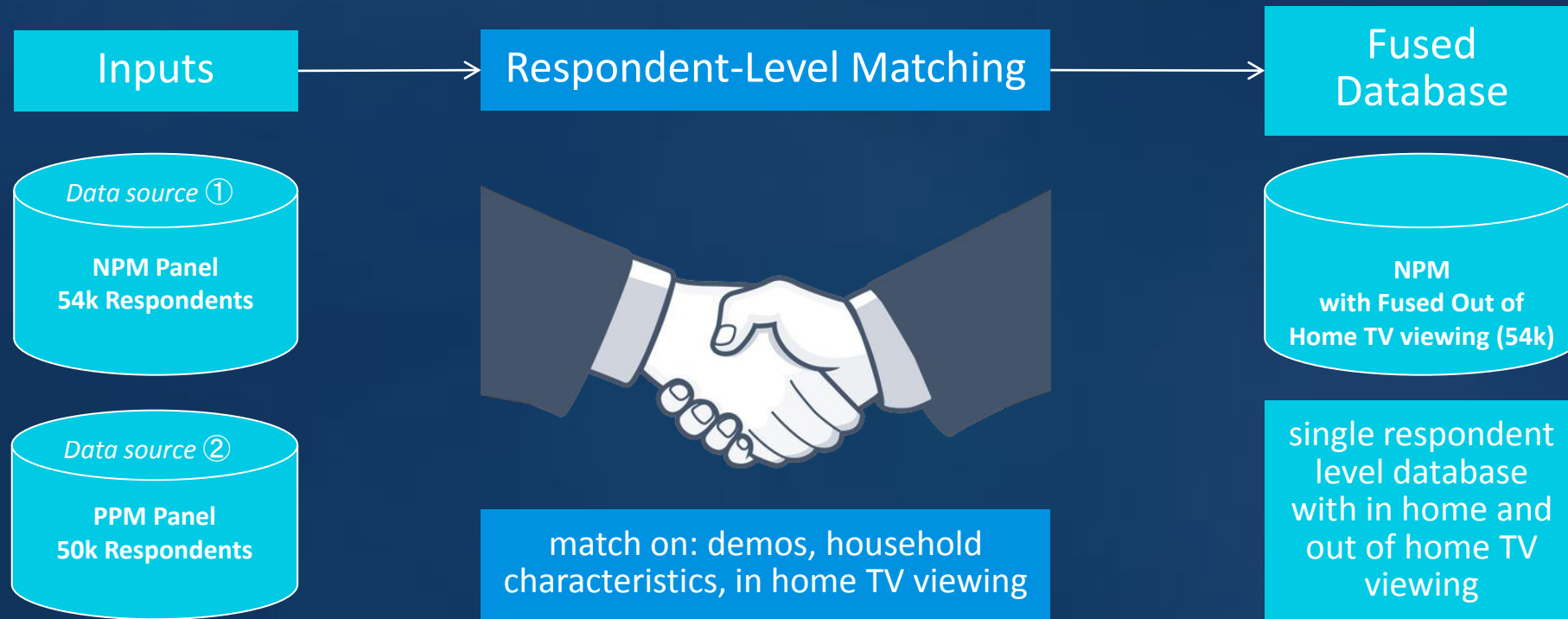
# Data Sources Summary:

## 7 data sources from 3 companies

| # | Data Source   | Measures                 | Sample size | Demo details? |
|---|---|--------------------------|-------------|---------------|
| ① | <b>Nielsen TV</b><br>National People Meter Panel    | At home TV               | 54k         | Yes           |
| ② | <b>Nielsen Audio</b><br>Portable People Meter panel | Out of home TV           | 50k         | Yes           |
| ③ | <b>Nielsen Online</b><br>RDD/Online Panel           | Online CNN Digital Brand | 200k        | Yes           |
| ④ | <b>Nielsen Online</b><br>Mobile EMM Panel           | Mobile CNN Digital Brand | 6k          | Yes           |
| ⑤ | <b>Omniture</b><br>online server data               | Online CNN.com           | census      | No            |
| ⑥ | <b>Bango</b><br>mobile server data                  | Mobile CNN.com + CNN app | census      | No            |
| ⑦ | <b>Nielsen Custom</b><br>All Media custom survey    | Cross-media duplication  | 1k          | Yes           |

