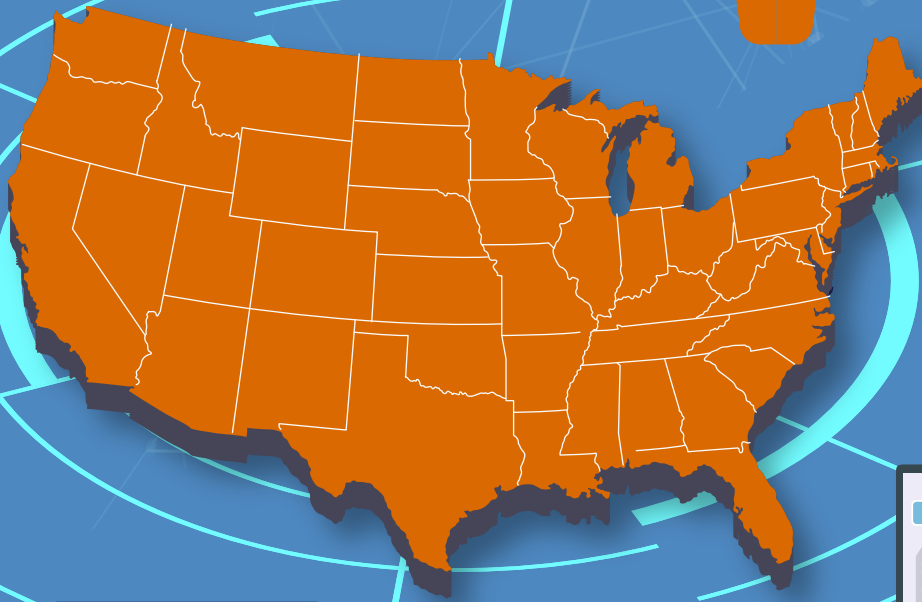# LOCAL TV AND VIDEO INNOVATION SHOWCASE

How to Navigate This Showcase

This showcase is designed to be an interactive and user-friendly resource. Follow the instructions below to explore the innovative solutions and insights featured in each section:

1. **Contents Page**
   - Click any line on the **Contents Page** to jump directly to that section of the document.
     This allows you to easily find the topics or case studies most relevant to your interests.

2. **Action Buttons**
   - **View Full Case Study →**

     Use this button located on each summary page to access the complete, detailed case study for in-depth insights and methodologies.

   - 🏠 **Home Button**

     Found on the first page of every case study, this button takes you back to the main Contents Page for easy navigation.

3. **Interactive Design**
   - Navigate through the document effortlessly by using hyperlinks embedded within the text.
     These shortcuts make it simple to explore recommendations, strategies, and examples without scrolling.

4. **Summaries and Details**
   - Each innovation is introduced with a concise summary, providing an overview of its purpose and outcomes.
     Dive deeper into the full case studies to learn about methodologies, data, and measurable results.

By following these navigation tips, you'll be able to explore the showcase effectively and discover the wealth of knowledge it offers about local TV and video innovation.

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Project Background

Foreword

CIMM and the TVB are delighted to present this paper, a showcase of unique innovations in the local television and video ecosystem, reflecting the pressing industry need to adapt creative, targeting, and measurement initiatives to the rapidly changing local video landscape. These case studies exhibit new, innovative ways of thinking, across approaches to measurement, attribution, cross-platform campaign optimization, data integration, content delivery, and operational efficiency.

The genesis for the study came out of collaborative, ongoing industry analysis driven by CIMM's Local TV Measurement Working Group, a group of local TV experts who meet monthly to review trends in the space. The Working Group defined the study's purpose, scoped the project, and worked with almost 20 stakeholders across the industry to surface innovative case studies in local advertising.

We're excited to share these highlights of innovation in the local TV and video industry, and look forward to further collaboration with companies across the local ecosystem. We'd like to thank the many senior executives who contributed to this study, and the authors Patti Cohen and Matt Ross, for their expert analysis and diligent work.

Jon Watts,
Managing Director, CIMM

Hadassa Gerber
EVP & Chief Research Officer, TVB

About CIMM

The Coalition for Innovative Media Measurement (CIMM) is a non-partisan, pan-industry coalition of companies from across the media and advertising ecosystem, focused on supporting improvements, best practices and innovations in measurement and currency development, the use and application of new metrics and approaches to understanding the value of media, and data collaboration and enablement.

About TVB

TVB is the not-for-profit trade association representing America's local broadcast television industry, including linear and digital platforms. Its members include the U.S. television stations, television broadcast groups, advertising sales reps, syndicators, international broadcasters and associate members. TVB actively promotes local media marketing solutions to the advertising community and works to develop advertising dollars for the medium's multiple platforms, including on-air, online and mobile. TVB provides a diverse variety of tools and resources, including its website, to support its members and to help advertisers make the best use of local ad dollars.

Acknowledgements

We would like to acknowledge the following 16 companies for their active participation in our study, time and effort. Their transparency in sharing learnings from local innovations is highly appreciated and a benefit, we hope, to all of our readers.

AdImpact

ampersand
MOVING TV FORWARD

effectv

comscore

consumer ORBIT

dentsu

gray edge

Hypha Metrics

Madhive

Magid

Nexstar
ADVERTISING

NYI NEW YORK INTERCONNECT

RUN3TV

Spectrum REACH

TUNNL

who's watching tv
WWTV

About the Authors

Patti Cohen

Insights Expert | Data-Driven Leader | Advocate for Innovation

Patti Cohen is a highly accomplished and respected executive in media and audience research, with over 35 years of experience in audience measurement, data analytics, and strategic insights. For more than two decades, she served as the Senior Vice President of Research at CBS Television Stations and CBS Media Ventures, where she led research operations that shaped strategic decisions across news, programming, sales, marketing, and finance teams. Her work was instrumental in driving revenue growth and increasing viewership by providing actionable data insights and recommendations that refined audience targeting, optimized performance, and strengthened partnerships with advertisers. Patti's ability to translate complex data into compelling narratives and recommendations was crucial in fostering collaboration and achieving key business objectives.

Patti has consistently applied her expertise in cross-platform measurement, audience behavior, and digital strategy to help organizations navigate the evolving media landscape. Her strategic leadership has delivered impactful solutions that drive innovation and enhance organizational performance.

Recently, Patti was appointed the Local TV and Video Chair of the Working Group for the Coalition for Innovative Media Measurement (CIMM). In this leadership role, she has contributed visionary thinking and collaborative expertise to highlight groundbreaking innovations in local TV, streaming, and cross-platform media. She is also an active member of esteemed industry organizations, including the Media Rating Council (MRC), CIMM, and the Television Bureau of Advertising (TVB), contributing to advancing measurement standards and fostering cross-platform solutions.

Through her leadership on the CIMM/TVB Local TV and Video Innovation Showcase Project, Patti has demonstrated her commitment to elevating local TV and video while collaborating with industry leaders to create impactful, future-ready solutions. Her passion for innovation and expertise in data integration have positioned her as a key advocate for progress within the media industry.

Patti remains actively engaged in the media community as a consultant and thought leader, empowering organizations with data-driven strategies and championing the transformative potential of local media, streaming, and cross-platform offerings. Her dedication to showcasing the value and impact of these platforms underscores their critical role in shaping the future of the media landscape.

https://www.linkedin.com/in/patticohen/

Matt Ross

Insights Expert | Data Driven Story-Teller | Consultative Approach

Matt Ross is a highly experienced analytics, methodology and insights executive with a proven track record in supporting strategic innovation and revenue growth across the local media landscape. With extensive leadership experience at NBCUniversal, Hearst Television, and Norman Hecht Research, he's built and led teams to deliver actionable insights, optimize media strategies, and achieve critical business objectives.

A recognized expert in advertising effectiveness and audience measurement, Matt specializes in data-driven storytelling, client collaboration, and delivering impactful solutions for marquee initiatives like the Olympics and World Cup.

As an industry leader and advocate, Matt held key leadership roles with the Media Rating Council and National Association of Broadcasters, helping shape the future of media measurement. Matt is proud to have completed the NBCU Executive Leadership Program and holds a Bachelor of Arts in Communications from Queens College/CUNY.

For this innovation showcase project, Matt was focused and determined to accentuate the incredible work and accomplishments within the local media advertising ecosystem. These initiatives provide a remarkable roadmap to the strength and future growth of the local advertising business, as it evolves to meet the ever-changing media landscape at-large.

Matt remains active in the media industry serving as a consultant and mentor, always looking for ways to showcase the amazing outcomes provided by the voice and reach of local media.

https://www.linkedin.com/in/mattross123/

Approach

This study is based on a comprehensive assessment of 16 case studies of innovators in the local TV and video marketplace. The innovations featured in this showcase are not just technological advancements; they represent a collective effort to redefine the possibilities within local broadcasting. As you explore the summaries and case studies, we hope you will find inspiration and insights that can be applied to your own work. Our goal is to foster a culture of continuous innovation, ensuring that the local TV and video marketplace survives and thrives in this dynamic media environment.

The following 16 company case studies were used as the basis for this Study.

1. AdImpact

AdImpact has pioneered advanced local measurement capabilities, particularly highlighted through their analysis of the "12 News Olympic Zone" during the Paris Olympics 2024. By utilizing a robust sample panel method and Automated Content Recognition (ACR) technology, AdImpact delivers hyper-local insights across all 210 DMAs, enabling swift strategic adjustments for advertisers during high-stakes events.

2. Ampersand

Ampersand's Audience-Only solution revolutionizes local TV advertising by shifting focus from traditional age/gender demographics to strategic audience segments. This approach ensures precise impression delivery and operational efficiency, exemplified by their successful campaign with a luxury automotive brand.

3. Comcast Effectv

Comcast Effectv's case study on Mancini's Sleepworld showcases its cutting-edge multi-screen advertising and attribution capabilities. By linking multi-screen ad campaigns to offline customer actions, Effectv delivered impressive ROI, demonstrating the power of addressable TV advertising combined with precise audience targeting.

4. Comscore

Comscore's local-first approach in cross-platform campaign measurement emphasizes precision at both local and national levels. Tools like Comscore Campaign Ratings offer detailed real-time insights that optimize media planning and enhance campaign effectiveness, setting a new standard in local TV measurement.

5. Consumer Orbit

Consumer Orbit empowers local TV and video businesses by integrating TV viewing with website and retail activity, enabling targeted advertising based on actual customer behaviors. Their innovative approach has led to significant successes across multiple markets, proving the efficacy of cross-platform data integration.

6. Dentsu

Dentsu's collaboration with Comscore in local television advertising has led to a pioneering audience-first strategy that combines advanced identity data with viewing behavior. This approach has significantly improved campaign performance, with a 47% increase in impressions and a 35% reduction in CPM, highlighting the potential of advanced audience targeting to deliver more impactful advertising outcomes

7. Gray Media

Gray Television's "Gray Edge" platform highlights the significant impact of combining broadcast and digital advertising. Their approach led to substantial increases in website visits, new user engagement, and social engagement, proving the value of integrated media strategies in local markets.

8. HyphaMetrics

HyphaMetrics presents a transformative approach to media measurement with their UNIe (Unified Neuromedia Identification Engine), which provides a comprehensive view of media consumption across all platforms. This innovation enables local stations to make data-driven decisions, optimize content strategy, and attract advertisers through precise audience measurement.

9. Madhive

Madhive brings digital precision to television with their full-stack streaming TV infrastructure. Their case studies demonstrate how targeted, hyper-local campaigns can significantly enhance brand lift and conversion rates, offering local stations a scalable and measurable advertising solution.

10. Magid's AD.VANTAGE AI **Magid**

Magid's AD.VANTAGE AI blends AI sophistication with deep market insights to revolutionize local marketing strategies. This platform empowers sales teams with instant, high-quality marketing content tailored to specific business needs, leading to increased efficiency and improved sales outcomes.

11. Nexstar Media Group

Nexstar's partnership with Comscore leverages Cross-Platform Campaign Ratings (CCR) to provide a unified view of campaign performance across TV and digital platforms. Their initiatives enhance the measurement and optimization capabilities for local stations, ensuring that they can deliver comprehensive and effective campaigns.

12. New York Interconnect (NYI)

NYI's data-driven approach integrates Linear TV, Addressable TV, and Streaming to deliver highly effective advertising campaigns. Their work across automotive, political, and tune-in campaigns has demonstrated substantial incremental sales tune-in lift, and ROI, showcasing the power of integrated ad solutions.

13. Run3TV

Run3TV is an innovative platform that deploys ATSC 3.0 technology to bring advanced capabilities to local television broadcasting. The platform enhances TV viewing by enabling broadcasters to deliver 4K UHD content, improve viewer data collection, and offer an increased variety of content delivery methods. This technology fosters significant advancements in smart broadcasting, audience data gathering, and content personalization.

14. Spectrum Reach

Spectrum Reach's innovation in Multiscreen Attribution offers detailed and accurate data across multiple platforms. Their advanced audience measurement and optimization tools have significantly improved media strategies, making them more precise and efficient.

15. Tunnl

Tunnl's strategic approach to audience measurement and media optimization for a large trade association in the energy sector resulted in significant ad recall and engagement improvements. By focusing on highly engaged voter segments, Tunnl demonstrated the power of targeted audience strategies in driving campaign effectiveness.

16. Who's Watching TV

Who's Watching TV is a software company in the local broadcasting ecosystem that provides solutions that address the industry's unique challenges. They specialize in processing and analyzing local Nielsen and Comscore data, offering tools that enhance both data integration and operational efficiency. Their recent innovations, such as the "As-Run Report" and title resolution capabilities, enable local TV and video businesses to manage and analyze large volumes of data with accuracy and speed. By improving data usability and business intelligence, Who's Watching TV helps local TV and video businesses optimize their operations and gain deeper insights into audience behaviors, ultimately supporting the broader goals of local media innovation.

02 The Innovation Landscape in Local Media and Video Measurement, Currency, Metrics and Data Collaboration

The local broadcasting industry is at a crossroads, driven to innovate by rapid changes in viewing behavior, shifts in underlying technologies and distribution environment for local TV and video, and by the proliferation of new measurement, data, and identity solutions. As we move forward, it's crucial to understand what propels advancements within this sector, the emerging innovations, and the roles that various industry stakeholders – agencies and advertisers, local media companies, platforms and aggregators, measurement and data vendors, technology providers, and others – are playing in this transformation. CIMM and TVB's vision, unwavering support, and leadership have laid the foundation for continued growth and resilience in local broadcasting, ensuring the industry is equipped to meet future challenges with confident solutions.

Innovation in the local media marketplace is imperative in maintaining its relevancy in a constantly evolving TV and video market. As linear TV viewing continues to be a cornerstone of local viewing, whether delivered through traditional broadcast channels or streaming platforms, local TV and video businesses must evolve to maintain their critical role in helping advertisers connect with audiences. The convergence of traditional broadcasting with digital platforms, the demand for more precise targeting, addressability, measurement, and accountability, and the push for deeper audience engagement are all key factors stimulating investment and innovation across the local market.

As demonstrated in this Local Innovation Showcase Playbook, these challenges are being met with creativity, resilience, and a forward-thinking approach, showcasing the industry's commitment to adapt and thrive. The momentum of change brings with it an excitement for what's next and a renewed belief in the potential of local broadcasting to engage and serve communities in impactful ways.
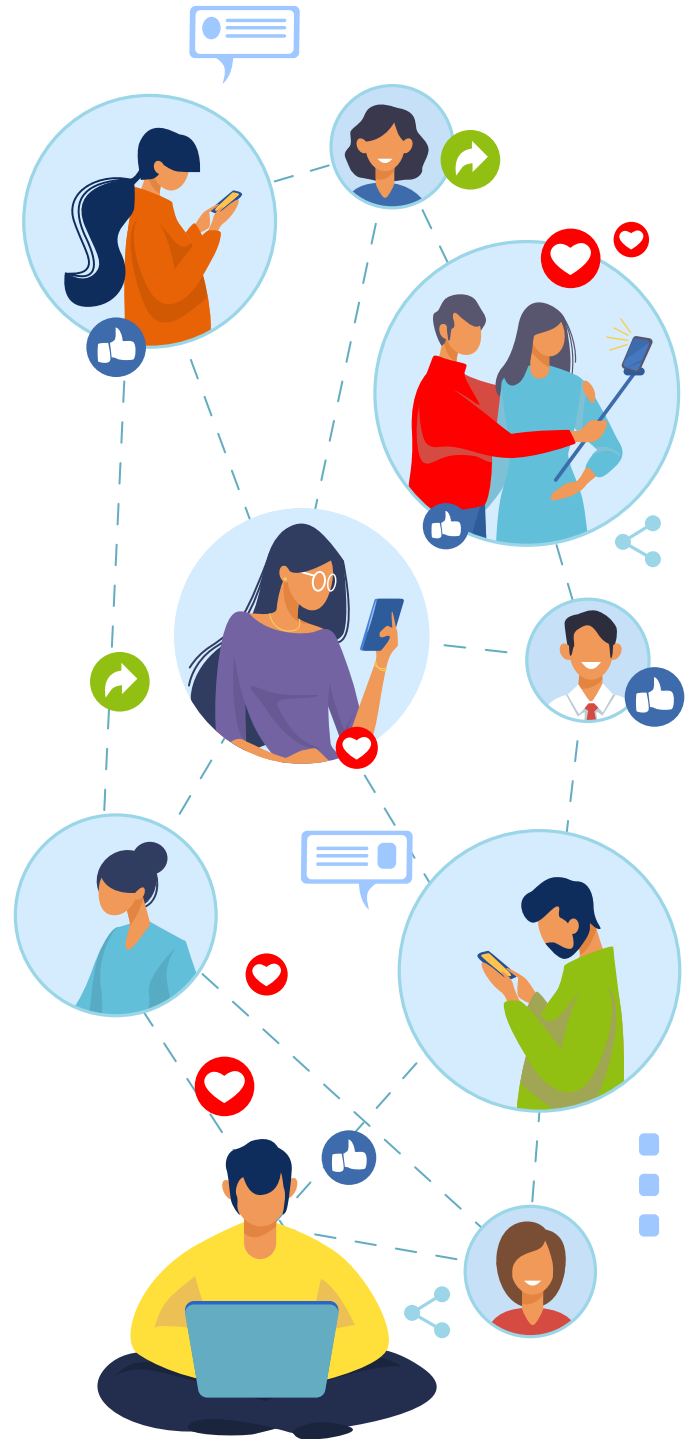
What kinds of innovations are we seeing?

At a high level, there are six broad areas where companies in our Showcase applied innovative approaches to their initiatives in the local advertising ecosystem.

1. Measurement

Companies like AdImpact, Comscore and HyphaMetrics are leading the charge with measurement innovations. Comscore's cross-platform campaign measurement tools provide precise person-level data across local markets, helping local TV and video businesses better understand and optimize their audience reach. HyphaMetrics has developed a Unified Neuromedia Identification Engine (UNIe) that offers a comprehensive view of media consumption across all platforms, giving local TV and video businesses detailed insights into audience behaviors. AdImpact has pioneered advanced local measurement capabilities, particularly highlighted through their analysis of the 12 News Olympic Zone during the Paris Olympics 2024, utilizing Automatic Content Recognition (ACR) technology.

2. Attribution

Companies like Comcast Effectv and MadHive are driving innovation in attribution. Comcast Effectv's multi-screen attribution capabilities allow advertisers to link their TV campaigns to offline customer actions, providing a clear picture of the return on ad spend. MadHive has developed advanced attribution techniques that go beyond traditional metrics, using precision-focused campaigns to track and enhance brand lift and conversion rates for local advertisers.

3. Cross-Platform Digital Campaigns

Nexstar Media Group, New York Interconnect (NYI), and Comscore are making significant strides in enabling and optimizing cross-platform digital campaigns. Nexstar, through its partnership with Comscore, leverages tools like Cross-Platform Campaign Ratings (CCR) to provide a unified view of campaign performance across linear and digital platforms, enabling local TV and video businesses to optimize and demonstrate the effectiveness of their campaigns across multiple channels. NYI integrates Linear TV, Addressable TV, and Streaming to deliver targeted advertising campaigns that effectively reach audiences across different platforms. Comscore supports these initiatives by offering real-time cross-platform campaign metrics, allowing for in-flight optimization and comprehensive campaign analysis.

4. Data Integration and Audience Insights

Dentsu, Consumer Orbit, Nexstar Media Group, Ampersand, Tunnl, and Who's Watching TV are at the forefront of integrating diverse data sources to deliver actionable audience insights. Dentsu's use of its Merkury identity data platform, in collaboration with Comscore's set-top box data, has enabled highly targeted advertising that goes beyond traditional demographics. Consumer Orbit's approach combines TV viewing data with website and retail activity, allowing local TV and video businesses to target actual customers within their audience rather than relying on traditional age/gender demographics. Nexstar contributes by leveraging detailed person-level insights through its partnership with Comscore, enabling precise audience targeting and comprehensive campaign analysis. Ampersand's Audience-Only solution shifts focus from traditional demographics to strategic audience segments, ensuring precise impression delivery and operational efficiency. Tunnl's approach to audience measurement and media optimization, particularly for a large trade association in the energy sector, resulted in significant ad recall and engagement improvements. Who's Watching TV enhances data integration through its title resolution capabilities, which ensure accurate and consistent content labeling across various data sources.

5. Content Delivery and Engagement

Innovations in content delivery are being driven by companies like Madhive, New York Interconnect (NYI), and Gray Television. Madhive has developed a full-stack streaming TV infrastructure that enables local stations to deliver precise, hyper-local campaigns, significantly enhancing audience engagement. NYI's data-driven approach integrates Linear TV, Addressable TV, and Streaming to create highly effective, targeted advertising campaigns that deliver significant incremental sales and audience engagement. Gray Television's Gray Edge platform highlights the significant impact of combining broadcast and digital advertising, leading to substantial increases in website visits, new user engagement, and social engagement.

