THE FUTURE OF CROSS-PLATFORM DATA-DRIVEN MEDIA PLANNING & BUYING
As an industry, we are going from being relationship and transaction driven, to being relationship + data, technology and insight driven.

It’s happening unevenly, but it’s happening
MEDIA IS NOT LIKE IT ONCE WAS
NOW, OFTEN SOLITARY
AND HIGHLY DIGITIZED ACROSS DEVICE
People now spend more time with media than they do with anything else.

Of TV time is shared with another screen.
THE WAY MOST OF THE INDUSTRY PLANS MEDIA & BUYS HAS NOT KEPT PACE

Planned one channel at a time
Against arbitrary rules of thumb

3+ frequency
AND UNTIL RECENTLY, MEDIA RESEARCH WAS ALSO SILOED

With the limits in data access, it was hard to plan and measure a media plan worked in totality.

Researchers and planners forced to use too many tools and UIs
DIARIES EVOLVED TO METERS THAT DON’T FORGET

Nielsen TV Diary

Arbitron Radio Diary

Nielsen TV People Meter

Arbitron Radio/TV Personal Meter

Software Meters (Nielsen/comScore)
AND NOW WE HAVE GIANT MULTISOURCE DATABASES ALIGNED TO INDIVIDUALS AND HOUSEHOLDS

Panel-Based Info
(1,000s – 100,000s)

Log-Based Info
(Millions – Billions)

Sample Based Fusions

Future state:
Hybrid of panel-based, fusion and log-based approaches
THESE GIANT DATABASES OF MEDIA, EXPOSURE AND SALES DATA ARE EVOLVING MEDIA PLANNING & BUYING FROM POINT-IN-TIME SINGLE CHANNEL TO CROSS-CHANNEL AND PROGRAMMATIC

2007 - 2010

2011 – ?

the future
Data & Research Ecosystem + Inventory Partnerships

High Performance Analytic Infrastructure

We Have Invested Millions Annually, In People, Data, And Technology

Talent with Diverse Analytic Skills
EXAMPLES OF HOW NEW DATA HAS CHANGED MEDIA RESEARCH

• Less reliant on, and use of, off-the-shelf syndicated tools

• Less attention on ratings

• Client CRM data increasingly matched to media consumption and ad exposure
  • Used for planning, targeting and match-back analytics

• More attention on targeting, measurement & optimization

• Deliberate planning of cross-channel and cross-device exposure

• Better understanding of optimal ranges of R&F

• Granular understanding of ad exposure overlap between media types and properties