# Arbitron → NPM fusion = in + out of home TV viewing

PPM sample fused to NPM using Nielsen's industry-accepted  
Respondent-level data fusion methodology

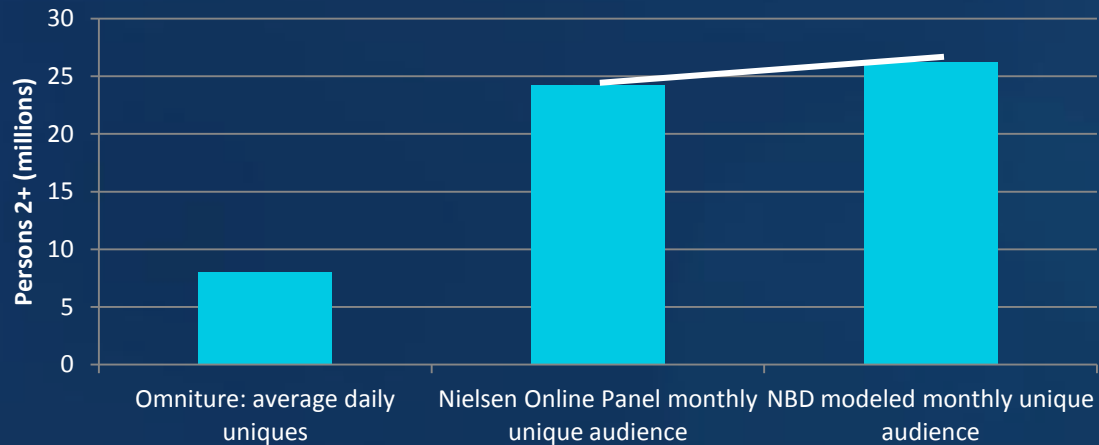


# Digital Estimates: Online example 2-step process

## Step 1

- Estimate CNN.com monthly reach: model daily server data (*data source* ④) for using Negative Binomial Distribution (NBD)
- Compute adjustment factor: modeled server estimate  $\div$  Nielsen Online CNN.com estimate (*data source* ③)

Feb '12 CNN.com Reach Estimates

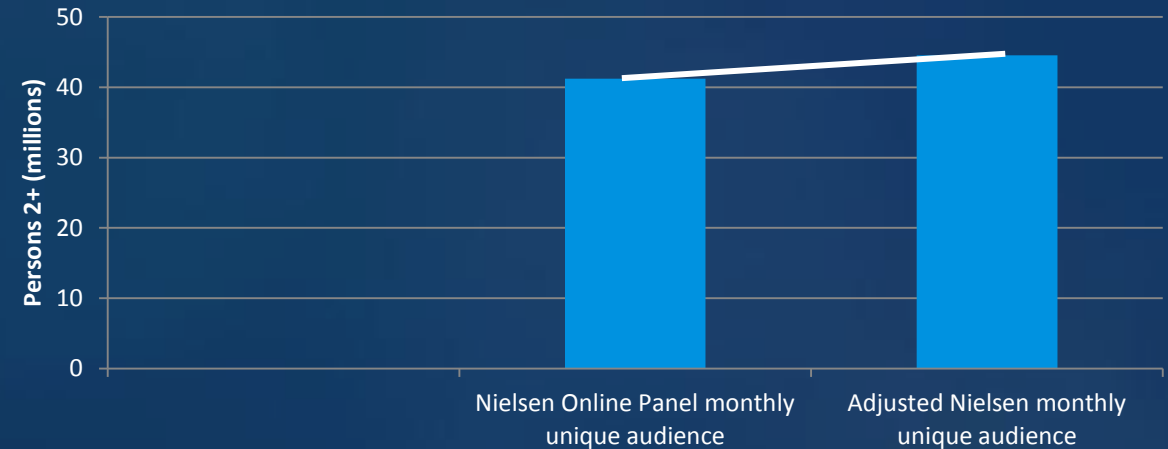


## Step 2

CNN Digital Brand Nielsen Netview estimate (*data source* ③) scaled by adjustment factor from step 1