6. Operational Efficiency

Magid, and Who's Watching TV are focused on enhancing operational efficiency through automation and advanced analytics. Magid's AD.VANTAGE AI platform empowers sales teams with instant, high-quality marketing content, improving workflow efficiency and strategic decision-making. Who's Watching TV enhances operational efficiency by streamlining voluminous data reporting and ensuring that complex data sets can be analyzed quickly, providing local TV and video businesses with the insights they need to maximize business productivity.

Who is Driving Innovation in the Local Market?

The innovation landscape in the local market is being shaped by the needs and priorities of several key groups. Each contributes uniquely to the push for better technology, enhanced audience connection, and improved advertising effectiveness:

1. **Buyers (Advertisers and Agencies):** Advertisers are championing innovations that deliver better targeting, addressability, measurable ROI, and seamless integration between local TV, video, and other media. Audience-based buying and advanced attribution techniques are top priorities as advertisers seek precision and accountability. Agencies are evolving by adopting new technologies and partnering with advanced measurement providers to offer cross-platform campaign solutions that cater to their clients' needs. These agencies play a pivotal role by leveraging data-driven insights and embracing programmatic platforms, boosting campaign performance and expanding possibilities for clients.

2. **Sellers (Local TV and Video Businesses and Content Providers):** Local TV and video businesses are pushing the envelope in content delivery, audience engagement, and cross-platform strategies. By partnering with data vendors, they are enhancing their offerings and creating state-of-the-art advertising capabilities. The drive to retain audiences and adapt to changing viewing preferences is fueling innovative approaches that keep local media competitive and engaging.

3. **Vendors (Measurement, Data, and Identity Providers):** Vendors need to lead the way with tools and technologies that power local market innovations. By developing solutions needed most by the local marketplace in measurement, data integration, and AI, they can enable local TV and video businesses to gain deeper audience insights and optimize their strategies.

4. **TV Platforms (MVPDs, OEMs):** Platform providers are evolving their services to bring digital-like capabilities to advertisers, offering more granular and actionable local TV datasets.

5. **AdTech and Programmatic Platforms:** These platforms are transforming the landscape by driving automation, efficiency, and targeted advertising capabilities. Their advanced solutions allow local TV and video businesses to deliver digital-like precision, with dynamic ad placement, real-time bidding, and enriched audience segmentation.

What Factors Limit or Impede Innovation in the Local Market and How Can They Be Overcome?

Local industry participants argue that several factors impact the pace and scale of innovation in the local marketplace, but we believe each can be addressed effectively to allow the industry to continue to develop.

Budget Constraints:

*   **Challenge:** Many local TV and video businesses operate with lower budgets compared to their national counterparts, making it difficult to adopt new technologies or invest in innovation at a quicker pace.

*   **Solution:** Collaboration and Resource Sharing – Local broadcasters can form partnerships or alliances to pool resources and share the cost of developing and implementing new technologies. Grants and funding from industry organizations or local government initiatives aimed at fostering media innovation can also be leveraged. Additionally, prioritizing scalable solutions that offer a high return on investment can ensure limited budgets are used effectively.

Data Sources and Integration Challenges:

*   **Challenge:** The lack of a unified measurement system across platforms—linear TV, digital, and streaming—can hinder cross-platform data integration, making it difficult to create comprehensive advertising strategies.

*   **Solution:** Advocacy for Standardized Measurement Frameworks – The industry can work toward adopting standard protocols for data collection and integration that are accepted across different platforms and vendors. Industry consortia like CIMM/TVB can lead initiatives to establish these standards and promote collaboration among measurement companies to integrate data solutions. Investments in middleware or technology that bridges data silos can also provide immediate relief.

Regulatory Challenges:

- **Challenge:** Complying with evolving data privacy and advertising regulations can be resource-intensive, adding complexity that smaller local broadcasters may struggle to manage.

- **Solution:** Education and Compliance Support Programs – Industry groups can offer training sessions and resources to help local broadcasters navigate regulatory requirements efficiently. Collaborating with third-party compliance experts and developing in-house regulatory expertise can streamline processes and reduce the burden. Implementing privacy-first data management solutions that align with regulations can also simplify compliance while enabling innovation.

Resistance to Change:

- **Challenge:** Cultural and organizational resistance within established companies can slow the adoption of new technologies and innovative practices.

- **Solution:** Leadership-Driven Change Management – Encouraging a culture of innovation starts from the top. Local broadcasters should foster leadership initiatives that promote adaptability and continuous learning. Showcasing success stories and positive outcomes from adopting new technologies can motivate teams to embrace change. Providing ongoing training and involving employees in the innovation process can also help ease transitions and reduce resistance.

Buy-Side Resistance to New Approaches:

- **Challenge:** Advertisers and agencies, particularly those focused on local markets, may be hesitant to invest in or trust unproven technologies, slowing the adoption of new media practices.

- **Solution:** Demonstrating Value Through Pilot Programs – Local broadcasters can conduct small-scale pilot projects to showcase the effectiveness of new tools and technologies. By providing case studies that illustrate the success of these approaches, broadcasters can build confidence among advertisers and agencies. Engaging in open dialogues and collaborative workshops with advertisers to discuss benefits and address concerns can also foster trust and encourage buy-in.

03 Recommendations

As discussed in the previous section, we believe that there are practical opportunities to support innovation in the local TV and video marketplace.

1. **Fostering Collaboration:** Successful innovations are tailored towards meeting specific needs, bringing new approaches and insights to bear on common, shared problems and challenges. The industry needs forums and working groups that can facilitate the collaborations that can lead to innovative solutions, providing opportunities for stakeholders to share ideas, challenges, and successes.

2. **Providing Education and Resources:** Offering targeted training, resources, and best practices can help smaller players adopt new technologies and methodologies. Toolkits and case studies tailored to local TV and video businesses could also play a valuable role in supporting implementation.

3. **Advocating for Standards:** Pushing for industry-wide measurement and data integration standards can help overcome the inconsistencies that limit innovation in local markets. Standards need to be relevant and actionable at the local level.

4. **Showcasing Success Stories:** Highlighting successful innovations through case studies and events can inspire others in the industry to innovate, demonstrating how local innovation can drive meaningful results.

5. **Promoting Local Industry-Wide Advocacy:** Throughout the development of this study, one message has been consistently clear: advocacy and support for local innovation are both a priority and a necessity. Industry participants recognize the future of local broadcasting and video hinges on our collective ability to come together and champion local initiatives in an increasingly complex and competitive media landscape.

The innovations highlighted in this study showcase the impressive strides the industry is making. Now more than ever, companies across the marketplace must unite to champion local innovation. This is not just a call for technological progress but for industry-wide advocacy that supports growth and adaptability.

By advocating for and investing in local innovation, we can ensure the industry remains vibrant, relevant, and well-equipped to meet the evolving needs of today's audiences. This collective effort is not just a strategy for survival but a blueprint for thriving in the face of challenges, ensuring the continued strength and dynamism of local broadcasting for years to come.

Innovation is not just a buzzword in the local broadcasting industry but a critical component of survival and growth in a rapidly changing world. By understanding what drives innovation, recognizing the key players, and addressing the barriers, the industry can continue to evolve and thrive.
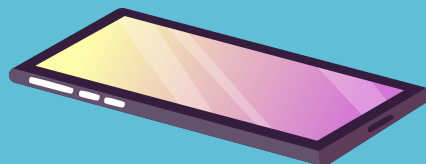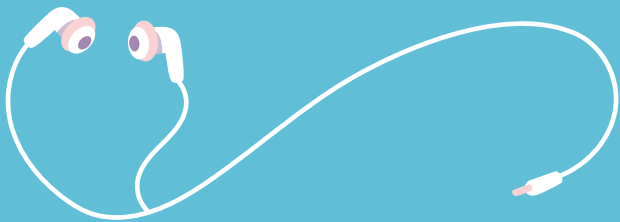
We appreciate your engagement with this initiative and look forward to witnessing how these innovations, with the support of CIMM and TVB, will shape the future of our industry and drive local broadcasting into a new era of excellence.
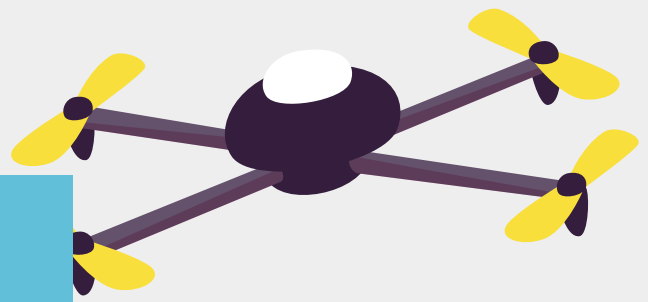
04
Case Study Summaries

AdImpact: Advanced Local Measurement Capabilities - Paris Olympics 2024

Overview:

AdImpact, a leader in TV advertisement measurement and analysis, utilizes cutting-edge technology and strategic partnerships to deliver comprehensive, hyper-local insights. Their services enable clients to respond swiftly to trends by collecting precise data across linear and CTV, backed by a robust sample panel method. AdImpact's capabilities cover all 210 DMAs and over 90,000 brands, providing invaluable insights, especially in high-investment categories like automotive, healthcare, and political campaigns.

Insights:

The effectiveness of AdImpact's data capabilities is exemplified by their analysis of the "12 News Olympic Zone" on KPNX in Phoenix, aired on July 27, 2024. The program saw increasing viewership, peaking at 101.4K viewers, with detailed insights available the next day. This rapid data delivery supports immediate strategic adjustments, crucial for advertisers and broadcasters during culturally significant events like the Olympics.

Local Advertisers Observed:

- **General:** Arizona Lottery, AutoNation Chevrolet, Chase, Moxie Pest Control, National Bank of Arizona, Peter Piper Pizza, & SRP - Salt River Project Power and Water

- **Political:** FF PAC, Horne for AZ CD-01, MAGA Inc., Mainstream Democrats, National Interest Action, Teran for AZ CD-03

Conclusion:

By analyzing culturally relevant events at a local level, AdImpact demonstrates its unparalleled speed to insights, helping clients stay ahead in a dynamic advertising landscape. Their commitment to delivering rapid, reliable, and actionable intelligence enables clients to make informed decisions and optimize advertising strategies effectively.

Methodology:

AdImpact's methodology relies on advanced partnerships and technologies, including collaboration with Automated Content Recognition (ACR) partners to capture precise data from 23 million smart TVs across the U.S. Their sample panel is weighted to represent national demographics accurately, ensuring reliable measures of television consumption patterns. Regular updates to the panel data align with national demographics, providing accurate total impression estimates.

This case study highlights AdImpact's ability to deliver timely, localized advertising insights, empowering clients to stay competitive in the fast-paced market.

Ampersand: Audience-Only Solution for Local TV Advertisers

Ampersand's Audience-Only solution continues to innovate in Local TV advertising by merging the expansive reach of TV with the precision and simplicity of digital advertising. This solution uses audience-based forecasts and in-flight optimizations derived from the largest aggregated privacy-compliant viewing insights, ensuring impressions are delivered exclusively to strategic audiences as defined by clients.

Key Points

- **Scale and Simplicity:** By combining TV's extensive reach with digital's straightforward targetability, Ampersand ensures premium live content delivery with transparency and established execution.

- **Audience Impressions:** The focus remains on delivering audience impressions, optimizing campaigns in-flight, and driving KPIs with a high degree of transparency and efficiency.

- **KPI Driven:** Ensures reach, frequency, and full episodic player metrics are met with optimized delivery.

Audience-Only Features

- Modernized Local TV Advertising: Designed for brands looking for a modernized and efficient way to transact local TV advertising.

- Operational Efficiency: The process is simplified with single-line orders and impression-based invoices, ensuring clients only pay for delivered audience impressions.

- Deterministic Data at Scale: Shifts from traditional age/gender-based targeting to strategic audience segments, leveraging deterministic data for precise impression delivery.

Case Study: Luxury Automotive Brand

- Objective: To target a high-value audience using a data-driven audience-only linear TV campaign.

- Results: Achieved 100% audience impression delivery, reduced operational effort by 80%, and increased recognized value by 60%, demonstrating significant performance improvements and cost efficiency.

Problems Solved

- Enhanced Client Experience: Through a simplified, audience-focused, data-driven approach.

- Improved Operational Efficiency: Reduced burden with a modernized pay-for-delivery model, allowing for budget reinvestment or savings.

- Attribution Potential: Enables connections to lower funnel activities and provides detailed reach and frequency reporting.

Future Directions

- Strategic Partnerships: Ampersand finalized a partnership with a highly reputable media audit firm specializing in TV advertising performance verification in late 2024. The initial setup and audit are underway, and certification is expected in first quarter of 2025. This will enhance confidence in Ampersand's audience-based TV delivery reporting.

- Market Engagement: Continued focus on engaging with agencies that are interested in targeting beyond traditional demographics and optimizing for specific KPIs like lowest CPM or maximum reach.

For more information, reach out through the 'Contact Us' section on Ampersand's website.

About Ampersand: Ampersand, a leader in audience-based multi-screen TV advertising, represents inventory from major multi-channel TV providers. With insights from millions of U.S. households, Ampersand simplifies the planning, targeting, and measuring of TV buys across traditional and digital platforms, leveraging three decades of industry experience while ensuring privacy protection.

Comcast Effectv: CIMM/TVB Case Study

Overview:

In the advertising space, attribution capabilities continue to grow increasingly valuable because it allows advertisers to understand which marketing channels and strategies are driving engagement with their business and delivering on the best return on investment (ROI). By accurately attributing customer actions to a specific ad or campaign, advertisers can better optimize their budget allocation, focusing on the most effective tactics.

In the upcoming case study, we will summarize how Effectv, the ad sales division of Comcast Cable, tied the delivery of multi-screen campaigns to offline customer actions.

Summary:

In order to execute a comprehensive multi-tactic strategy, Effectv prioritized addressable components using custom audience targeting based on aggregated first-party data insights. We also tapped Mnemonic, Effectv's in-house creative agency, to produce compelling creative to run throughout the campaign with focuses on three main areas: brand, promotions, and charity efforts.

Shifting focus to capturing information around who and how a campaign has delivered once the campaign began, we analyzed first-party multi-screen impressions datasets to deterministically measure the delivery within our footprint.

The final step to attribution is to tie the execution of the campaign to the actions that matter most to Mancini's: verifiable offline sales are a great place to start. To maintain the deterministic nature of the measurement, Mancini's provided its CRM data via Blockgraph, a third-party technology platform that facilitates data match capabilites, to determinsitcally match households that received the ad to those that made an offline purchase within a certain timeframe via Effectv's multi-touch time-decay attribution pipeline in combination with a hashtag algorithm.

In addition to conducting attribution reporting and gaining valuable insights, we also measured the impact of the campaign by generating a synthetic control group audience segment. To accomplish this, we created a look-a-like audience of households that did not receive the ad during the campaign and weighted that audience segment so its geographic and sociodemographic attributes closely mirrored that of the audience segment that received the ad. This control audience segment allowed us to understand the incremental impact the advertising had on customer purchasing decisions. We learned that the group that received the ad had a 16.5% lift in offline sales conversions than the control audience segment. The audience segment that received the ad also spent 6.4% more than the control group audience segment at each purchase.

In collaboration with Mancini's and Blockgraph, we were able to match multi-screen ad campaign delivery to offline customer actions.

Comcast Effectv: Mancini's Sleepworld Case Study

Overview:

- **Attribution in Advertising:** Attribution capabilities are crucial for advertisers to understand which marketing channels and strategies drive customer engagement and provide the best ROI.

- **Objective:** The primary goal was to link multi-screen ad campaigns to offline customer actions to optimize budget allocation and improve marketing effectiveness.

Strategy and Execution:

- **Multi-Tactic Strategy:**

  - **Addressable Components:** Utilized custom audience targeting based on aggregated first-party data insights.

  - **Creative Production:** Mnemonic, Effectv's in-house creative agency, produced compelling creative focused on three main areas:

    - **Brand Spots:** Consistently advertised why shoppers should choose Mancini's, highlighting selection, service, and delivery.

    - **Promo Spots:** Updated monthly with new incentives such as sales, financing options, and free items with purchase.

    - **Charity Spots:** Created quarterly to promote community and charity efforts.

  - **Targeted, Multiscreen Delivery:** Combined streaming, linear, and Effectv's Audience Addressable to reach the desired audience efficiently.

- **Campaign Delivery Analysis:**

  - **Multi-Screen Impressions:** Analyzed first-party multi-screen impressions datasets to measure campaign delivery within the Comcast footprint.

- **Attribution Process:**

  - **Offline Sales Tracking:** Mancini's provided CRM data via Blockgraph, which enabled deterministic matching of households that received the ad with those making offline purchases within a specified timeframe.

  - **Attribution Pipeline:** Employed Effectv's multi-touch time-decay attribution pipeline combined with a hashtag algorithm for precise matching.

Campaign Impact and Results:

- **Measurement and Optimization:**

  - Conducted continuous measurement and optimization using innovative techniques.

  - Generated valuable insights through attribution reporting.

- **Key Outcomes (Q1 2024):**

  - **Impressions:** Delivered 14 million impressions.

  - **Sales:** Generated $6.37 million in sales.

  - **ROAS (Return on Ad Spend):** Achieved a 13.5X ROAS.

Conclusion:

- **Success Factors:** The combination of data-driven targeting, creative versatility, comprehensive measurement, and continuous optimization led to significant business outcomes for Mancini's Sleepworld.

This summary highlights the innovative approach and significant results achieved through the collaboration between Mancini's Sleepworld and Effectv, demonstrating the effectiveness of Comcast's multi-screen advertising and attribution capabilities

Comscore: National Scale...Powered by Local Precision

Comscore, Inc.

Overview

The presentation showcases Comscore's advanced capabilities in cross-media campaign measurement, emphasizing its precision at both the national and market levels.

Comscore stands out in the industry as the only company accredited by the Media Rating Council (MRC) for both local and national TV measurement of TV households. With comprehensive insights covering all 210 local markets and extending to a national scale, Comscore also offers the sole cross-media campaign planning and measurement solution across both broad and targeted markets to help broadcasters and advertisers optimize campaign investment in-flight through understanding the total and by-platform incremental audience reach.

Comscore's Key Offerings

1. **Comscore Campaign Ratings:** The only in-flight solution providing cross-media campaign reporting across 129+ local markets

2. **Comscore TV – Local Precision, National Scale:** The only MRC-accredited measurement for households that spans all 210 local markets, integrating this data into a comprehensive national view, powered by big data

   ◦ **Person-Level Demographics:** Introducing detailed person-level demographic data for all 210 local markets, providing actionable national measurement grounded in the same big data framework.

3. **Comscore Market Watch:** First-of-its-kind cross-media local market-level ad exposure reporting across broadcast, cable, and streaming to help optimize planning in the new modern media landscape.

Comscore Campaign Ratings

- **Optimize Audience Reach:** Built to help broadcasters and advertisers optimize audience reach and measurement across all platforms. Our methodology starts at the market level and builds up to national insights, providing detailed and accurate measurement and campaign reporting that allows for in-flight monitoring optimization.

- **Cross-Platform Insights by Market:** Provides the first detailed cross-platform ad exposure insights at the market level for planning and campaign management where consumers are making key decisions, all supported by big data.

- **In-Flight Cross-Platform Campaign Reporting:** Allows for in-flight adjustments to cross-media campaigns, supporting the efficient use of ad spend, avoiding wasted impressions.

The Score Report

- **Actionable Insights:** Offers an unprecedented understanding of ad exposure time across different platforms at the local market level, helping to optimize cross-media planning and campaign strategies.

- **Differing Consumption Behaviors:** Audiences exhibit different content consumption behaviors in each market. For instance, Charlotte, NC, and Los Angeles, CA, have substantially higher streaming shares of ad time compared to markets like Sioux City, IA

- **Granularity and Stability:** Market Watch leverages Comscore TV, amongst other big data sources, which attains 24/7/365 reporting in every inhabited zip code, providing stations with granular and stable data, which is crucial for detailed and actionable market-level insights

- **Ad Exposure Insights:** Detailed case studies from markets like Bakersfield, CA, and Shreveport, LA, demonstrate how local market-level insights into ad exposure time can help support optimized media planning and inventory allocation

- **Case Study: Chicago, IL:**

  ◦ Analysis of ad exposure across cable, broadcast, and streaming at the market-level.

  ◦ Ad exposure time on Hulu is higher than FOX and WFLD (FOX) . Hulu and YouTube have higher share-of-ad-exposure time than WCIU (CW)

- **Case Study: Los Angeles, CA:**

  ◦ Provides detailed insights into local viewing habits for optimal media planning.

  ◦ YouTube has the highest share-of-ad-exposure time amongst streaming providers, and surpasses KTTV (FOX), MSNBC and CNN

  ◦ Univision and Telemundo combined comprise more than 8% of total ad-exposure time

- **Case Study: YouTube Ad Exposure Share by Market:**

  ◦ Compare platform and provider ad consumption across cable, broadcast, and streaming by market for optimization at the local level.

  ◦ Ad exposure time on YouTube is higher in Bakersfield, CA vs the other 5 markets, where it was higher than 2 broadcast stations.

- **Methodology**

  ◦ **Data Sources:** Combines data from multiple sources, including Set-Top Box (STBs), vMVPDs, and ACR data, matched with third-party demographics.

  ◦ **MRC Accredited Linear Television Data:** Showcases a high degree of trust and transparency in measurement practices.

Comscore Campaign Ratings

- **In-Flight Measurement:** Provides person-level cross-media campaign metrics throughout the campaign, enhancing campaign optimization opportunities and effectiveness.

- **Incremental Reach:** Measures incremental audience reach across TV, CTV, desktop, and mobile platforms.

- **Market-Level Granularity:** Reports audience exposure down to the market level to identify underexposed markets and provide opportunities for market-level reach optimization.

- **Case Study: Validation of In-Market Delivery & Platform Incrementality:**

  ◦ Comscore Campaign Ratings validates local delivery and highlights platform and partner incrementality.

  ◦ Critical Mass was able to use local-level platform overlap reporting to demonstrate their strategy's strong CTV targeting and prove out the value of increased CTV budgets.

  ◦ Local market-level in-flight reach and frequency reporting allowed the Critical Mass team to identify market-specific consumption patterns for optimization.

Conclusion

Comscore's local-first approach and robust cross-media planning and measurement capabilities position it as a leader in the modern media landscape. Our detailed, in-flight insights allow advertisers and publishers to plan and manage their campaigns effectively, facilitating a stronger return on investment.

Consumer Orbit: Revealing the Intersection of Cross-Platform TV & Website Behaviors and Consumer Shopping Activity In Every Local Market

Overview

Consumer Orbit empowers local broadcasters and agencies to optimize their Linear TV schedules by integrating Linear TV viewing and website/mobile app visitation activity with local retail shopping and online shopping behaviors at the HH/device level, and reported at the individual ZIP code level. This approach enables sell-side and buy-side clients to reframe their understanding of audiences around the density of actual customers and prospects present within their inventory, rather than relying on traditional age/gender demographics. In essence, it allows Linear to be sold and bought more like digital, providing a more even and relevant playing field on which to base TV selling, planning and buying strategies in concert with digital strategies.

Key Insights and Solutions

1. **General Benefits of Consumer Orbit:**
   - **Integration:** Combines TV viewing, website/mobile app visitation and local retail Prospects, on the same reporting tool.
   - **Granularity:** Provides insights down to ZIP code levels, creating custom trading areas.
   - **Data Quality:** Uses deterministically collected data, offering more accurate insights than self-administered surveys.
   - **Recency:** Data is refreshed monthly, providing most recent available information.
   - **Scale:** Covers 200+ local markets, tracking over 100,000 brands across 30+ categories.

2. **Kansas City, MO Case Study (February 2024):**
   - **Challenge:** Local broadcasters need to demonstrate the value and relevance of their audiences, not just their size.
   - **Solution:** Consumer Orbit connects media consumption to real-world outcomes, enabling broadcasters to sell Linear TV like digital platforms.
   - **Outcome:** Empowered stations to target actual customers within their inventory.

3. **Portland, OR Case Study (April 2024):**
   - **Challenge:** A low-rated station needed to prove its ability to reach relevant consumers.
   - **Solution:** Showcased the station's ability to deliver visitors to the client's website.
   - **Outcome:** Secured a double-digit share in the client's media buy by shifting dollars from digital to Linear TV.

4. **Raleigh-Durham, NC Case Study (March 2024):**
   - **Challenge:** A local home services provider must boost brand awareness against new competitors.
   - **Solution:** Demonstrated active online searchers for home services were present in the station's audience.
   - **Outcome:** Increased client budget by 30% by highlighting the station's ability to reach relevant consumers.

5. **Johnstown-Altoona, PA Case Study (April 2024):**
   - **Challenge:** A local financial services brand prioritized digital over TV.
   - **Solution:** Showed the station's inventory effectively reached visitors to competitive brands' branches and financial services websites.
   - **Outcome:** Secured an annual commitment with a 44% increase in brand spend on the station.

6. **Madison, WI Case Study (April 2024):**
   - **Challenge:** Social media platforms, particularly Facebook, commanded a disproportionate share of local ad dollars.
   - **Solution:** Provided data casting doubt on Facebook's efficiency and effectiveness compared to local TV.
   - **Outcome:** Won an increase in local ad revenue share by reallocating some budget from Facebook to the station.

Conclusion

Consumer Orbit's cross-platform data integration gives local broadcasters a powerful tool to demonstrate their audiences' true value and relevance. By aligning TV and digital insights, broadcasters can compete more effectively against digital platforms, ensuring their media schedules are optimized for real-world outcomes. This approach has consistently shown positive results across various markets, leading to increased ad revenues and stronger client relationships.

Dentsu: Revolutionizing Local TV Advertising with Advanced Audience Targeting

This case study, submitted by dentsu in collaboration with Comscore, highlights a pioneering initiative in local television advertising. Faced with budget constraints and the growing challenges of cord-cutting, unstable measurement, and the limitations of traditional demographic targeting, a client sought a more cost-efficient method to reach their new customer target audience in local television.

Leveraging dentsu's Merkury identity data platform, which integrates first-party data with advanced audience segments, and Comscore's set-top box data, the client was able to revolutionize their approach to local TV advertising. By matching the 'New Customer' Merkury audience IDs with Comscore's data, dentsu crafted a custom TV schedule explicitly tailored to the client's target audience.

This audience-first strategy enabled the client to purchase and report on advanced audience impressions in the local linear TV space, going beyond the traditional Nielsen age and gender rankers. As a result, the client saw significant improvements in campaign performance, including a 47% increase in impressions and a 35% reduction in CPM, compared to standard demo-based buys.

Benefits of the Case Study

1. **Precision Targeting:** Integrating advanced identity data and viewing behavior allowed for a highly targeted advertising approach, ensuring that the right messages reached the right audiences at the right times.

2. **Cost Savings:** By optimizing the ad buy with precise audience segments, the client substantially reduced CPM, demonstrating the financial efficiency of this advanced approach.

3. **Enhanced Campaign Effectiveness:** The data-driven strategy resulted in nearly 50% more impressions, highlighting the potential of advanced audience targeting to deliver more impactful advertising outcomes.

4. **Industry Leadership:** This case study positions dentsu and its clients as innovators in the local TV space, demonstrating the value of combining advanced data capabilities with traditional media to drive superior results.

5. **Scalable Solution:** The success of this pilot program has laid the groundwork for broader application across multiple markets, making it a scalable solution that can be implemented to drive similar benefits on a larger scale.

This case study not only showcases the effectiveness of combining dentsu's data-driven insights with Comscore's measurement capabilities but also underscores the potential for innovation in local television advertising, providing a roadmap for other brands looking to optimize their local TV strategies.

Gray Media: Gray Edge Broadcast Attribution

Overview:

The presentation highlights the significant impact of combining broadcast and digital advertising through Gray Television's "Gray Edge" platform. It provides data on increased website visits, new user engagement, and enhanced performance metrics for clients using broadcast and digital advertising strategies from January to July 2024.

Key Metrics and Findings:

1. **Enhanced Website Traffic:**

   ◦ **17M Attributed Website Visits**

   ◦ **7M Attributed New Website Visitors**

   ◦ Clients using both broadcast and digital advertising saw:

     ▪ **40% More Attributed Website Visits**

     ▪ **30% More Attributed New Users**

2. **Impact of Broadcast and Digital Combination:**

   ◦ **5% Increase in Video Completion Rate (VCR)**

   ◦ **73% Increase in Click Through Rate (CTR)**

   ◦ **34% Increase in Social Engagement**

   ◦ **5% Increase in Paid Search Conversions**

   ◦ Digital advertisers using broadcast saw significantly higher results compared to digital-only advertisers.

3. **Investment Correlation:**

   ◦ **82% Higher Attribution** for clients investing $10K+ in broadcast.

   ◦ Higher campaign spend leads to better attribution results.

4. **Power of Local News:**

   ◦ **+160% Higher Attribution** from Local News compared to other non-sports programming.

5. **Power of Sports:**

   ◦ **58% More New Website Visitors** attributed to sports programming than other non-local news content.

Hypha Metrics: Innovations for the most inclusive media measurement

Overview:

HyphaMetrics presents a transformative approach to media measurement, addressing the critical need for accurate quantification in today's hyper-personalized media landscape.

Quantification empowers local broadcast stations to make data-driven decisions that enhance their programming, attract advertisers, and remain competitive in a rapidly evolving media landscape.

1. **Improved Audience Measurement:**

   ◦ Local broadcast stations can better understand their audience by quantifying viewership across different platforms and devices. This helps them better understand who is watching their content, when, and on which platforms, leading to more targeted programming and scheduling decisions.

2. **Enhanced Ad Sales:**

   ◦ By providing detailed and accurate data on viewership, local stations can offer advertisers more precise information about the reach and effectiveness of their ads. This can justify higher ad rates, as advertisers are willing to pay more for well-targeted audiences that are quantified.

3. **Competitive Analysis:**

   ◦ Quantification allows local stations to compare their performance against national broadcasters and other local competitors. They can identify strengths and weaknesses in their programming and make informed decisions to improve their market position.

4. **Content Strategy Optimization:**

   ◦ Understanding the quantifiable data on what content resonates most with viewers allows local stations to optimize their content strategy. This can involve producing more of what works, adjusting content to fit viewer preferences, or exploring new types of content that are likely to engage their audience.

5. **Attracting Advertisers:**

   ◦ Advertisers look for reliable data to ensure their investments are well spent. By quantifying viewership and proving the effectiveness of local ads, stations can attract more advertisers, including national brands looking to tap into specific local markets.

6. **Justification for Investments:**

   ◦ Accurate quantification can help local stations justify investments in new technology, content, or marketing by providing concrete data on expected returns. It also helps identify which areas of the station's operations are most effective and which need improvement.

7. **Audience Engagement and Retention:**

   ◦ By understanding and quantifying how different audience segments interact with content, local stations can tailor their programming to retain viewers and engage them more effectively. This can lead to increased loyalty and viewership over time.

HyphaMetric's innovation lies in its ability to unify fragmented media exposure through its advanced AI and machine learning engine, UNIe, which accurately captures and analyzes media consumption across all platforms and devices.

HyphaMetrics

Key Innovations

1. **Unified Measurement Approach:**

   - HyphaMetrics' UNIe (Unified Neuromedia Identification Engine) provides a comprehensive view of media consumption, capturing all content, advertising, product placements, and brand sponsorships across linear TV, CTV, digital platforms, and more.

   - The engine accurately identifies and analyzes media on any screen, ensuring 100% accuracy by employing a multi-layered algorithm tailored to specific media attributes.

2. **Holistic Media Coverage:**

   - HyphaMetrics measures person, household, and device-level data, integrating linear and digital viewing into a single data source.

   - The system passively collects real-time data, providing a complete view of the household's media consumption, including secondary device usage, video gaming behaviors, and cross-walled garden activities.

3. **Innovations in Local Content Measurement:**

   - HyphaMetrics enables fully integrated national and local content and ad measurement, offering insights into how local media consumption compares to national trends.

   - The platform captures previously "unmeasurable" elements, providing detailed competitive context, including demographic breaks and access methods.

4. **Comprehensive Panel Strategy:**

   - The HyphaMetrics panel incorporates technographics alongside traditional demographic and geographic distributions, ensuring a representative snapshot of media behaviors.

   - The company's approach allows for the recruitment of larger, more representative panels, particularly in smaller markets, and includes hard-to-reach populations such as cord-cutters and OTA viewers.

5. **Value Proposition:**

   - HyphaMetrics delivers a unified and comprehensive measurement solution that addresses the industry's needs for accurate, scalable, and affordable media measurement.

   - The platform offers detailed insights at the household and individual levels, allowing for precise content and ad delivery analysis across all media channels.

Conclusion

HyphaMetrics' innovative solutions address the critical challenges in today's media measurement landscape. By unifying and accurately measuring fragmented media exposure, the company positions itself as a leader in providing valuable insights into both national and local media consumption, ultimately driving more informed decisions for media companies, advertisers, and other stakeholders.

Madhive

View full case study →

Madhive: Built for the big stream

Company Overview

- Madhive was founded in 2017 with the vision of bringing digital precision to television. The company anticipated the shift of TV to an IP-enabled medium and built an operating system to capitalize on this future.

- Collaborated with hyper-local targeted media businesses like Premion, Fox and Scripps to transition them into streaming advertising.

- Developed a configurable, full-stack streaming television infrastructure specializing in precision-focused campaigns at scale.

Current Reach & Capabilities

- Reaches 100% of the Connected TV (CTV) market in the US.

- Campaign Management: Runs approximately 20,000+ daily campaigns across 5,000+ curated publishers, leveraging over 20,000 audience segments to target precise audiences.

- Utilizes advanced measurement capabilities beyond Nielsen, including channel overlap, online transactions, brand lift, and foot traffic.

Benefits for Local Broadcast Stations

- **Enhanced Revenue Opportunities:** By leveraging Madhive's precision-focused infrastructure, local broadcast stations can effectively transition into the streaming advertising space, tapping into new revenue streams.

- **Targeted Advertising:** Madhive's platform enables local stations to offer highly targeted hyper-local campaigns, ensuring that advertisers can reach the precise audiences they desire.

- **Measurable Results:** Local stations can provide advertisers with detailed performance metrics, showcasing the effectiveness of their campaigns beyond traditional TV metrics, thus strengthening advertiser relationships.

- **Scalability:** Madhive's full-stack solution allows local broadcasters to manage and scale multiple campaigns simultaneously, increasing efficiency and maximizing the potential reach.

Case Studies & Success Stories

1. **Global Travel Network**

   ◦ **Challenge:** The client aimed to upsell its media relationships with more valuable CTV media.

   ◦ **Solution:** Implemented Madhive pixel with custom macros on client's destination pages, retargeting segmentation, and premium CTV inventory.

   ◦ **Results:** Achieved a 51% decrease in Unique Cost-Per-Conversion and a 70% decrease in Cost-Per-Reach, enhancing customer relevance and experience.

2. **Local Retail Store**

   ◦ **Challenge:** Bahakel Digital partnered with Madhive to showcase CTV advertising's effectiveness in driving brand awareness for a local retailer.

   ◦ **Solution:** Conducted a brand lift study and applied strategic multi-segment targeting.

   ◦ **Results:** Recorded a 19.8% increase in brand lift, delivered 1.4M brand lift surveys, and noted a 95% significant lift across key KPIs.

3. **Local Credit Union**

   ◦ **Challenge:** A local credit union sought a strategic omnichannel approach to integrate messaging across channels, including CTV.

   ◦ **Solution:** Provided detailed forecasting, easy-to-manage inventory, big-screen views with competitive CPMs, and an integrated performance dashboard.

   ◦ **Results:** Reached 25,600 incremental people with CTV, gained 3,500+ new credit union members, and achieved a 36% increase in conversion rate for viewers exposed to both CTV and linear ads.

Conclusion Madhive has successfully leveraged its digital precision capabilities to transform the television advertising landscape, achieving significant results for various clients. The company's comprehensive approach and advanced measurement techniques benefit local broadcast stations by providing them with the tools needed to thrive in the digital advertising era. This not only strengthens their market position but also enhances their ability to generate substantial revenue through targeted, scalable, and measurable advertising solutions.

Nexstar Media Group: Local Cross-Platform Campaign Performance & Platform Next

Nexstar Media Group, the largest local broadcasting entity in the United States, has embarked on a mission to enhance local media metrics through a strategic partnership with Comscore. Initiated in January 2024, the relationship includes leveraging Comscore's Cross-Platform Campaign Ratings (CCR) to provide a holistic view of campaign performance across platforms, addressing historical measurement deficiencies. This initiative is especially crucial for local broadcast stations seeking to demonstrate the total value of their advertising inventory.

Key Project Insights

- **Audience Reach and Demographics:** A promo campaign across the top 100 markets reached 59.3 million unique audiences, with 7.1 million reached exclusively on digital platforms, demonstrating significant digital engagement.

- **Demographic Breakdown:** The campaign effectively reached 11.1 million Adults 18-34 and 29.3 million Adults 25-54 audiences, highlighting strong performance among advertising demographics.

- **Market Performance:** The top 10 markets contributed to 36% of total tracked ad volume, underscoring the importance of local markets with Los Angeles showing the highest tracked ads, thereby reinforcing the value of localized campaigns.

Innovation and Measurement CCR provides a unified view of campaign performance across linear and digital platforms, benefiting local broadcast stations by:

- **Unified Measurement:** Combines data from TV and digital, offering de-duplicated person-level insights that demonstrate the complete impact of local campaigns.

- **Incremental Reach:** This measure identifies audiences reached exclusively through digital means, showing how local stations can extend their reach beyond traditional broadcasts.

- **Market-Specific Data:** This allows in-depth analysis of market performance, enabling local broadcasters to optimize strategies and better communicate the value of their ad offerings to local advertisers.

Outcomes and Results

- **Campaign Effectiveness:** The NewsNation House ads campaign demonstrated CCR's capability, recording 59.3 million unique audiences with 12% reached exclusively via digital platforms. This cross-platform visibility empowers local stations to showcase their ability to reach audiences both on-air and online.

- **Optimization Potential:** CCR allows for in-flight optimization, enhancing reach and frequency metrics to improve ROI for advertisers, which is particularly beneficial for local stations seeking to maximize the effectiveness of their ad spots.

Challenges Addressed

- **Siloed Data:** CCR overcomes the fragmentation of traditional media measurement by offering a comprehensive, cross-platform view that local stations can leverage to present a more compelling case to advertisers.

- **Person-Level Reporting:** Shifts focus from household to individual-level insights, giving local broadcasters the tools to target and measure their audience more precisely.

- **Incremental Measurement:** Captures the impact of digital platforms, providing local stations with a clearer picture of their overall campaign effectiveness, which can be critical for attracting and retaining advertisers.

Benefits to Local

- **Enhanced Transparency:** CCR's unified measurement approach gives local stations the ability to present a more transparent and accurate account of their audience reach, which is crucial for proving the value of their advertising inventory.

- **Improved ROI for Advertisers:** By showcasing both linear and digital reach, local broadcasters can better demonstrate the comprehensive value they provide, helping to secure and maintain advertiser relationships.

- **Optimized Campaign Strategies:** The granular market-specific data and real-time insights allow local stations to refine and optimize campaigns on-the-fly, ensuring that they can deliver the best possible results to their advertisers.

Next Steps Next Steps: Nexstar plans to further refine CCR through ongoing testing and collaboration with Comscore, with a focus on enhancing local market insights. Future enhancements include automated schedule capture across all local markets, and reducing reporting lag, which will provide local stations with even more timely and actionable data, allowing them to stay competitive in the rapidly evolving media landscape. In the future, Nexstar would also like to see a bridge formed between the National and Local CCR product.

Platform Next Overview Complementing CCR, Platform Next offers real-time campaign metrics, enabling swift optimization across linear and digital channels, which local broadcasters can use to:

- **Cross-Platform Insights:** Provides detailed performance data by platform and demographic, essential for local stations to optimize reach and frequency.

- **Incremental Reach Measurement:** Helps local stations understand and leverage digital's contribution to overall campaign success.

- **Optimized Campaign Execution:** Facilitates better frequency management and audience targeting, ensuring local delivers targeted, effective campaigns.

Case Study: Regional Law firm Campaign

Nexstar measured the performance for a regional law firm whose campaign comprised OTT and linear TV, managed through Platform Next. Study results show:

- **16% Increase in Market Reach:** Enhanced by targeted digital efforts, showcasing how local stations can effectively extend their reach with coordinated digital campaigns.

- **Improved Frequency and Lead Generation:** Reducing oversaturation and boosting online leads by 25%, demonstrating the value of integrated campaigns.

Nexstar is committed to advancing its audience measurement capabilities, ensuring that local remain at the forefront of advertising innovation. Through ongoing enhancements to CCR and Platform Next, Nexstar aims to empower local media to deliver unmatched value to their advertisers, driving superior advertising outcomes and reinforcing the strength of their local media presence.

New York Interconnect (NYI): Drives Positive Outcomes for Marketers via TV and Streaming

Overview

NYI leverages advanced data solutions to enhance advertising effectiveness across multiple platforms, including Linear TV, Addressable TV, and Streaming. By integrating first and third-party data sources, NYI targets audiences across all screens, ensuring custom messaging within a brand-safe environment and measurable campaign performance.

Key Campaigns and Outcomes

1. **Automotive Campaign**

   ◦ **Objective:**
      ▪ Drive sales for two target models by messaging specific audience segments across both TV and Streaming
      ▪ Additional focus given to Hispanic consumers with separate, dedicated budget allocation for Linear and Addressable

   ◦ **Strategy:**
      ▪ **Media Executions:** Linear TV, TV360, Impression-Based Addressable, Streaming Addressable.
      ▪ **Creative:** Campaign flighted on cable networks via TV and Streaming, with English language networks receiving English language creative and Spanish language networks receiving Spanish language creative.

   ◦ **Results:**
      ▪ **Incremental Sales Lift:** 119% increase in auto sales.
      ▪ **Net Incremental Revenue:** $29M.
      ▪ **ROI:** $61.59 per dollar spent.
      ▪ **Sales Attribution:** 989 incremental target model sales from households exposed to both TV and Digital ads.

2. **Tune-In Campaign**

   • **Objective:** Increase Linear TV tune-in for a reality program's new season.

   • **Strategy:**
      ◦ **Media Executions:** Impression-Based Addressable, Streaming Addressable, Main Menu Banners.
      ◦ **Linear:** Created custom audience segments from first-party set-top box viewing data. Targeted ad creative to Households in the segments.
      ◦ **Streaming Addressable:** Used IP Targeting to message creative to households within the same audience segments used for Linear Addressable.
      ◦ **Main Menu Banners:** Flighted ads within MVPD's Program Guide
      ◦ **Results:**
         ▪ **Tune-In Lift:** 54% increase in tune-in for premiere telecasts.
         ▪ **Exposure Effectiveness:** Combined executions yielded the highest lift.