*Mobile methodology is the same using data sources ⑤ (mobile panel) and ⑥ (mobile server data)*

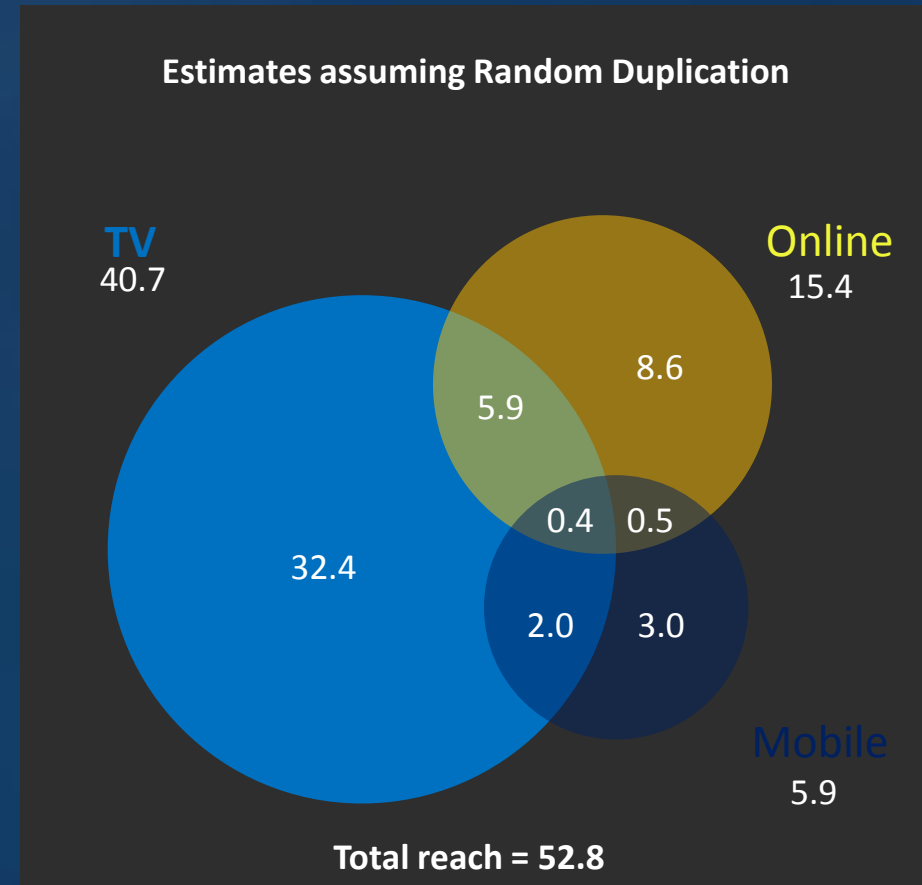
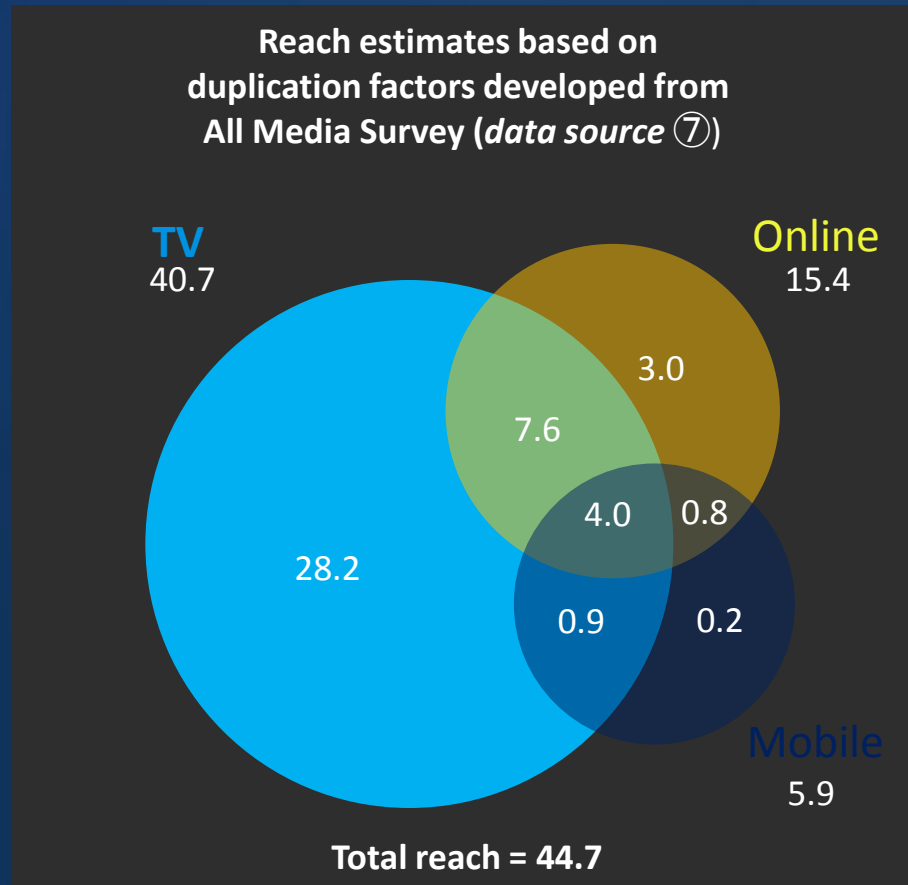
Feb '12 CNN Digital Brand Reach Estimates