3. **Political Campaign**

   • **Objective:** Drive Democratic votes for a Congressional candidate in the NY primary election.

   • **Strategy:**
      ◦ **Media Executions:** Linear TV, Creative Versioning, Streaming Addressable.
      ◦ **Linear:** Created custom built schedules for specific demographic, viewing, and geographic audience targets
      ◦ **Creative Versioning:** Targeted three demographic and geographic audience segments utilizing five different creatives
      ◦ **Streaming Addressable:** Used IP addresses and zip code targeting to message ad creative to specific HHs

- **Reporting Results:**

  - **Linear:** Detailed reporting on impression delivery

  - **Creative Versioning:**

    - Weekly reporting of impressions by segment

    - **Final Reporting by Segment(s):**
      Week, Daypart, Hour, Network, and
      Reach & Frequency

  - **Streaming Addressable:**

    - Daily pacing of impressions

    - Monthly & Final reporting of impressions by
      flight increment, network, and device

4. **Additional Automotive Campaign**

   - **Objective:** Drive sales for eight vehicle models,
     including SUVs, sedans, trucks, and EVs.

   - **Strategy:**

     - **Media Executions:** Creative Versioning across
       primarily Addressable TV, with additional
       Linear exposure for non-targeted households.

     - **Creative:** Eight different creatives targeted to
       specific segments.

   - **Results:**

     - **Incremental Sales Lift:** 31% increase in
       auto sales.

     - **Net Incremental Revenue:** $17M.

     - **ROI:** $23.29 per dollar spent.

     - **Sales Attribution:** 598 incremental target
       model sales from households exposed to ads.

Methodology For Automotive Case Studies

- **Sales Attribution Analysis:** Matched ad exposure
  deterministically to third-party sales outcome data via
  Experian. Exposed vs Unexposed.

- **Metrics:**
  - Incremental Lift
  - Incremental Sales
  - ROI
  - Detailed audience segment performance

Methodology for Tune-in Case Study

- Utilized Altice HH ad exposure data (Linear, Streaming,
  Main Menu Banner)

- Test/Control methodology

- Executed conversion analysis using ad exposure and
  set top box viewing data

- Metric: Tune-in lift

Conclusion

NYI's data-driven approach to targeting and measurement
significantly enhances advertising effectiveness across
TV and Streaming platforms. The combined use of
Linear TV, Addressable, and Digital ads has proven
to drive substantial incremental sales and tune-in lift,
demonstrating the power of integrated ad solutions.
Further, NYI's ability to target specific demographics and
geographic districts allows political clients to identify and
message core voting groups.

Sources: For Automotive campaigns: Linear and
streaming ad exposure data provided by NYI's inventory
partners. Custom analysis based on Experian's
deterministic match of ad exposure and third party sales
outcome data. Tune-in Attribution based on Altice set top
box viewing data and Altice Linear, Streaming, and Main
Menu Banner ad exposure data.

Run3 TV: Enabling Innovation in Local TV

Overview

Run3TV is an innovative platform that deploys ATSC 3.0 technology to bring advanced capabilities to local television broadcasting. The platform enhances TV viewing by enabling broadcasters to deliver 4K UHD content, improve viewer data collection, and offer an increased variety of content delivery methods. This technology fosters significant advancements in smart broadcasting, audience data gathering, and content personalization, which are shaping the future of local TV.

Key Features and Benefits

- **Enhanced Image Quality:** Run3TV supports transmissions in 4K UHD with high dynamic range and frame rates, offering viewers a superior, clearer, and more vibrant experience.

- **Audience Data Collection:** By leveraging ATSC 3.0, Run3TV gathers viewer data to enable more effective targeted advertising and content personalization.

- **Smart Broadcasting:** The platform allows for the seamless transition between broadcast and streaming, offering viewers a more flexible and enhanced content experience.

- **New Device Capabilities:** It expands content reception to mobile devices such as phones, tablets, and in-car systems, reflecting modern media consumption habits.

- **Increased Broadcast Capacity:** ATSC 3.0 provides a fivefold increase in channel capacity over previous technologies, allowing broadcasters to serve a wider array of content.

The Run3TV Application Framework

Run3TV's core offering is its application framework, which streamlines app development for broadcasters by providing a standard platform that works across multiple operating systems and TV chipsets. This framework allows broadcasters to build and deploy apps efficiently, ensuring uniformity in consumer experience and data collection across various devices. For developers, this system enables "build once, deploy everywhere" functionality, reducing both time and costs associated with the app development process.

Current Deployment and Growth Potential

- As of 2024, Run3TV has over 507 ATSC 3.0 services live across 76 markets, including significant launches such as NBCU's Olympics coverage.

- Run3TV has deployed 184 applications in the past 30 days, showing rapid adoption and integration in the broadcasting industry.

- By 2030, the number of NEXTGEN TVs shipped is expected to reach 169 million, with 118 million households owning a NEXTGEN TV, positioning Run3TV for continued growth and influence.

Market Insights

Run3TV targets the growing over-the-air (OTA) television segment, representing 17-20% of U.S. households. This cohort is characterized by increased financial security, frequent travel, and heightened engagement with TV advertising, making them a valuable audience for advertisers.

Conclusion

Run3TV is revolutionizing the local TV landscape by enhancing the quality, personalization, and delivery of broadcast content. With its scalable application framework and increasing market presence, Run3TV is well-positioned to drive future growth in the broadcasting industry.

Spectrum Reach: Measuring Multiscreen Attribution

Multiscreen Attribution

Objective: To explain the measurement of advertising impact across multiple screens, including TV, mobile, and desktop.

Key Points

- **Integrated Measurement:** Utilizes a methodology that attributes viewer actions to specific ads across different screens.

- **Effectiveness Demonstration:** Shows the value of integrated campaigns through comprehensive impact assessment.

- **Optimization:** Helps understand the complete customer journey and optimize ad spend for better return on investment (ROI).

Outcome: A comprehensive view of campaign effectiveness, enabling advertisers to fine-tune strategies for enhanced ROI and more effective cross-platform marketing.

Tunnl: Audience-Based TV Ratings Drive Campaign Innovation and Impact

Situation: Tunnl partnered with a large trade association client in the energy and environment sector. The primary goal was to enhance the reach of advertising dollars and improve ad recall among a target audience of influential voters who are actively engaged in their communities.

Solutions: Tunnl implemented a series of strategic solutions tailored to the client's needs:

1. **Audience Creation:** Custom-built audiences specific to the client's TV ad campaign were developed and scaled for digital use.

2. **Analysis:** The audience's media consumption habits were analyzed to optimize the media buying strategy.

3. **Integration:** Audiences were integrated into Tunnl's proprietary platform for TV ratings and digital ad delivery.

4. **Measurement:** Campaign exposure to paid and earned media was monitored, providing insights on campaign lift and audience engagement.

Results: The campaign ran for over 20 weeks across national media and key local markets, yielding significant outcomes:

- **Reach:** The campaign reached the target audience with significant efficiency in campaign spending, including having the 15,000 GRPs translate to a buy value of 23,000 GRPs or a bonus value of an additional $7.7M in ad reach due to the custom audience and audience rating measurement used to saturate the audience.

- **Ad Recall:** The optimized campaign saw a 47% recall rate among the target audience, significantly higher than the prior ad recall of 33%.

- **Impact:** Positive shifts in audience perceptions were observed, with notable improvements in key metrics related to industry actions, commitments, care, and product development.

Audience Profile: The target audience, termed "The Influentials," included individuals likely to be active voters, community-engaged, and politically aware, with the following demographics:

- 52% under age 45

- 65% married

- 56% female

- 22% non-white

- 67% holding college degrees

- 78% with an income over $50k

Media Consumption: Tunnl's Media Mix index provided insights into the target audience's media behavior, showing high reach potential across various platforms, including live broadcast, live cable, streaming services, and social media.

Advertising Metrics:

- **Impressions:** The campaign reached over 100 million impressions on cable and 80 million on broadcast.

- **Spend Efficiency:** A $10 million TV ad spend generated over $18 million in advertising value, effectively adding a bonus spend of $7.7 million through better-targeted reach.

- **Lift:** Gross Rating Points (GRPs) were effectively converted to Tunnl Audience Target Rating Points (TRPs), showing a significant lift in various markets, with the highest being 212% in Market L.

Conclusion:

Tunnl's strategic approach to audience measurement and media optimization substantially improved ad effectiveness, recall, and audience engagement, maximizing the client's advertising impact in a competitive sector.

Fan Favorite*: Dynamic Custom Software Developer for Local Buy/Sell Applications

Who's Watching TV (WWTV) is an entrepreneurial software solution provider specializing in offering modern tools for analyzing multiple television industry data streams. With over 25 years of experience, WWTV processes local Nielsen and Comscore data, including Nielsen local dailies, local monthlies, and Comscore local monthlies. The company is also expanding its capabilities to report on Nielsen local Hispanic data and multi-source streaming data. Additionally, WWTV provides TV schedule data to the general media and entertainment industry, supported by various data partner relationships. The custom software is built to cater to a diverse range of clients, including agencies, station owners, MVPDs, entertainment guilds, and sports leagues, enabling these constituents to achieve greater efficiency and insight in their operations.

Key Innovations:

1. As-Run Report:

WWTV's "As-Run Report" is a pioneering solution that streamlines the traditionally cumbersome process of weekly order stewardship tracking. By replacing manual Excel file exchanges with a secure web-based interface, this innovation enhances data security and operational efficiency for both buy-side and sell-side entities in the local TV market.

2. Enabling Title Resolution:

WWTV addresses industry challenges by accurately resolving different titles from various data sources for the same content. This innovation ensures precise identification of content at an episode or event level, which is crucial for market analysis, audience trending, and buy stewardship.

3. Streamlining Voluminous Data Reporting:

The WWTV platform is designed to handle and analyze vast amounts of local TV data, providing users unparalleled speed and flexibility. This capability allows multi-market owners, content syndicators, and sports leagues to generate complex reports in seconds, driving better decision-making and business productivity.

Technical Excellence: WWTV's technical architecture is built for the modern data era, emphasizing lightweight, flexible design that maximizes data access, speed, performance, and user productivity. The platform integrates various market tools with proprietary engineered code, ensuring continuous modernization through data partner collaboration and user feedback.

Strategic Value: By solving specific, longstanding issues within the local TV industry, such as title resolution and managing voluminous data, WWTV has positioned itself as an indispensable partner to agencies, station owners, MVPDs, entertainment guilds, and sports leagues. Their ability to innovate and adapt to the industry's evolving demands has made them a leader in providing custom solutions that drive efficiency and business growth.

*quote describing WWTV from our largest agency customer

05
Case Studies in full
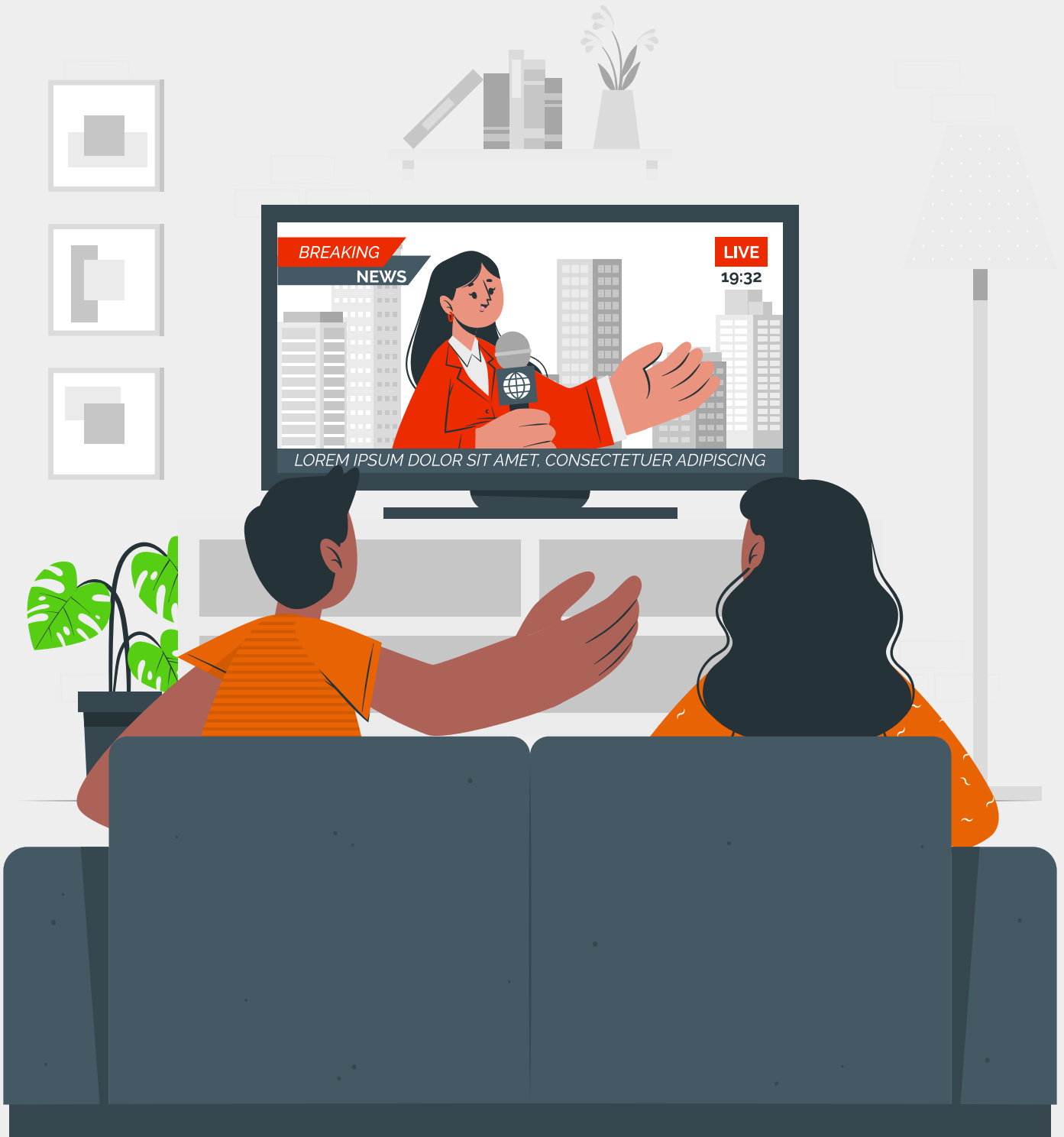
Case Study: AdImpact's Advanced Local Measurement Capabilities | Paris Olympics 2024

OVERVIEW

AdImpact is a leading ad intelligence firm transforming TV advertisement measurement and analysis. Leveraging cutting-edge technology and strategic partnerships, AdImpact delivers timely, comprehensive, and hyper-local insights, enabling clients to swiftly respond to trends. By collecting precise data across linear and CTV, and employing a rigorous, representative sample panel method, AdImpact ensures robust data collection and analysis, earning customer trust in its data services and SaaS solutions.

The local broadcast markets generate significant revenue, with advertisers in automotive, healthcare, and political campaigns driving trends with substantial investments. A pioneering force in Political advertising intelligence, AdImpact now leverages their coverage of all 210 DMAs, 90,000+ brands, across linear and streaming for all categories.

THE INSIGHTS

To illustrate the speed and effectiveness of AdImpact's data capabilities, consider the viewership data for the locally produced programming "12 News Olympic Zone" on KPNX (A Tegna owned broadcast station in Phoenix, AZ), aired on July 27th, 2024.

The Olympics are a global cultural event making this data, and the speed in which it can be accessed, highly relevant for advertisers and broadcasters. AdImpact was able to deliver detailed insights the very next day, allowing for immediate strategic adjustments.

On Saturday, July 27th, 2024, at 8:30 PM MT, Phoenix's local news station KPNX aired "12 News Olympic Zone," with viewership steadily increasing throughout the 30-minute program.

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Alexandria, VA 22301

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(703) 845-0336
info@AdImpact.com

12 NEWS OLYMPIC ZONE | VIEWERSHIP
Saturday July, 27th on KPNX
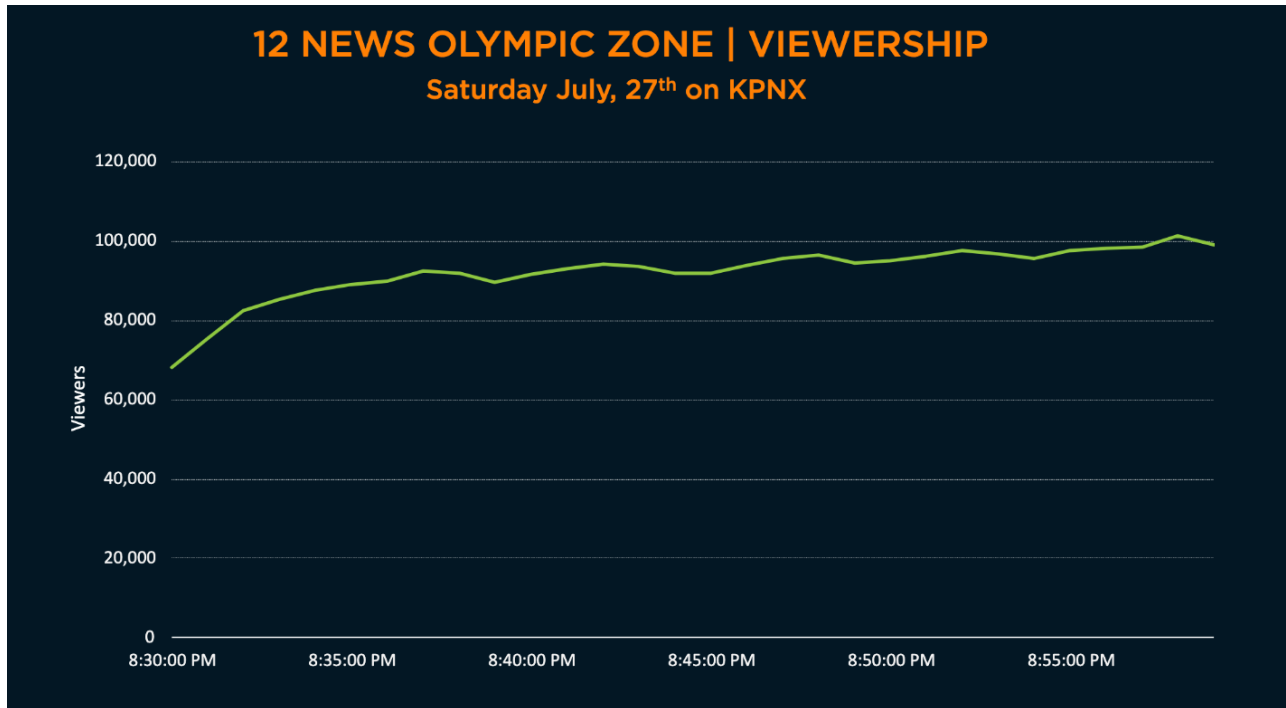
The first 15 minutes averaged 87.8K viewers, while the second half saw an average of 96.6K viewers, peaking at 101.4K viewers at 8:58 PM MT.

Below are some of the local advertisers we observed during the "12 News Olympic Zone" on KPNX:

Top 10 General
Autonation Auto Group
RockAuto
Arizona Lottery
Mountain America Credit Union
National Bank of Arizona
Peter Piper Pizza
SRP Power and Water
SRP Federal Credit Union
SRP Marketplace
Heffernan Insurance Brokers

Top 10 Political Category
FF PAC

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Horne for AZ CD-01
MAGA Inc.
Mainstream Democrats
National Interest Action
Teran for AZ CD-03
WinSenate
Preserve America PAC
Retire Career Politicians
The Industrial Commission of Arizona

CONCLUSION

By analyzing culturally relevant events like the 2024 Paris Olympics at the local level, AdImpact showcases its unparalleled speed to insights, helping clients stay ahead in a dynamic advertising landscape. Moreover, we can zoom into the hyper-local level, uncovering insights for any market that matters to our customers. Our commitment to delivering rapid, reliable, and actionable advertising and market intelligence empowers our clients to make informed decisions and optimize their advertising strategies effectively, at the speed their business requires.

METHODOLOGY

AdImpact's methodology is built on advanced partnerships and technologies. Our collaboration with best-in-class Automated Content Recognition (ACR) technology partners allows us to capture precise 'on-the-glass' data directly from 23 million smart TVs across the United States.

AdImpact's sample panel is meticulously weighted to ensure it is representative of national demographics. This approach guarantees that our data accurately reflects the wider population, providing reliable and comprehensive measures of television consumption patterns.

The data from our Advanced TV Panel is regularly updated to mirror national demographics accurately. Adjustments are made to align the sample size with the universe size, facilitating the creation of accurate total impression estimates.

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Audience-Only

Case-Study

ampersand

MOVING TV FORWARD™

About Ampersand

Ampersand is an audience-based multi-screen TV advertising sales company owned in partnership by Comcast Corporation, Charter Communications, Inc. and Cox Communications.

Our mission is to help advertisers reach their audiences in premium content environments across today's multiscreen consumer experience, at scale, and powered by our proprietary insights, automation and measurement capabilities.

Built on three decades of operating experience in television, Ampersand represents inventory from all major multi-channel TV providers including Charter, Comcast, Cox, DirectTV, DISH, and Verizon, as well as many virtual and over-the-top providers.

In total, our footprint is comprised of 118M US households with premium TV content across 150 networks/165+ apps, in all 210 markets, and with unique viewership insights derived from the largest TV data footprint in the industry, with a commitment to protecting personal information. We leverage these insights to simplify the ability for an advertiser to plan, target, and measure their traditional and digital television buys – anytime, anywhere, and on whatever device.

Introduction

Ampersand's **Audience-Only** solution revolutionizes Local TV advertising, by combining the scale and brand-building value of TV with the simplicity and precision of Digital.

This approach utilizes audience-based forecasts and in-flight optimization drawn from the largest aggregated, privacy-compliant viewing insights from the largest TV data footprint in the industry.

Audience-Only campaigns guarantee impressions exclusively against a strategic audience, as our clients define them.

Key Points

Easier execution. Brand's audience front and cente

Scale and Simplicity: By combining TV's expansive reach with digital's straightforward targetability, we ensure premium live content delivery with transparency and established execution.

Audience Impressions: Focused on delivering audience impressions, optimizing campaigns in-flight, and driving KPIs with transparency and efficiency.

KPI Driven: Ensuring reach, frequency, and full episodic player metrics are met with optimized delivery.

Features and Measurement Improvements

- Designed for brands seeking modernized, efficient local TV advertising transactions.

- Simplifies operations with single-line orders and impression-based invoices, optimizing the workflow and ensuring clients only pay for delivered audience impressions.

- Modernizes from traditional planning and measurement like age/gender-based targeting to strategic audience segments, leveraging deterministic data at scale for precise impression delivery.

- Age / Gender
- Ratings
- Small Samples / Panel Data
- Probabilistic
- Quarter Hour Level
- Under-Delivery
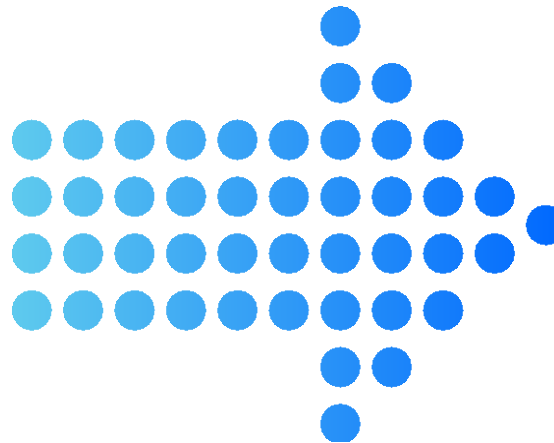
- Audience Segments
- Impressions
- Data at Scale
- Deterministic
- Ad/Spot Level
- 100%+ Delivery

CASE STUDY & RESULTS

ampersand
MOVING TV FORWARD™

Audience-Only pilot significantly improves performance

OBJECTIVE:

Major luxury automotive brand tested an audience-only approach for planning and activating a linear TV ad campaign – the first time this was ever done – to better understand reach and frequency on their high value audience vs. a more traditional approach based on age/gender.

SOLUTION:

Target audience	**Media type**	**KPIs measured**
Custom 1P Audience	Data-driven, audience-only linear TV in one test market	Reach, Frequency + impression goals; AMP: Estimating and Optimization

We were able to modernize the way TV is bought. We said goodbye to legacy local TV measurement and focused only the audiences this brand cares about. We delivered to that audience and the agency only paid for that audience. There was no waste, no ratings negotiation, and ultimately client saved time on this while improving the way they buy.

RESULTS:

100% **Audience Impression Delivery**
Only pay for and up to 100% delivery of the audience impressions

+60% **Recognized Value**
Only 4% of spots (vs. 40%) delivered 0 impressions on the audience target

-80% **Executional/Operation Effort**
The process is remarkably simpler and easier than current workflows

Privacy-compliant matching via LiveRamp; Campaign Dates: 6 weeks): 7/11/22-9/25/22; aggregated viewership insights from The AND Platform

AMPERSAND   6

Problems Solved

Client Experience

- Simplified, audience-focused, data-driven approach.

Operational Efficiency

- Reduced burden and modernized pay-for-delivery model, allowing for budget re-investment or savings.

Attribution Potential

- Outcomes are becoming table stakes. Enabling media connections to lower funnel activities to better assess how your TV campaign influenced your audience.

What's Next

Partnerships
- In fourth quarter 2024, Ampersand finalized a strategic partnership with a well-known, reputable media audit firm specializing in **TV advertising performance verification**.
    - Initial set-up in late fourth quarter 2024.
    - First audit and certification expected in first quarter 2025.
    - The partnership aims to offer brands and agencies confidence in the accuracy of Ampersand's audience-based TV delivery reporting.

Market Engagement
- Continue to engage with agencies and focus on those interested in targeting beyond traditional demographics and optimizing for specific KPIs like lowest CPM or maximum reach.

For more information, please reach out to us!

Contact us

https://ampersand.tv/contact-us/

Or

Jessica.Harris@ampersand.tv

Senior Director of Advanced TV

ampersand
MOVING TV FORWARD™

effectv

AN INNOVATIVE APPROACH LEADS TO MAJOR WINS

Combining Data, Creative, Targeted Delivery, Measurement, and Optimization to Drive Business Outcomes

Prepared for:

Coalition for Innovative Media Measurement (CIMM) and Television Broadcasts Limited (TVB)

Contact:

Meredith Fitzgerald
Executive Director, External Communications
meredith_fitzgerald@comcast.com
215.970.8504

SUMMARY

Mancini's Sleepworld, a mattress store with about 50 locations throughout California, partnered with Effectv to grow its customer base in key markets. We helped Mancini's efficiently reach its desired audience and drive conversions by using an innovative and powerful combination of:

Data: Mancini's own first-party data, combined with insights from Comcast first-party data and third-party data

Creative: Customized creative from Mnemonic, Effectv's award-winning, in-house creative agency

Targeted, Multiscreen Delivery: A combination of streaming, linear, and Effectv's Audience Addressable

Measurement and Attribution: Innovative measurement that enabled us to continuously optimize

Optimization: Application of lessons learned to boost future and ongoing campaigns

BY THE NUMBERS, Q1 2024

14
million impressions[1]

$6.37
million in sales[1]

13.5X
ROAS[1]

TACTIC 1: DATA

To lay the foundation for a successful campaign, we created custom audience segments using insights from Mancini's data, Effectv first-party data, and Experian third-party data to target audiences across all campaign tactics: streaming, TV, and addressable.

Once flights began, Mancini's shared data from a number of sources with Effectv. Using that data combined with our first-party ad exposure data, we were able to draw correlations between their campaign strategy and their results, including attributable sales, purchase amounts, and more.

TACTIC 2: CREATIVE

Mnemonic, Effectv's in-house creative agency, continuously produced a variety of creative versions for Mancini's ongoing campaign. Each flight of the campaign included three categories of creative running simultaneously:

Brand spots ran consistently throughout the year to advertise why shoppers should choose Mancini's, including offerings like selection, service, and delivery.

Promo spots were updated monthly with new incentives such as sales, financing options, and free items with purchase.

Charity spots were created quarterly to promote the company's partnership with the Ticket to Dream Foundation, which collects school supplies, clothing, and other donations for foster children.

TACTIC 3: TARGETED, MULTISCREEN DELIVERY

Mancini's used a combination of streaming, linear, and Audience Addressable, an Effectv solution to addressably reach audiences at the household level across screens.

The company targeted segments including:
• Promising Families mosaic
• Young City Solos mosaic
• Households with incomes of $150,000+
• Recent movers (within six months)
• Recent movers (within 12 months)

Budget Allocation

| | | | Addressable |
| Streaming | | Linear | |

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%
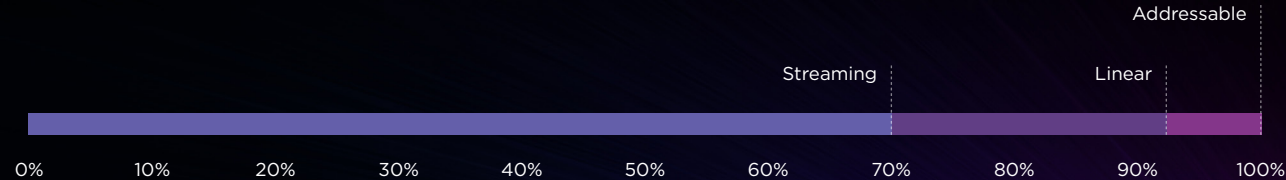
Through these methods, in Q1 2024 alone, the campaign delivered 14 million impressions across more than 800,000 households.

TACTIC 4: MEASUREMENT & ATTRIBUTION

13.5X
ROAS

Overall, in Q1 2024, the campaign was attributed to more than 3,000 sales totaling $6.37 million. For a campaign spend of $438,000, this equated to a 13.5X ROAS.[1]

By using our deterministic cross-screen ad exposure data, we were able to measure how well the campaign delivered against Mancini's target audience, as well as incremental and overlapped reach by channel. We then combined these impressions with the first-party sales data provided by Mancini's and performed multi-touch attribution to measure how well the campaign performed at driving sales.

Overall, linear drove the best conversion rate at .33%, with Audience Addressable close behind at .31%.

Linear also outperformed the other methods in terms of total sales. Although only 27% of households were reached by linear alone, this method accounted for a full 43% of sales, marking its outsized effect on results. Still, nearly 30% of sales were attributed to households exposed to multiple tactics, emphasizing the need for a multiscreen strategy.

Conversion Rate by Delivery Method

Delivery Method	Conversion Rate
Linear	.33%
Streaming	.21%
Audience Addressable	.31%
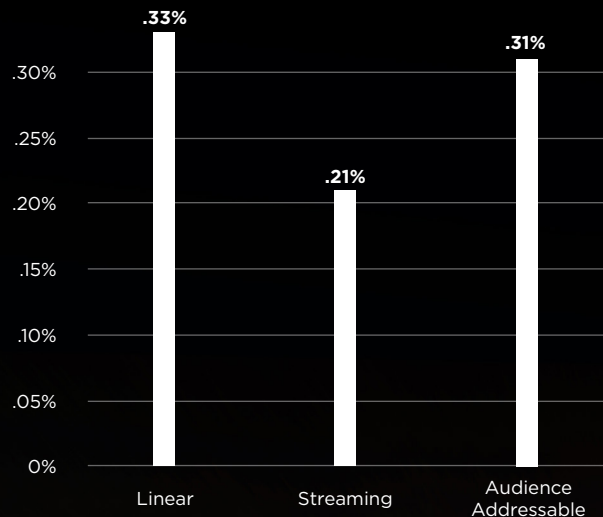
Reach by Delivery Method

Sales by Delivery Method

- Multiple Delivery Methods
- Streaming Only
- Linear Only
- Audience Addressable Only
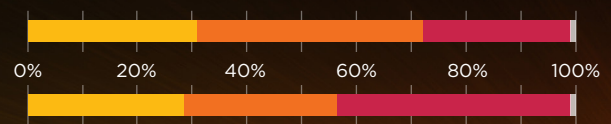
Finally, we measured the incremental lift in conversion rates and sale prices driven by the campaign. This was done by creating a synthetic control group of unexposed households that closely resemble those exposed to the campaign,[2] and comparing the conversion rates and average sale prices between the two groups. The results show that households exposed to the campaign were 16.5% more likely to purchase something from Mancini's compared to those not exposed. Additionally, the purchases made by exposed households were, on average, 6.4% higher than the purchases made by unexposed households.[1]

Sales Conversion Rate

+16.5%

Unexposed	
0% 0.10% 0.20% 0.30%	
Exposed	
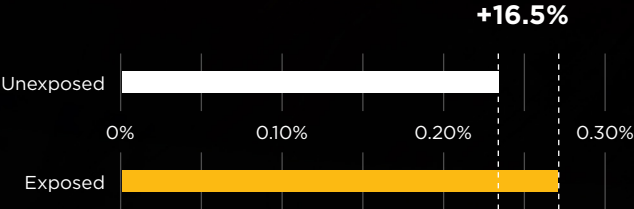
Average Purchase Amount

+6.4%

Unexposed	
$ 0 $1K $2K $3K	
Exposed	
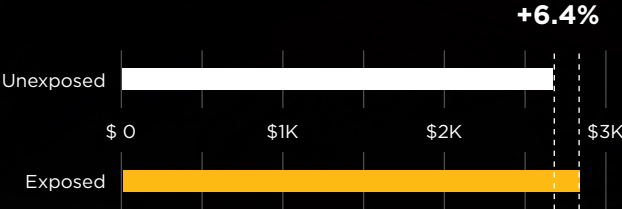
CREATIVE

We also measured how well each creative version performed. Powered by sales matchback data,[3] Mnemonic consistently reported to the client which of its three creatives performed best during each flight, showing which spots had the highest sales totals and highest conversion rates.

TACTIC 5: OPTIMIZATION

Budget

Based on the campaign's performance, Mancini's adjusted its budget allocation for future flights. Given linear's strong conversion rate, the company opted to increase its linear budget by 15%.

Mnemonic also is creating additional spots customized to more niche audiences so Mancini's can more effectively use Audience Addressable.

Creative

From a creative standpoint, data insights allowed us to advise the client on audience behavior and attributed sales for the next flight. We then included the top-performing incentives in the next promo spots.

The data also showed opportunities to shift copy rotation for more efficiency. For example, during non-holiday flights, we ran a higher percentage of brand and charity spots, as they performed better than promo spots in non-holiday months.

CONCLUSION

Mancini's Sleepworld took full advantage of Effectv's holistic advertising capabilities. We offer an innovative combination of data insights, personalized and regularly refreshed creative, targeting and multiscreen delivery, measurement and attribution, and optimization, all in one cohesive campaign. By using Effectv for all its video advertising needs, Mancini's was able to achieve a 13.5X ROAS and drive $6.37 million in sales within a single quarter.

1. *Source: Conversion events based on Mancini's household-level sales data onboarded via Blockgraph during the Q1 2024 campaign dates. Attributed conversions were calculated by matching campaign ad exposures to purchases and running multi-touch attribution to apportion credit to each exposure touchpoint in the users' journey to converting.*
2. *The control group of unexposed households was made up of households that: 1) reside in the same geographic regions as exposed households, 2) share the same sociodemographic profile as the exposed households, as determined by Experian audience data, and 3) were exposed to any other Effectv campaign during the same dates as the campaign being measured (to ensure they're active TV-watching households).*
3. *Mancini's provided household-level sales data, which we deterministically tied to our internal impressions data set by matching hashed household IDs. Combined with the creative information tied to each impression served, we were able to determine performance by creative by understanding who was exposed vs. who converted.*

National Scale…
Powered by Local Precision

Comscore Today

Product Innovation & Industry Recognition

- **Comscore Campaign Ratings:** The *ONLY* cross-platform campaign reporting across 129+ local markets – backed by our MRC accredited local TV measurement

- **MRC Accreditation:** The *ONLY* measurement firm accredited for **Local** and **National** linear measurement.

- **Person-Level Demos:** All 210 Local Markets – laddering to National scale

- **U.S. JIC Certification:** National certification for cross platform measurement.

Insights | Plan | Activate | Measure

Data Source
STB + vMVPD

Reporting
Household, "Households With" & Person-Level

Audience
Demo & Audience-based buying

Scale
29MM STB Households

comscore

Comscore is built for the Future of Media Consumption with Local, National and Cross Platform Precision

Accredited* for Local and National TV

*Excludes reporting of households overlayed with age/gender demographic breaks and households with demographic compositions.

Accredited by Media Rating Council

Certified for National Currency
As a transactable cross-platform solution

U.S. Joint Industry Committee
National Currency Certified

accenture

Edelman

horizon media

HAVAS

VAYNER MEDIA

INNOCEAN

mediaocean

IPG

PUBLICIS GROUPE

WIDEORBIT

OMG
Omnicom Media Group

WPP

FREEWHEEL
A COMCAST COMPANY

Go from reporting

Television | Both | CTV (Incremental Reach)

+28%
Nationally

… to reporting

+59%
In Chicago, IL

1,200+
Local Station Clients

210
Local Markets

300+
Agencies

19
Transactional Platforms
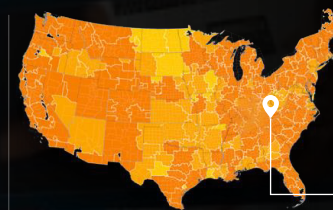
129+ Markets
Cross-Platform Campaign Reporting

Built **Differently for Precision in Execution**

Comprehensive, granular, local, detailed views of audiences built up from the household level on a foundation of big data, AI, and patent protected data science

Detail Matters

Only Comscore starts audience measurement at the local level, delivering insights with the speed and accuracy needed to optimize in-flight campaigns. In other words, we're built for the future of cross-platform modern media where the details matter in reaching audiences where they are making decisions.

![comscore]

Comscore TV is built from *Local Up*

Since launch, Comscore provides the only measurement methodology that starts at the local level

Country

United States

Market

Sacramento
(Sacramento-Stockton-Modesto)

Zip Code

95628
Fair Oaks, CA
(Sacramento County)

Household
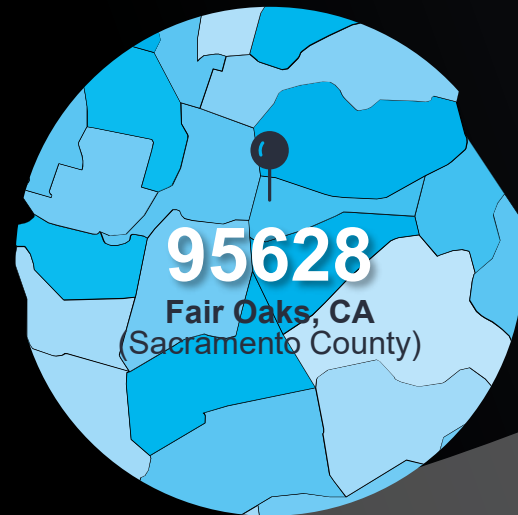
123 Maryam Court

30M HH

Attaining 24/7/365 reporting in every inhabited zip code to **provide stations granularity and stability.**

We capture every opportunity for reaching audiences where they are consuming content.
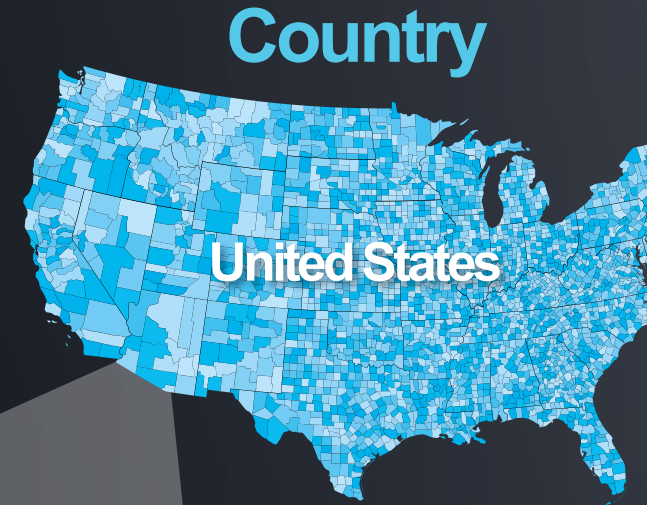
comscore

Comscore Local Market Watch & Campaign Ratings
The Power of Local Market Planning & Campaign Optimization

In the ever-changing advertiser world, one thing remains true: Audiences are local. Grocery shopping, car purchases, voting and many other decisions are made locally. Local market-level insights and measurement provides advertisers and publishers a way to plan, monitor, and optimize campaigns across all screens to maximize ROI.

Plan:
Platform Insights by Market

Comscore Market Watch provides new, unprecedented insights into network and platform-level ad exposure for precision-planning to maximize reach.

Monitor + Optimize:
In-Flight Reporting Cross-Platform

Forget about make goods! Monitor cross-platform campaigns in-flight with **Comscore Campaign Ratings** at 129+ markets to ensure you meet campaign goals without wasted impressions.

Measure:
Validate & Showcase Campaign Results

Comscore Campaign Ratings surface key metrics such as incrementality by platform with customization to showcase results by market and by publisher.