# Digital Estimates

## Online example 2-step process



February 2012 persons 2+ % of universe estimates

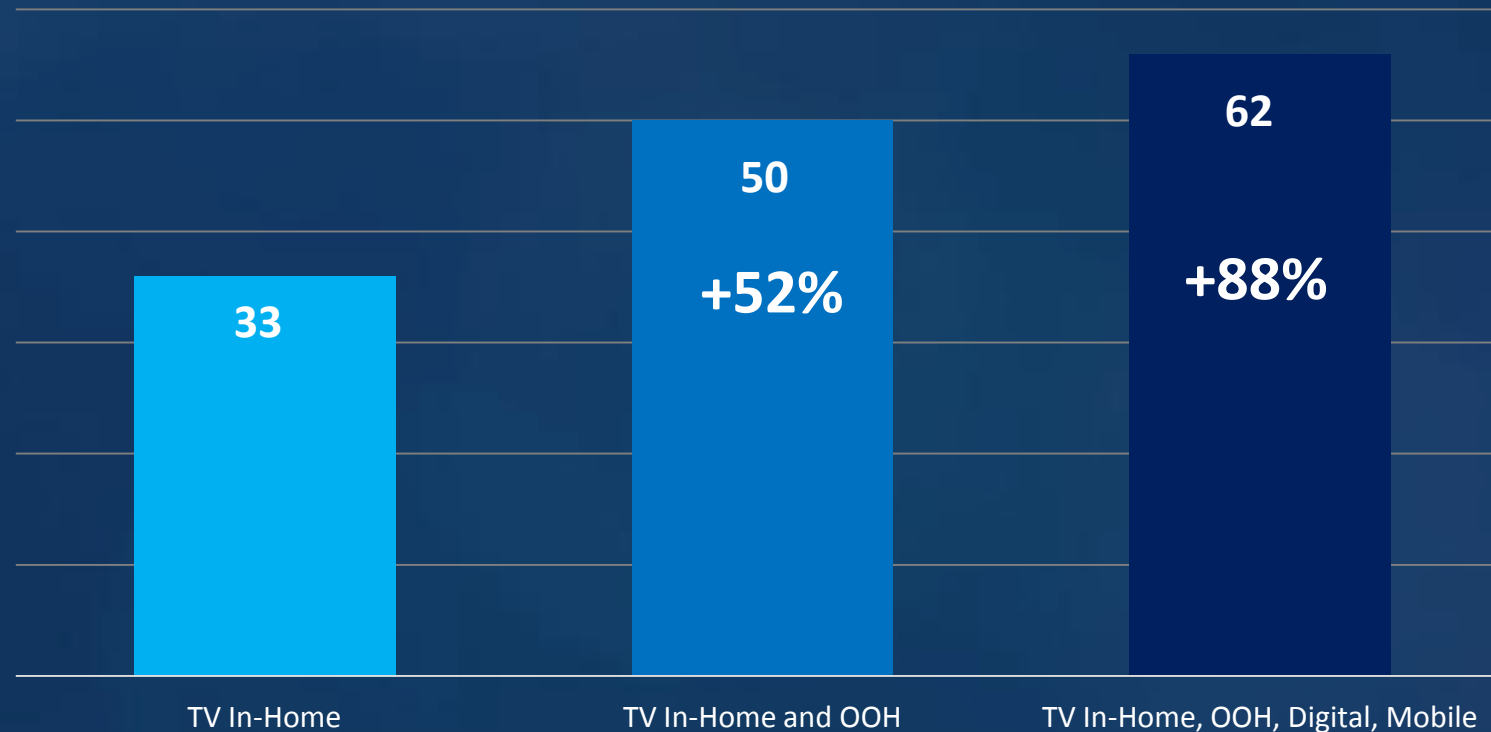
# Validation Checklist

| Process  | Validation  |
|--|---|
| 1) Fuse PPM to NPM to adjust TV viewing for out of home                          | A. Compare sample distributions   |
|  | B. Compare % incremental reach to Arbitron results by demo  |
|  | C. Analyze fused vs donor profile skews   |
|  | D. Split sample test  |
| 2) Adjust online estimates using server counts                                   | E. Compare to hybrid online   |
| 3) Adjust mobile estimates using server counts                                   | F. Compare to Mobile EMM  |
|  | G. Compare to Mobile Internet survey  |
| 4) Weight and project custom survey  | H. Ensure weighted survey converges to weighting targets  |
| 5) Calculate duplication and time spent factors by demo from custom survey       | I. Compare estimates to stand-alone estimate reported by Nielsen TV, Online, and Mobile               |
| 6) Combine Nielsen TV, Online, and Mobile estimates                              | J. Check combined data vs. stand-alone estimates  |
| 7) Apply overlap coefficients to media estimates to estimate duplication         | K. Check overlap group estimates vs custom survey using index on random, overlap coefficient analysis |
| 8) Apply index on average to time spent to estimate duplication group time spent | L. Check overlap group estimates vs custom survey using index on average analysis                     |
| 9) Adjust demographic groups and duplication groups for internal consistency     | M. Ensure Venn diagram components sum to each other and to total                                      |
|  | N. Ensure consistency between genders, total persons  |
|  | O. Ensure CNN digital-only estimates are consistent between CNN and HLN cross-platform estimates      |
| 10) Produce report   | P. Compare to syndicated fusions  |
|  | Q. Compare to cross-platform sample (tv*online interaction only)                                      |
| 11) Create respondent-level dataset  | R. Compare Venn diagram components reach estimates NPOWER vs report                                   |
|  | S. Compare profiles to syndicated fusion and to NetView (online)                                      |
|  | T. Compare profiles to Mobile Media View and Mobile Internet Survey (mobile)                          |