Our Next Frontier:

the **SC●RE** report

A unified perspective on video ads served across TV devices – nationally and in each local market – from Comscore, a trusted third-party measurement partner
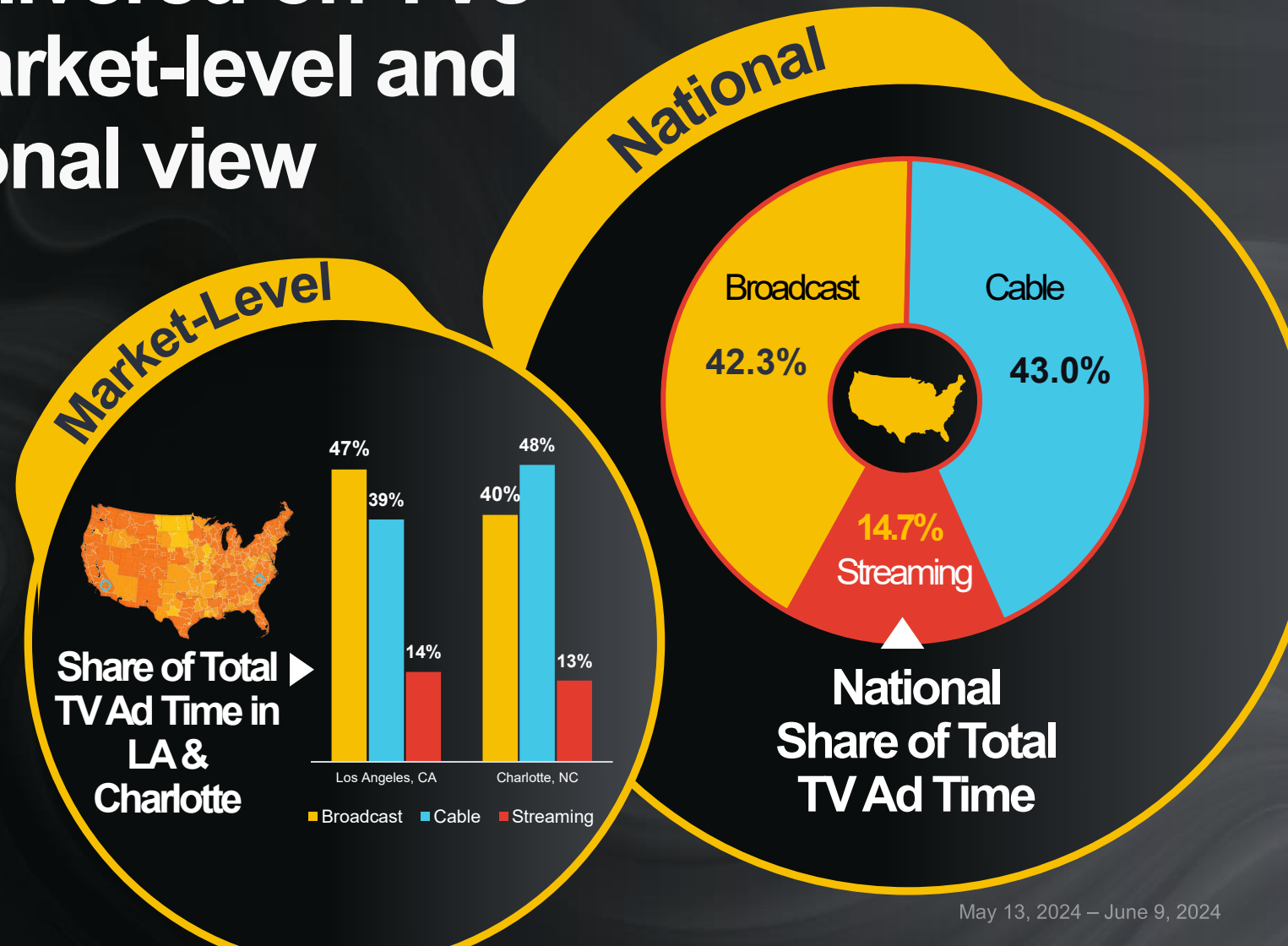
Key Benefits of The Score Report

1

Understand the Share of TV Ad Exposure Time Across Cable, Broadcast, and Streaming, at the National and Market Levels

2

Gain Insights into the Share of TV Ad Exposure Time Rankings Across All Providers, at the National and Market Levels

National level reporting consists of an aggregate of all 210 local markets measured by Comscore. As of November 2024, The Score Report also includes market level reporting for the 129 currency reported markets measured by Comscore, aligned with the same markets as Comscore Campaign Ratings (CCR).

comscore · the score report

Use Case:

Access Provider Ranking by Market of Share of Ad Exposure Time

Share of Ad Exposure Time

Nashville, TN

34.6%

Provider	Share
WTVF Nashville (CBS)	14.98%
WKRN Nashville (ABC)	9.87%
WSMV Nashville (NBC)	9.75%
FOX News Channel	4.58%
YouTube	4.56%
WZTV Nashville (FOX)	4.36%
Hulu	4.25%
ESPN	1.96%
WNPX Nashville (ION)	1.77%
MSNBC	1.58%
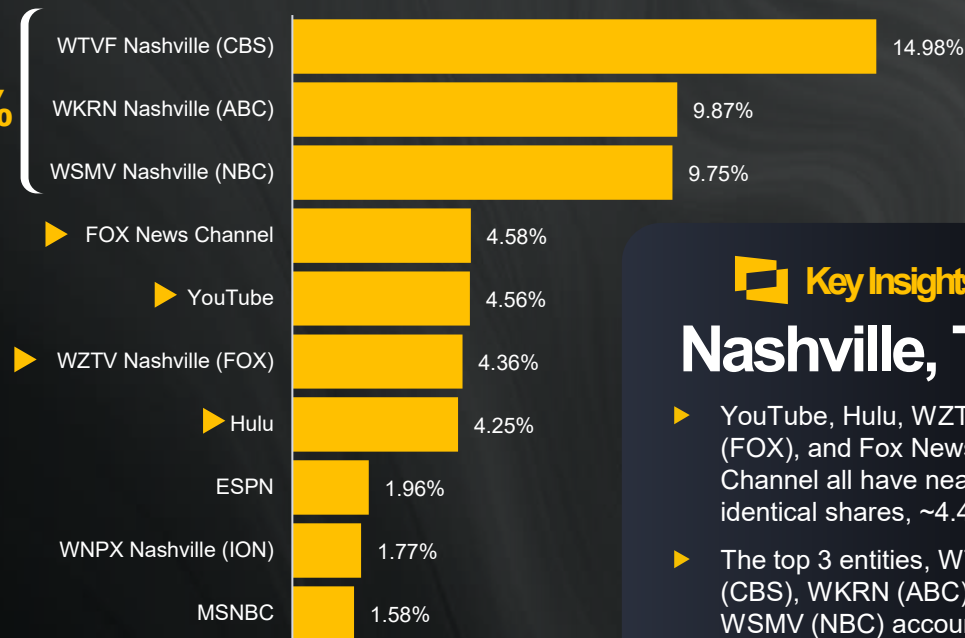
Key Insights

Nashville, TN

- YouTube, Hulu, WZTV (FOX), and Fox News Channel all have nearly identical shares, ~4.44%
- The top 3 entities, WTVF (CBS), WKRN (ABC), and WSMV (NBC) account for 34.6% of the local market.

Chicago, IL

29.5%

Provider	Share
WLS Chicago (ABC)	15.00%
WMAQ Chicago (NBC)	7.38%
WGN Chicago (IND)	7.14%
Hulu	5.81%
WBBM Chicago. (CBS)	5.76%
YouTube	2.99%
FOX News Channel	2.99%
WFLD Chicago (FOX)	2.88%
MSNBC	2.24%
ESPN	2.09%
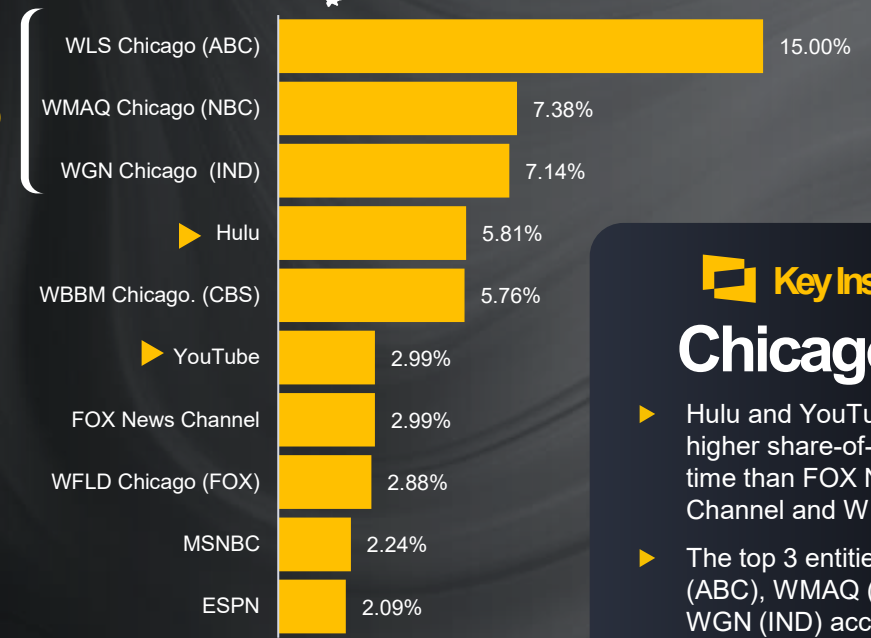
Key Insights

Chicago, IL

- Hulu and YouTube have higher share-of-ad-exposure time than FOX News Channel and WFLD (FOX)
- The top 3 entities, WLS (ABC), WMAQ (NBC), and WGN (IND) account for 29.52% of the local market.
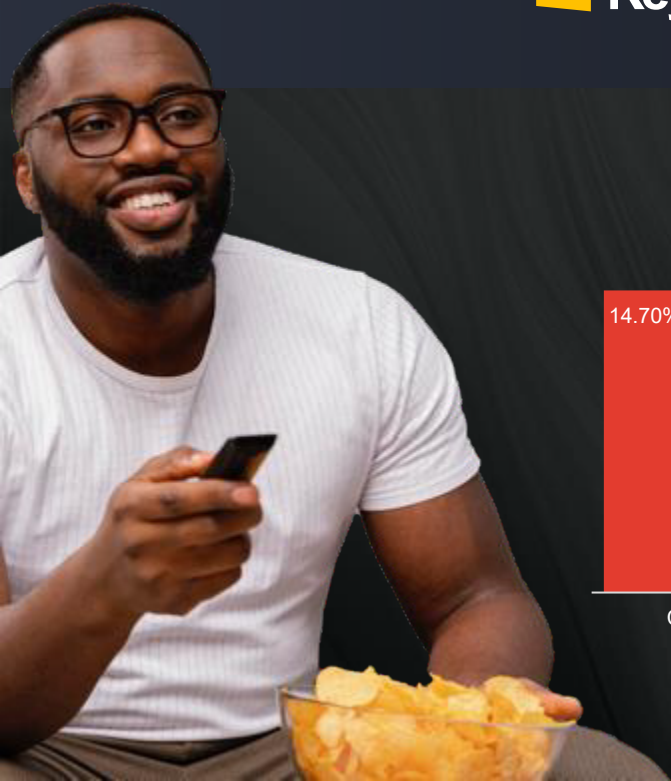
April 7, 2024 – June 9, 2024
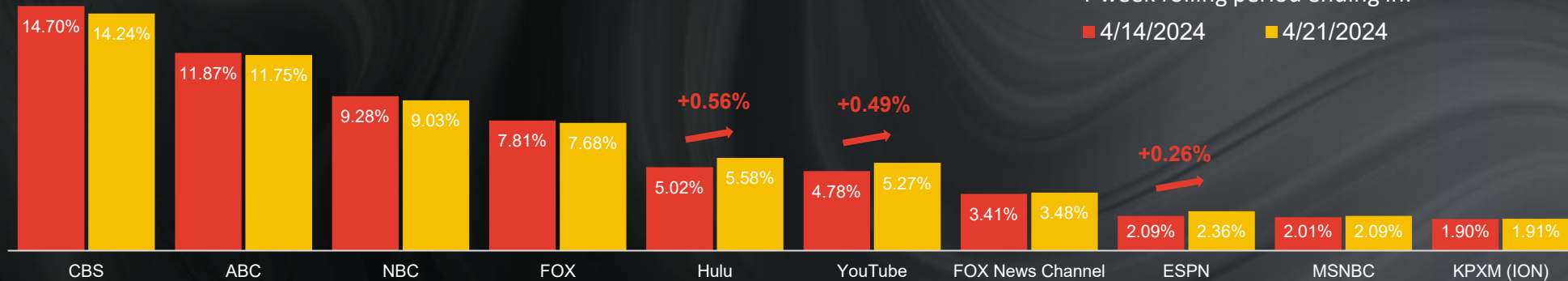
The Score Report Includes the
Top 100 US Local Markets + 29 Additional Markets

1	New York, NY	26	Baltimore, MD	51	Memphis, TN	76	Portland, ME
2	Los Angeles, CA	27	Indianapolis, IN	52	Providence, RI	77	Wichita, KS
3	Chicago, IL	28	Nashville, TN	53	New Orleans, LA	78	Huntsville, AL
4	Philadelphia, PA	29	Hartford-New Haven, CT	54	Albuquerque, NM	79	Charleston-Huntington, WV
5	Dallas-Ft. Worth, TX	30	Kansas City, MO	55	Richmond, VA	80	Springfield, MO
6	Boston, MA	31	Milwaukee, WI	56	Albany-Schenectady, NY	81	Columbia, SC
7	Washington, DC	32	San Diego, CA	57	Wilkes Barre-Scranton, PA	82	Syracuse, NY
8	Atlanta, GA	33	Salt Lake City, UT	58	Knoxville, TN	83	Harlingen-Brownsville, TX
9	San Francisco-San Jose, CA	34	Columbus, OH	59	Mobile-Pensacola, AL-FL	84	Chattanooga, TN
10	Houston, TX	35	West Palm Beach-Port St. Lucie, FL	60	Fresno, CA	85	Charleston, SC
11	Tampa-St. Petersburg, FL	36	Cincinnati, OH	61	Dayton, OH	86	Colorado Springs, CO
12	Detroit, MI	37	Greenville-Spartanburg-Ashville, SC-NC	62	Tulsa, OK	87	Burlington-Plattsburgh, VT-NY
13	Phoenix, AZ	38	San Antonio, TX	63	Green Bay-Appleton, WI	88	Myrtle Beach-Florence, SC
14	Minneapolis-St. Paul, MN	39	Austin, TX	64	Little Rock, AR	89	Springfield-Champaign, IL
15	Seattle, WA	40	Harrisburg-Lancaster, PA	65	Lexington, KY	90	Cedar Rapids, IA
16	Denver-Aurora, CO	41	Las Vegas, NV	66	Honolulu, HI	91	South Bend-Elkhart, IN
17	Miami, FL	42	Grand Rapids-Kalamazoo, MI	67	Rochester, NY	92	Savannah, GA
18	Orlando, FL	43	Norfolk-Virginia Beach, VA	68	Flint-Saginaw, MI	93	Waco-Killeen, TX
19	Cleveland, OH	44	Jacksonville, FL	69	Omaha, NE	94	Baton Rouge, LA
20	Sacramento, CA	45	Greensboro-Winston-Salem, NC	70	Tucson, AZ	95	Shreveport, LA
21	Charlotte, NC	46	Oklahoma City, OK	71	Des Moines, IA	96	Paducah-Cape Girardeau-Carbond, KY-MO-IL
22	St. Louis, MO	47	Birmingham, AL	72	Roanoke-Lynchburg, VA	97	Jackson, MS
23	Raleigh-Durham, NC	48	Louisville, KY	73	Toledo, OH	98	Greenville-Jacksonville, NC
24	Pittsburgh, PA	49	Buffalo, NY	74	Spokane, WA	99	El Paso, TX
25	Portland, OR	50	Ft. Myers-Cape Coral, FL	75	Madison, WI	100	Johnson City-Kingsport, TN

Additional Markets

- Youngstown, OH
- Johnstown-Altoona-State College, PA
- Traverse City-Sault Ste. Marie, MI
- Reno, NV
- Augusta-Aiken, GA-SC

- Lansing, MI
- Springfield, MA
- Tallahassee-Thomasville, FL-GA
- La Crosse-Eau Claire, WI
- Wilmington, NC

- Macon, GA
- Columbus-Auburn, GA-AL
- Wausau-Stevens Point, WI
- Duluth, MN
- Erie, PA

- Wheeling, WV
- Bluefield-Beckley, WV
- Albany, GA
- Missoula, MT
- Billings, MT

- Clarksburg-Fairmont, WV
- Marquette-Escanaba, MI
- Lima, OH
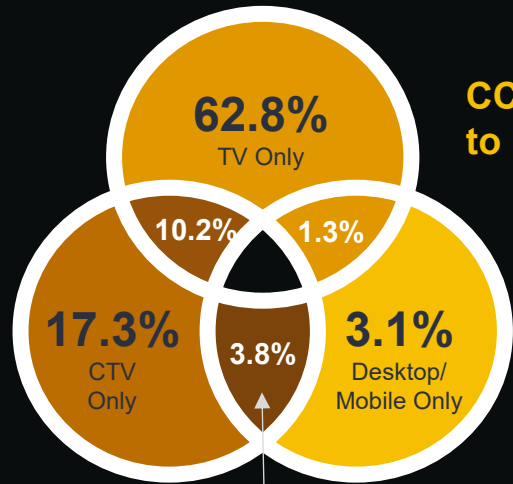- Butte-Bozeman-Silver Bow, MT
- Great Falls, MT

- Zanesville, OH
- Helena, MT
- Alpena, MI
- Glendive, MT

With more markets being added in 2025
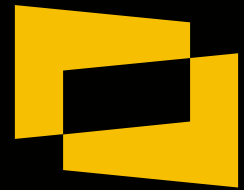
Comscore LOCAL Campaign Ratings™

An in-flight, cross-platform campaign measurement solution, providing a single reach and frequency value across TV, CTV, desktop, and mobile for both video and display – now at the LOCAL market level for laser-precision. Powered by Comscore's MRC-accredited linear television currency and cross-platform dataset at-scale.

Case Study

AGENCY
Critical Mass.

CLIENT
CITY NATIONAL BANK
The way up.

Measure Audiences In The Markets That Matter

Comscore Campaign Ratings™ validates local delivery and highlights platform and partner incrementality

The Scenario

Critical Mass Agency sought to use CTV to drive incremental reach in compliment to the audiences who saw their PC/Mobile ad campaign

The Result

Critical Mass was able to use local-level platform overlap reporting to demonstrate their strategy's strong CTV targeting and prove out the value of increased CTV budgets

Key Insights

99.96% of unique P18+ audience exposed on CTV was reached exclusively on CTV and not exposed to PC/Mobile demonstrating strong digital targeting capabilities and the ability to effectively increase net new Reach across the campaign

Critical Mass Agency Case Study for City National Bank Campaign
FY24 B2B Brand Awareness

179,686   55   142,266

P18+ Unique Viewers

- CTV Only
- PC/Mobile & CTV
- PC/Mobile Only

Comscore Campaign Ratings™

Comscore Campaign Ratings™

Monitor & Measure Campaigns In-Flight

Monitor Cross-Platform Campaigns In-Flight for Ongoing Optimization

Daily Person-Level Reach, Frequency, & Unique Audience Reporting
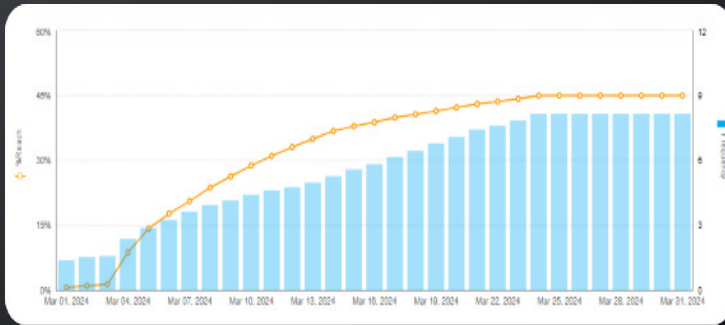
Target frequency reached 2 weeks prior to flight end date, with reach increasing less than 2% over this time period

Monitor cross-platform campaign performance and reach + frequency by local market for in-flight monitoring and optimization

Deduplication Across Platforms to Measure Incremental Audience Reach

14.1M people 18+ exposed to this ad campaign were exposed exclusively on a digital device* and not linear TV.

	P18+	P18-34	P18-49	P34-39
Digital	14.1M	7.9M	11.8M	4.0M
Overlap	6.6M		5.0M	4.5M
Linear	62.4M	10.6M	28.9M	12.6M

■ Linear ■ Overlap ■ Digital
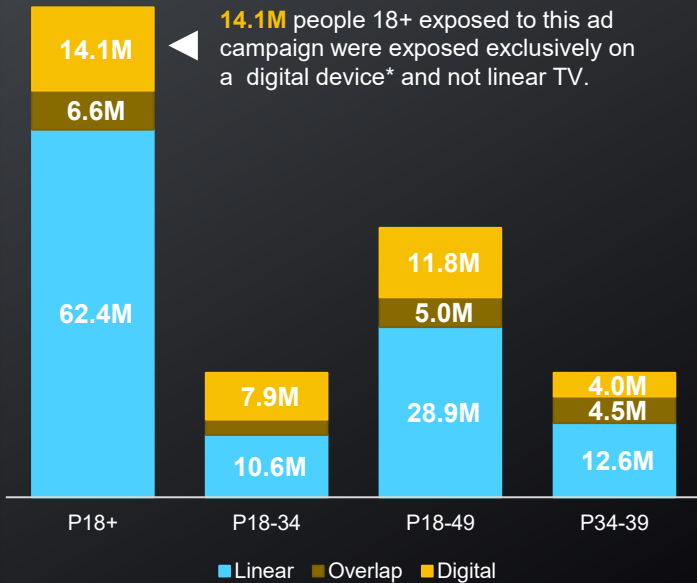
Showcase the incrementality of your audience to those reached on linear – beyond just the total population for laser precise reporting and optimization

Measure & Validate Local Market Audience Reach
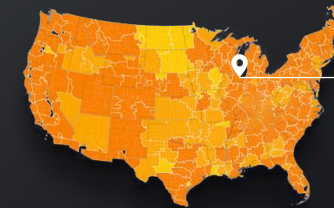
Go from reporting

+28% Nationally

… to reporting

+59% In Chicago, IL

A **new** innovation to our cross-platform campaign measurement solution that delivers a laser-precise view of performance across TV and digital down to a local market level.