# CNN All Screen: Data Insights — Monthly Measurement

OOH and Digital/Mobile Significantly Extends TV In-Home Reach for CNN

CNN Monthly A25-54 Reach (Mill)



# CNN All Screen: Data Insights — Monthly Measurement

OOH and Digital/Mobile Significantly Extends TV In-Home Reach for CNN

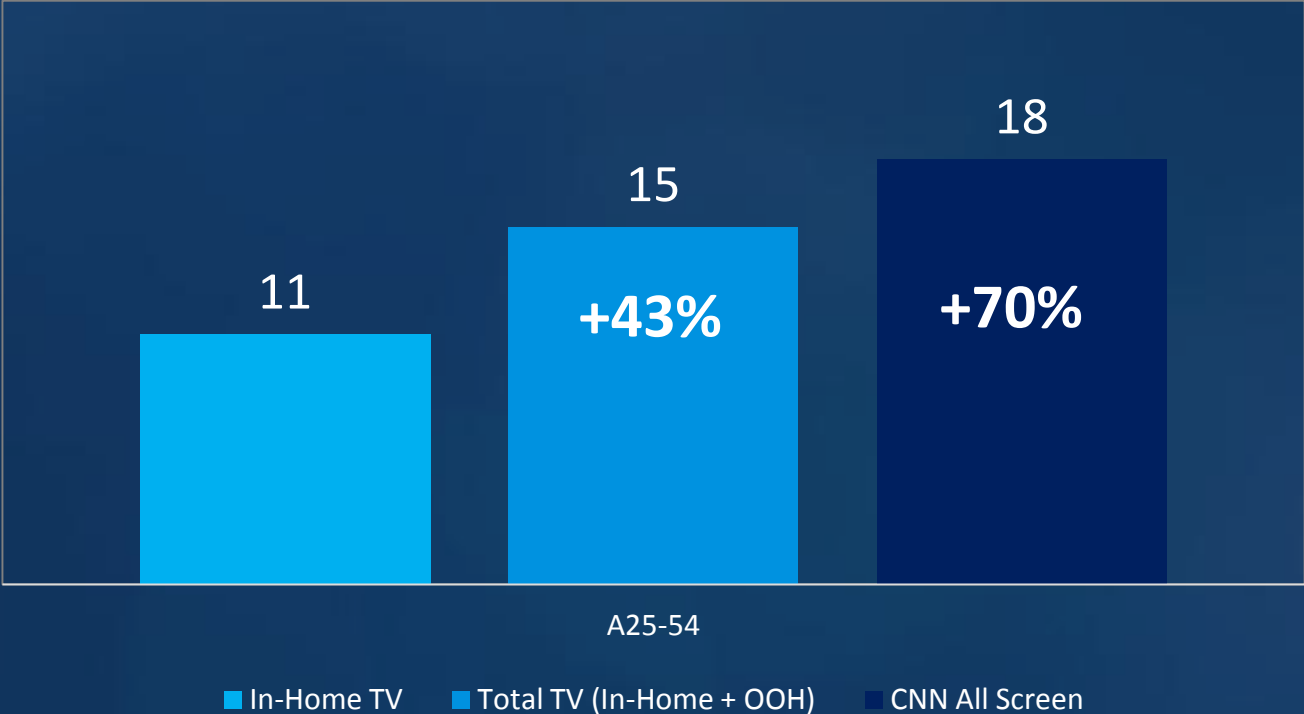
| DEMO            | TV OOH LIFT % | TV OOH / Digital / Mobile Lift % |
|-----------------|---------------|----------------------------------|
| P18-34          | 58%           | 101%                             |
| P25-54/ \$100k+ | 44%           | 69%                              |