![comscore logo] comscore

The Power of Measuring Local Market Granularity
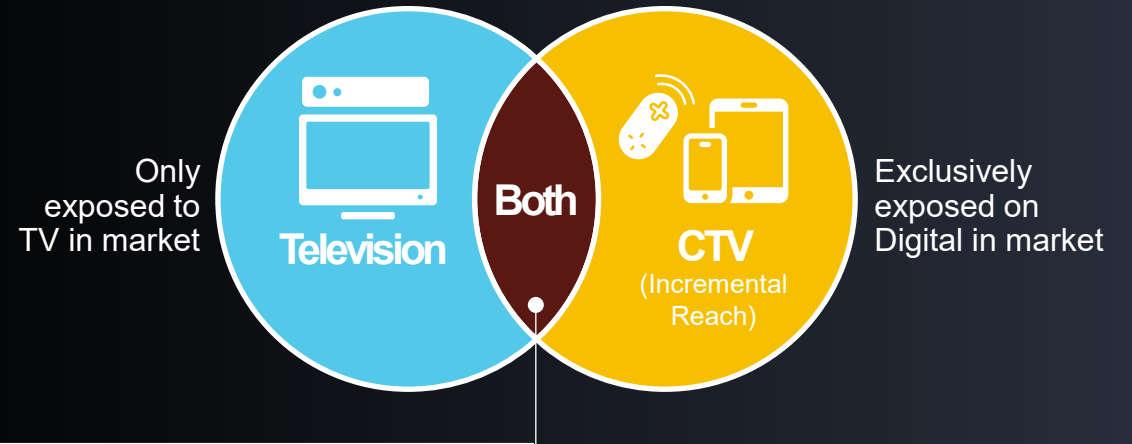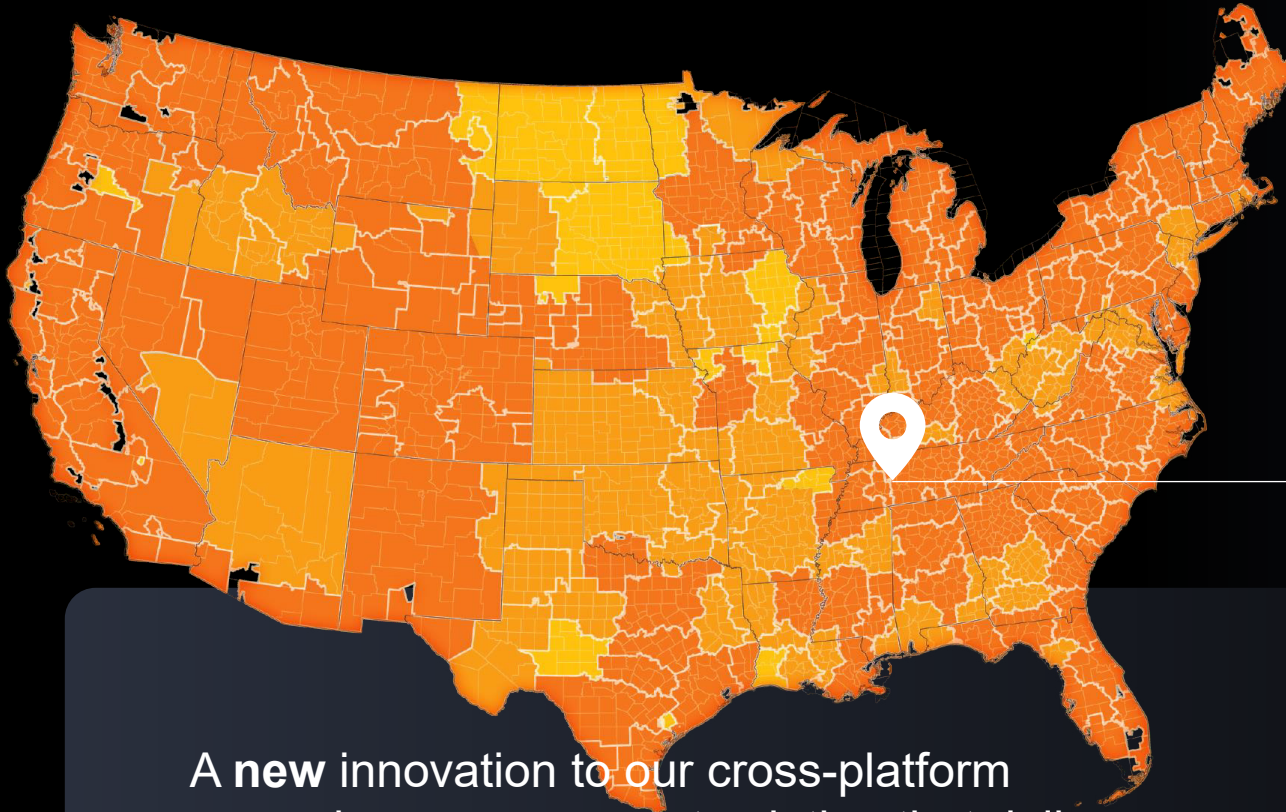
Only exposed to TV in market

Television

Both

CTV (Incremental Reach)

Exclusively exposed on Digital in market

A **new** innovation to our cross-platform campaign measurement solution that delivers **a laser-precise view of performance across TV and digital down to a local market level.**

Go from reporting

+28%

Incremental Lift in reaching Female Voters 18-49 on CTV **Nationally…**

… to reporting

+56%

Incremental Lift in reaching Female Voters 18-49 on CTV in **Nashville, TN**

comscore

TOP 100 U.S. Local Markets + 29 Additional Markets
for campaign measurement

1 New York, NY	26 Baltimore, MD	51 Memphis, TN	76 Portland, ME
2 Los Angeles, CA	27 Indianapolis, IN	52 Providence, RI	77 Wichita, KS
3 Chicago, IL	28 Nashville, TN	53 New Orleans, LA	78 Huntsville, AL
4 Philadelphia, PA	29 Hartford-New Haven, CT	54 Albuquerque, NM	79 Charleston-Huntington, WV
5 Dallas-Ft. Worth, TX	30 Kansas City, MO	55 Richmond, VA	80 Springfield, MO
6 Boston, MA	31 Milwaukee, WI	56 Albany-Schenectady, NY	81 Columbia, SC
7 Washington, DC	32 San Diego, CA	57 Wilkes Barre-Scranton, PA	82 Syracuse, NY
8 Atlanta, GA	33 Salt Lake City, UT	58 Knoxville, TN	83 Harlingen-Brownsville, TX
9 San Francisco-San Jose, CA	34 Columbus, OH	59 Mobile-Pensacola, AL-FL	84 Chattanooga, TN
10 Houston, TX	35 West Palm Beach-Port St. Lucie, FL	60 Fresno, CA	85 Charleston, SC
11 Tampa-St. Petersburg, FL	36 Cincinnati, OH	61 Dayton, OH	86 Colorado Springs, CO
12 Detroit, MI	37 Greenville-Spartanburg-Ashville, SC-NC	62 Tulsa, OK	87 Burlington-Plattsburgh, VT-NY
13 Phoenix, AZ	38 San Antonio, TX	63 Green Bay-Appleton, WI	88 Myrtle Beach-Florence, SC
14 Minneapolis-St. Paul, MN	39 Austin, TX	64 Little Rock, AR	89 Springfield-Champaign, IL
15 Seattle, WA	40 Harrisburg-Lancaster, PA	65 Lexington, KY	90 Cedar Rapids, IA
16 Denver-Aurora, CO	41 Las Vegas, NV	66 Honolulu, HI	91 South Bend-Elkhart, IN
17 Miami, FL	42 Grand Rapids-Kalamazoo, MI	67 Rochester, NY	92 Savannah, GA
18 Orlando, FL	43 Norfolk-Virginia Beach, VA	68 Flint-Saginaw, MI	93 Waco-Killeen, TX
19 Cleveland, OH	44 Jacksonville, FL	69 Omaha, NE	94 Baton Rouge, LA
20 Sacramento, CA	45 Greensboro-Winston-Salem, NC	70 Tucson, AZ	95 Shreveport, LA
21 Charlotte, NC	46 Oklahoma City, OK	71 Des Moines, IA	96 Paducah-Cape Girardeau-Carbond, KY-MO-IL
22 St. Louis, MO	47 Birmingham, AL	72 Roanoke-Lynchburg, VA	97 Jackson, MS
23 Raleigh-Durham, NC	48 Louisville, KY	73 Toledo, OH	98 Greenville-Jacksonville, NC
24 Pittsburgh, PA	49 Buffalo, NY	74 Spokane, WA	99 El Paso, TX
25 Portland, OR	50 Ft. Myers-Cape Coral, FL	75 Madison, WI	100 Johnson City-Kingsport, TN

Scan for more information

Additional Markets

*Linear as-run logs must be provided by the client for all markets if any "additional markets" are included in reporting

- Youngstown, OH
- Johnstown-Altoona-State College, PA
- Traverse City-Sault Ste. Marie, MI
- Reno, NV
- Augusta-Aiken, GA-SC

- Lansing, MI
- Springfield, MA
- Tallahassee-Thomasville, FL-GA
- La Crosse-Eau Claire, WI
- Wilmington, NC

- Macon, GA
- Columbus-Auburn, GA-AL
- Wausau-Stevens Point, WI
- Duluth, MN
- Erie, PA

- Wheeling, WV
- Bluefield-Beckley, WV
- Albany, GA
- Missoula, MT
- Billings, MT

- Clarksburg-Fairmont, WV
- Marquette-Escanaba, MI
- Lima, OH
- Butte-Bozeman-Silver Bow, MT
- Great Falls, MT

- Zanesville, OH
- Helena, MT
- Alpena, MI
- Glendive, MT

With more markets being added in 2024

comscore

Comscore Campaign Ratings™
Validate Audiences With Pinpoint Precision

62.8% TV Only

10.2%

1.3%

17.3% CTV Only

3.8%

3.1% Desktop/ Mobile Only

Unique Audience members exposed only on PC/Mobile and CTV but not on linear

CCR measurement extends beyond standard age & gender to provide the most granular reporting available including:

✓ Person-level Deduplication & Co-viewing
✓ Extended Demographics Reporting
✓ Incrementality by Platform & Publisher
✓ Local Market-level Reporting Break-outs

Transform your storytelling

Go from reporting your national campaign reached

2.6% of the U.S. Female 25-54 population...

To reporting that you reached

22% of F25-54 individuals in the New York City, NY market

Measurement & Reporting available for Local-level audiences, allowing you to:

• Gain comprehensive audience insights nationally & locally to iterate and refine strategies continuously throughout the campaign

• Determine the most effective channels and publishers to allocate budgets strategically and achieve optimal campaign reach

• Uncover incremental insights at a platform & publisher level to allocate budgets strategically & achieve optimal campaign reach

• Access real-time data for quick adjustments in-flight, ensuring that campaigns are always optimized for maximum ROI

• Identify where digital audience strategies are most successful to highlight the effectiveness of digital targeting capabilities that compliment linear buys

What Sets **Comscore Campaign Ratings™ Local** Apart?
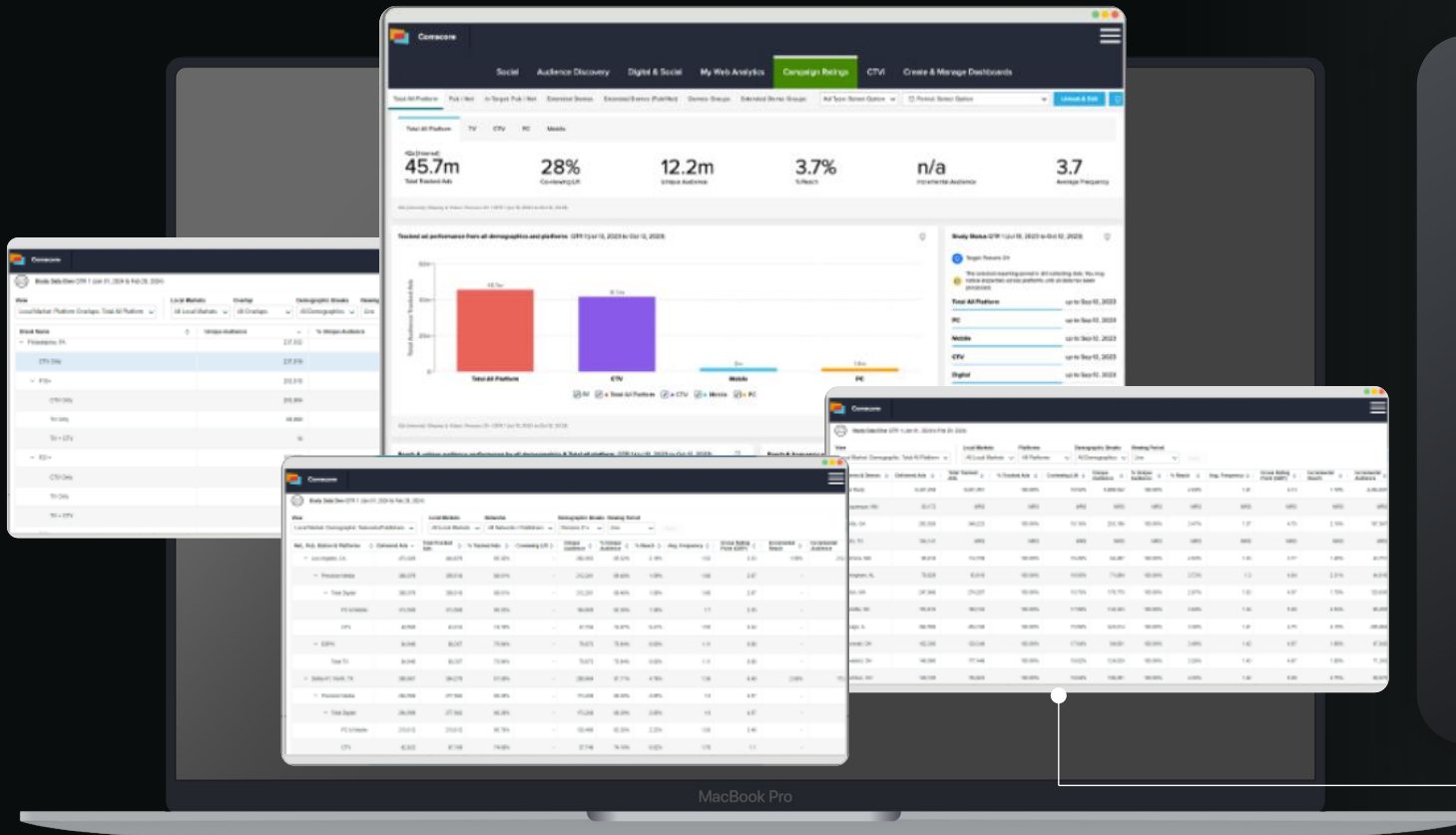
Revolutionizing Convergent TV Strategies

▸ As CTV content consumption surges, advertisers can leverage a groundbreaking TV reach strategy that pinpoints precise persons-level reach and incrementality at the local level across device types, ensuring every ad dollar drives maximum impact

Elevating National & Local Campaigns

▸ Advertisers can significantly boost the performance of national campaigns by fine-tuning and enhancing the effectiveness of each individual local market, ensuring a cohesive and powerful national presence

Access the most comprehensive cross-platform planning, activation, measurement, & insights tools in **Comscore CORE® Platform**

99% **Comscore Campaign Ratings™** is powered by a footprint that **covers over 99% of all U.S. Zip Codes**, providing the most robust localized cross-platform reporting in the marketplace

comscore

Reach Out To
Us To Learn More

comscore.com/contact

comscore

Appendix

![comscore]

Accredited by Media Rating Council

Awarded Accreditation* For Both Local & National TV Measurement

*Excludes reporting of households overlayed with age/gender demographic breaks and households with demographic compositions.

U.S. Joint Industry Committee

National Currency

Certified

Certified for National currency as a transactable cross-platform solution

What this means

Local & National Coverage

Accredited for all **210 U.S. local markets** based on data received directly from devices.
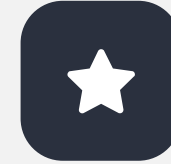
Trust & Transparency

Advertisers and Publishers can have the **highest level of confidence** in our independently audited data.

"The commitment and dedication that the Comscore team has demonstrated has been exemplary and has led directly to the accreditation they've achieved today, a distinction which will benefit the industry as a whole."
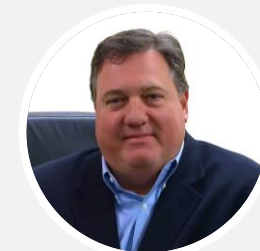
George W. Ivie

EXECUTIVE DIRECTOR AND CEO
Media Rating Council.

Revealing the Intersection of Cross-Platform
TV & Website Behaviors and
Consumer Shopping Activity
In Every Local Market

Coalition for Innovative
Media Measurement

2025 is going to be a very challenging year for Local Broadcasters
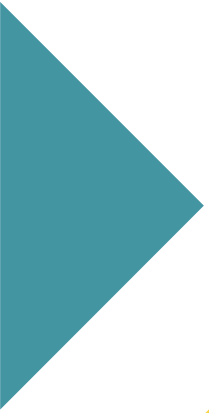
Linear still represents the VAST majority of a typical station's Ad Revenue

But stations need to sell the VALUE and RELEVANCE of their audiences, not just their size

Local Broadcasters need the ability to maximize the impact of every client's TV dollars by connecting media consumption to real-world outcomes, just the way digital does.

This is Consumer Orbit's mission

Consumer Orbit empowers local broadcasters and agencies to sell & buy Linear TV in much the same way digital does: targeting the <u>actual CUSTOMERS and PROSPECTS</u> within their audiences/inventory, rather than stale age/gender demographic surrogates

Consumer Orbit empowers enables TV Stations, Cable Channels, Agencies and Advertisers to optimize their Linear TV schedules by marrying Linear TV viewing & Website visitation activity with:

LOCAL RETAIL SHOPPING

Where actual consumers are shopping in local markets - now

ONLINE PRODUCT SEARCH

What those consumers are searching to buy online - now

MATCHED AGAINST TV AND WEBSITE IMPRESSIONS & CUMES

What TV stations and cable channels your clients' actual customers, prospects and other behavioral targets watch, and what websites they visit – now.
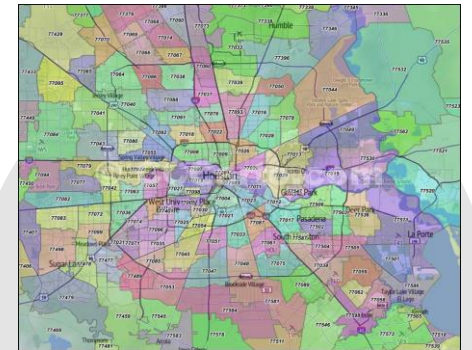
GEOGRAPHICAL GRANULARITY

TV Viewing, Website Visitation, Retail Store Foot Traffic and Online Product Search insights down to the ZIP-Code level – to create relevant Custom Trading Areas

Consumer Orbit: Depth & Scale

Frequency of delivery	Monthly refreshed data delivery across 200+ local markets
Quality of data	Deterministically collected data vs. self-administered, lengthy, small-sample diaries
Recency of data	Past month for television and 60 days for digital observations vs. past year
Depth & breadth of data	Ability to create custom trading zones around each retail location and brand, drilled down to ZIP code, city, and county level
Unmatched granularity	Over 100,000 different brands across 30+ categories and 130+ subcategories tracked
Massive scale of coverage	Daily observations of thousands of retail brands including their locations
Apples-to-apples comparison	Television and Digital audience data delivered in the same crossplatform reporting tool
Consumers not demos	Ad impressions representative of modern consumer behaviors going beyond standard demographics

Portland, OR
Case Study

Consumer Orbit Depth & Scale
Portland OR, April 2024

PORTLAND OR

# Market Households	1,396,652
# Market Zip Codes	329
Mobile; Avg. Daily Unique Devices	92,534
Mobile; Avg. Daily Venue Visits	156,516
Mobile; Unique Venues Measured	1,854
Mobile; Unique Venue Locations	10,827
% of Market HH Located in Mobile Zips	96
Weighted Online Searches	248,840,690

Challenge: Low-"rated" station getting shut out by major home furnishings retailer needed to demonstrate ability to reach relevant target consumers effectively

Consumer Orbit solution: Showcase station's ability to reach and deliver actual visitors to the client's website, a highly valuable and qualified target, justifying the station's consideration for inclusion on the buy

Outcome: Client was impressed and excited by the ability to integrate Linear TV viewing and website visitation, and put the station on the buy with a double-digit share – dollars shifted from digital (note: this is also a very effective tool for conquesting competitive brands as well)

Consumer Orbit reports what actual website visitors watch on television – across the market or in a given custom trading area

Digital Audience TV Viewership - Portland, OR - April 2024

County (All)

City (All)

ZIP (All)

Weekpart MF

Daypart 💡 Early Fringe

Station/Cable Channel (All)

OrbitiQ (All)

Age Gender (All)

Web Category (All)

Property

Media Majorfurnitureretailer.com

Consumer Intelligence for Local
POWERED BY CONSUMER ORBIT

Demo: All | OrbitiQ: All

Weekpart	Daypart	Station Name	Opportunity Index	AQH Impressions	Cume
MF		Station Affiliate A	108	991	7,101
		Station Affiliate B	106	745	5,003
		Station Affiliate C	104	641	6,849
		Station Affiliate D	111	609	5,842
		Station Affiliate E	117	353	4,051
		Station Affiliate F	82	280	3,369
		Station Affiliate G	85	210	1,526
		Cable Channel A	80	195	1,826

City	ZIP
ALBANY, OR	97321
	97322
AMBOY, WA	98601
AMITY, OR	97101
APPLETON, WA	98602
ARCH CAPE, OR	97102
ARIEL, WA	98603
ARLINGTON, OR	97812
ASTORIA, OR	97103