# CNN All Screen: Data Insights — Financial Services Campaign

## OOH Extends Brand A's In-Home TV Reach on CNN by Up to 43%

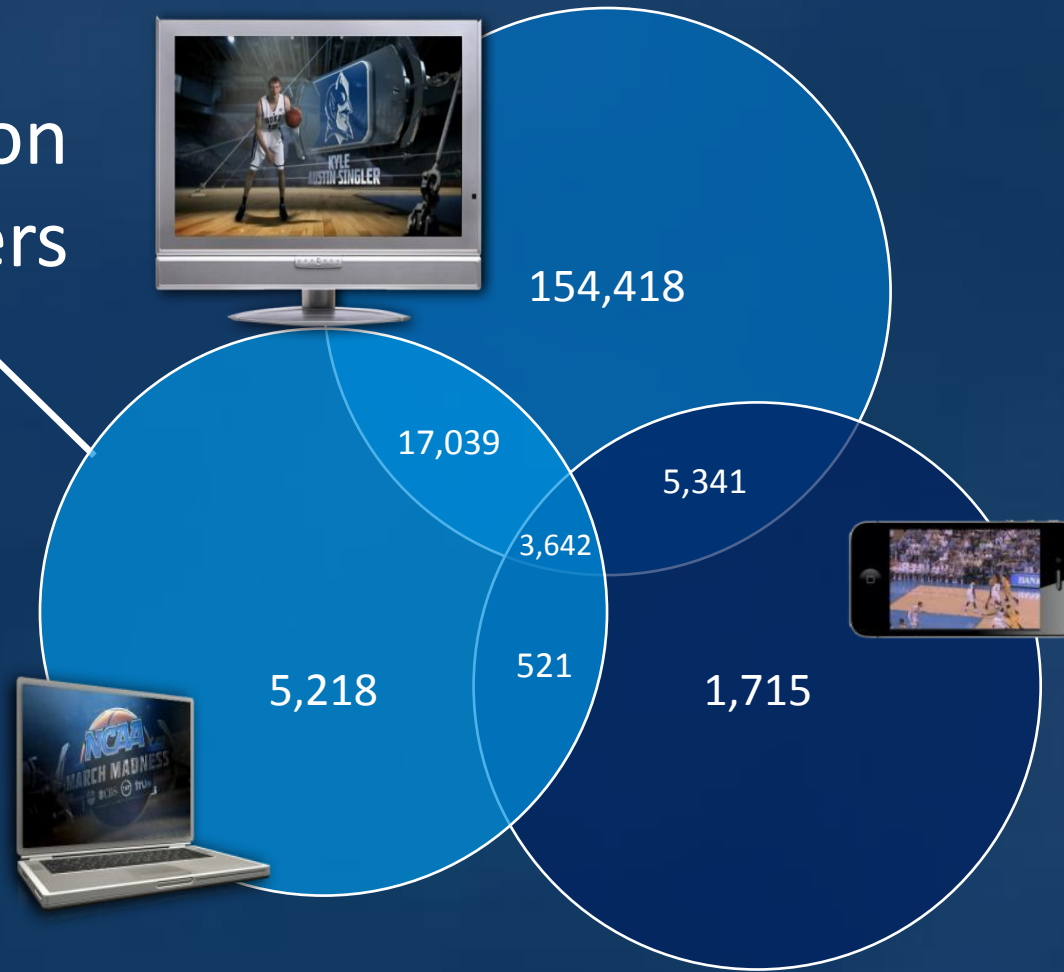
% Lift: Addition to TV IN-HOME (Currency)

“Brand A” Campaign-Level Data: Reach (000s)



# 2013 NCAA Tournament Total Cross-Platform Audience: Total = 187,894,000

33.5 Million  
Digital Users



## CNN All Screen: Current Status

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- Incorporated CNN All Screen in CNN's linear TV business
- Added estimates of CNN OOH delivery to CNN sales plans
- Added actual CNN OOH delivery to MSA post buys
- In conversations with MRC about review of All Screen process
- Due to XCR, less interest in marketplace in post-campaign reporting

## CNN All Screen: Future Developments

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- Improve alignment of Digital/Mobile reach with currency measurements
- Enhance Sales Planning capability
- Move from survey to other methodology to incorporate digital and mobile w/TV



**Thank You!**

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