On average, Station Affiliate A delivers 991 Early Fringe impressions against HH which visited this retailer's website in April, and over the course of the month Station Affiliate A's Early Fringe reaches over 7,000 unique HH which visited the website that month
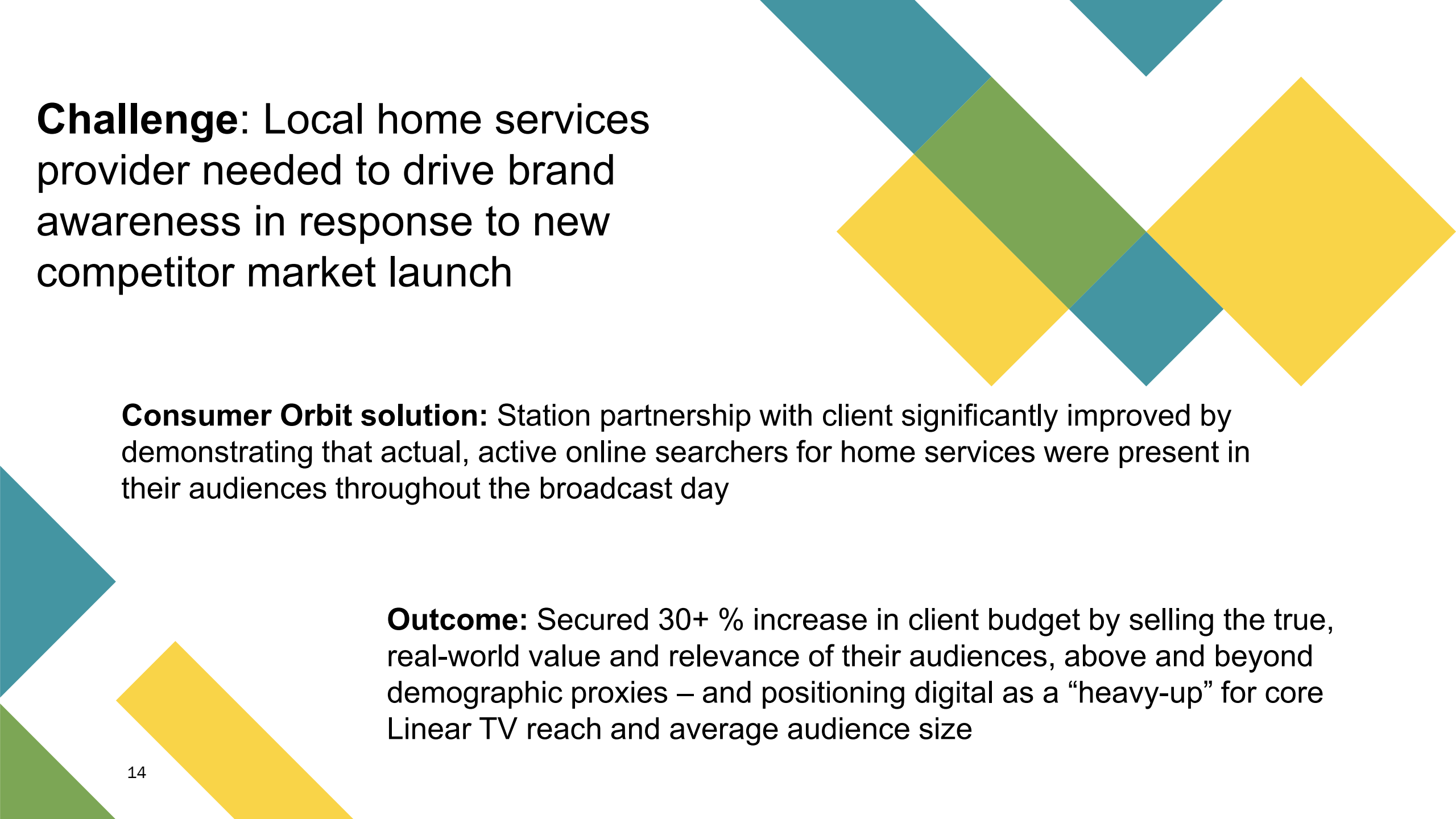
Raleigh-Durham Case Study

Consumer Orbit Depth & Scale Raleigh-Durham, March 2024
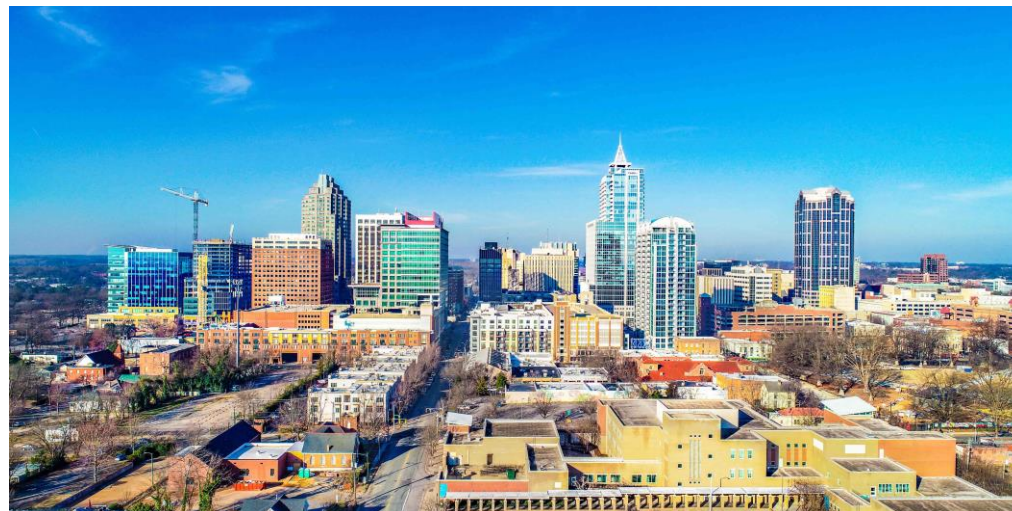
RALEIGH-DURHAM

# Market Households	1,361,232
# Market Zip Codes	258
Mobile; Avg. Daily Unique Devices	146,234
Mobile; Avg. Daily Venue Visits	227,106
Mobile; Unique Venues Measured	3,764
Mobile; Unique Venue Locations	23,832
% of Market HH Located in Mobile Zips	100
Weighted Online Searches	110,472,635

Challenge: Local home services provider needed to drive brand awareness in response to new competitor market launch

Consumer Orbit solution: Station partnership with client significantly improved by demonstrating that actual, active online searchers for home services were present in their audiences throughout the broadcast day

Outcome: Secured 30+ % increase in client budget by selling the true, real-world value and relevance of their audiences, above and beyond demographic proxies – and positioning digital as a "heavy-up" for core Linear TV reach and average audience size

Home Services

Define the true target as consumers who are actively searching online for home services such as HVAC, roofing, plumbing etc., since local services most often connect with consumers at their residence versus business location (vast majority do not have a "storefront" for consumers to visit).

Home services target defined as:

- Seeks ratings and reviews via local community websites including Yelp.com or Nextdoor.com
- Researches local professionals or DIY considerations via local retailer websites including HomeDepot.com, Lowes.com or Acehardware.com
- Defines broader audience with capture of category search inquiries including Building Materials, Home Furnishings, Home Supplies or Lawn and Garden
- Overlays a key driver to decision-making: Home ownership within service area geography

Consumer Orbit reports what consumers who are searching to buy products in the home services category online watch on television

Station Affiliate A, M-F Audience Potential
of Home Services Category Online Searchers
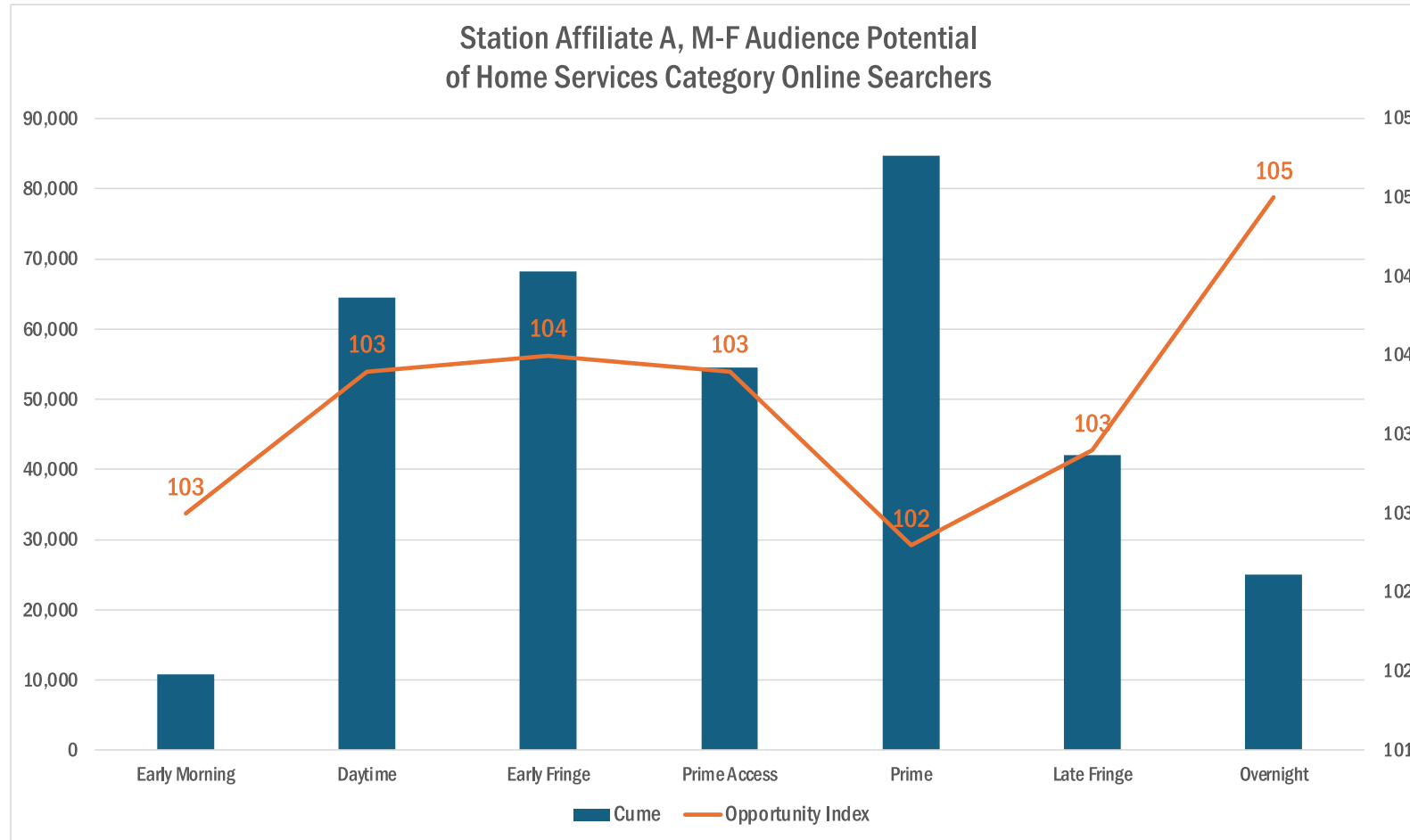
Station Affiliate A overdelivers against actual category online shoppers, showcasing TV's ability to reach relevant online prospects

16

Station Affiliate A presents a competitive advantage for delivering the prospect audience defined as Home Service directory or retail shoppers online as the only station in the market with website/mobile app viewer audience metrics

Digital Audience TV Viewership - Raleigh-Durham, NC - March 2024

County
(All)

Web Category
(All)

City
(All)

Weekpart
MF

Station/Cable Channel
Station Affiliate A

Property
(All)

ZIP
(All)

Daypart
(All)

OrbitiQ
(All)

Age Gender
(All)

Media
(Multiple values)

Demo: Men 18-24, Men 25-34, Men 35-44 and 9 more | **OrbitiQ:** All

Weekpart	Daypart	Station Name	Opportunity Index	AQH Impressions	Cume
MF	Early Morning	Station Affiliate A	99	172	5,316
	Daytime	Station Affiliate A	95	2,725	31,819
	Early Fringe	Station Affiliate A	95	6,469	33,670
	Prime Access	Station Affiliate A	96	6,836	26,766
	Prime	Station Affiliate A	96	3,909	
	Late Fringe	Station Affiliate A	95	1,695	
	Overnight	Station Affiliate A	96	544	

17

In this report, instead of looking at retail visitation and related TV viewership, we're evaluating how well each station delivers consumers who are searching for resources and recommendations online in the home services category. This category combo offers a broader view of online consumer shopping behavior tied to viewership

Johnstown—Altoona Case Study

Consumer Orbit Depth & Scale Johnstown-Altoona, April 2024

JOHNSTOWN-ALTOONA

# Market Households	**306,194**
# Market Zip Codes	**273**
Mobile; Avg. Daily Unique Devices	**22,143**
Mobile; Avg. Daily Venue Visits	**36,738**
Mobile; Unique Venues Measured	**688**
Mobile; Unique Venue Locations	**2,612**
% of Market HH Located in Mobile Zips	**93**
Weighted Online Searches	**19,523,058**

Challenge: Local financial services brand focusing heavily on digital vs. TV to pursue competitive brand customers

Consumer Orbit Solution: Demonstrate (1) that the client station's inventory reaches high densities of actual visitors to the competitive brand's branch offices in large numbers, showcasing both the efficiency and effectiveness of the station in reaching actual competitive customers, and (2) that the station reaches thousands of Johnstown-Altoona consumers visiting financial services websites with every spot, in this case in Prime Access

Outcome: Annual commitment secured, shifting share away from digital and back onto Linear TV, with a 44% increase in brand spend on the station

20

Consumer Orbit informs you where location visitors are coming from down to the ZIP code level, allowing you to understand where to find the highest densities of your customers or prospects in your audiences

Retail Venue Visitation - Johnstown-Altoona-State College, PA - April 2024

Category	Subcategory	Venue Name	City	ZIP	Zip % of Market Venue Visits	Map Index	Map Measurement
Financial	Bank	Brand A	(All)	(All)	0.0% 6.9%	0 436	Venue Index

Consumer Intelligence™ for Local
POWERED BY CONSUMER ORBIT

Index and Market Share

ZIP	City	Venue Name	Zip % of Market Venue Visits	Venue Index	Subcategory Index	Category Index	Avg Monthly Visitors
16602	ALTOONA, PA	Brand A	6.9%	102	117	77	1.7
15902	JOHNSTOWN, PA	Brand A	6.3%	297	142	180	2.1
15959	JOHNSTOWN, PA	Brand A	5.3%	272	141	158	2.0
16648	HOLLIDAYSBURG, PA	Brand A	5.1%	153	128	118	1.8
15904	JOHNSTOWN, PA	Brand A	4.7%	318	133	167	2.2
16635	DUNCANSVILLE, PA	Brand A	4.6%	152	124	108	1.8
15934	JOHNSTOWN, PA	Brand A	4.5%	293	147	189	2.2
16603	ALTOONA, PA	Brand A	4.2%	112	121	78	1.7
15963	WINDBER, PA	Brand A	4.0%	300	131	165	1.9
15909	JOHNSTOWN, PA	Brand A	3.3%	401	96	137	1.4
15905	JOHNSTOWN, PA	Brand A	2.9%	223	148	145	1.8
15907	JOHNSTOWN, PA	Brand A	2.6%	332	149	183	1.8
15906	JOHNSTOWN, PA	Brand A	2.5%	184	134	147	2.0

Index Map

© 2024 Mapbox © OpenStreetMap

Index 0 500
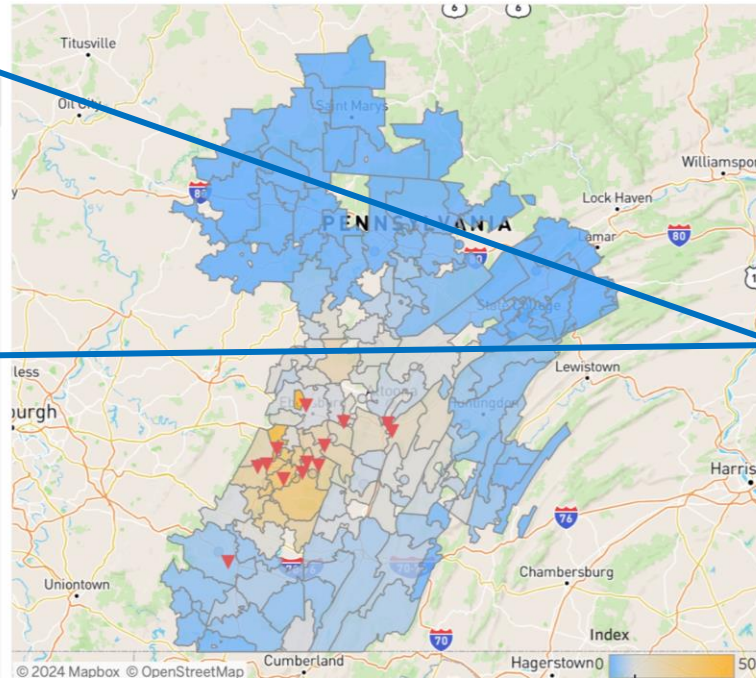
There are 13 Brand A locations in the Johnstown-Altoona TV market

These 13 ZIP codes drove 57% of all Brand A's branch visits in Johnstown-Altoona in April 2024

21

Consumer Orbit reports the viewing and online behaviors of <u>actual Brand A branch visitors</u> in its 13-ZIP Johnston-Altoona custom trading area. And for all those top zip codes, Station Affiliate A is the most watched in every daypart

Customized TV and Digital Delivery - Johnstown-Altoona-State College, PA   April 2024

Auto: All | Investor: All | Pets:All | Political Lean:All | Children:All |Hispanic: All| Homeowner/Rent:All
Income:All |Age Gender:All | Home Services: All | Seeking Personal Attorney: All| Orbit iQ: All
Category:All | Brand: All

Weekpart	Daypart	Station Name	Opportunity Index	AQH Impressions	Cume
MF	Early Morning	Station Affiliate A	133	3,278	19,064
		Station Affiliate B	109	1,977	16,225
		Station Affiliate C	103	336	7,947
		Station Affiliate D	71	221	4,692
	Daytime	Station Affiliate A	119	1,778	22,292
		Station Affiliate B	116	2,188	24,547
		Station Affiliate C	103	591	14,099
		Station Affiliate D	91	234	6,524

Auto: All | Investor:All | Pets:All | Political Lean:All| Children:All |Hispanic: All| Homeowner/Rent: All
Income:All |Age Gender:All | Home Services: All | Seeking Personal Attorney: All| Orbit iQ: All
Category:All | Brand: All |Website Category: Entertainment, News/Information, Social Media

Weekpart	Daypart	Media	Opportunity Index	AQH Impressions	Cume
MF	Early Morning	Spotify (Mobile App)	108	163	938
		TikTok (Mobile App)	89	113	2,278
		Snapchat (Mobile App)	82	23	1,767
		Netflix (Mobile App)	55	68	1,314
		Instagram (Mobile App)	53	11	486
		YouTube TV (Mobile App)	43	1	20
	Daytime	Snapchat (Mobile App)	208	79	5,472
		YouTube TV (Mobile App)	122	3	35
		Instagram (Mobile App)	97	16	2,999
		Spotify (Mobile App)	96	176	1,685
		Netflix (Mobile App)	91	31	1,470
		TikTok (Mobile App)	77	91	3,578
		Snapchat (Mobile App)	185	104	4,403
		YouTube TV (Mobile App)	115	3	28
		Spotify (Mobile App)	91	272	1,335
		Netflix (Mobile App)	82	77	1,531
		TikTok (Mobile App)	75	155	2,969
		Instagram (Mobile App)	71	40	1,148

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City	ZIP
ALTOONA, PA	16602
	16603
DUNCANSVILLE, PA	16635
HOLLIDAYSBURG, ..	16648
JOHNSTOWN, PA	15902
	15904
	15905
	15906
	15907
	15909
	15934
	15959
WINDBER, PA	15963

Consumer Orbit "daypartizes" both TV AND Online behaviors – with program-level granularity available via API

Note the relatively small AA & Cume delivered by Social Media in each daypart

Opportunity to showcase strength of broadcast in delivering the behavioral **AUDIENCE THAT MATTERS** particularly against the competitive set actively stealing share when based on demos

Station Affiliate A **DOMINATES** Johnstown-Altoona in reaching actual Brand A branch visitors in their trading area in **OPPORTUNITY INDEX**, which is a measure of the **OVERDELIVERY** (or underdelivery) of Station Affiliate A's audience in the trading area who have visited Brand A branch locations in April relative to the station's average total audience delivery in Early Morning.

22

Consumer Orbit reports what actual visitors to websites in the financial services category across the Johnstown-Altoona TV market (or any geographical area within it, down to individual ZIP codes), watch on Television. Consumer Orbit demonstrates how well stations reach consumers searching online for products through Linear audiences – both via specific website visitation as well as overall product searches

Digital Audience TV Viewership - Johnstown-Altoona-State College, PA - April 2024

County			Web Category
(All)			Financial Services

City	Weekpart	Station/Cable Channel	Property
(All)	MF	Station Affiliate A	(All)

ZIP	Daypart	OrbitiQ	Age Gender	Media
(Multiple values)	(Multiple values)	(All)	(All)	(All)

Demo: All | Orbit iQ: All

Weekpart	Daypart	Station Name	Opportunity Index	AQH Impressions	Cume
MF	Early Morning	Station Affiliate A	130	2,137	12,335
	Daytime	Station Affiliate A	116	1,164	14,580
	Early Fringe	Station Affiliate A	136	3,188	15,956
	Prime Access	Station Affiliate A	143	2,401	12,406
	Prime	Station Affiliate A	128	1,905	14,817
	Late Fringe	Station Affiliate A	148	1,497	11,779

City	ZIP
ALTOONA, PA	16602
	16603
DUNCANSVILLE, PA	16635
HOLLIDAYSBURG, PA	16648
JOHNSTOWN, PA	15902
	15904
	15905
	15906
	15907
	15909
	15934
	15959
WINDBER, PA	15963

Consumer Intelligence™ for Local POWERED BY CONSUMER ORBIT

With **EVERY SPOT** on Station Affiliate A in Prime Access, Brand A can reach an average of 2,401 homes actively visiting a financial services category website in Prime Access, and over 12,406 unique homes visiting in Johnstown-Altoona in Prime Access, over the course of April

23
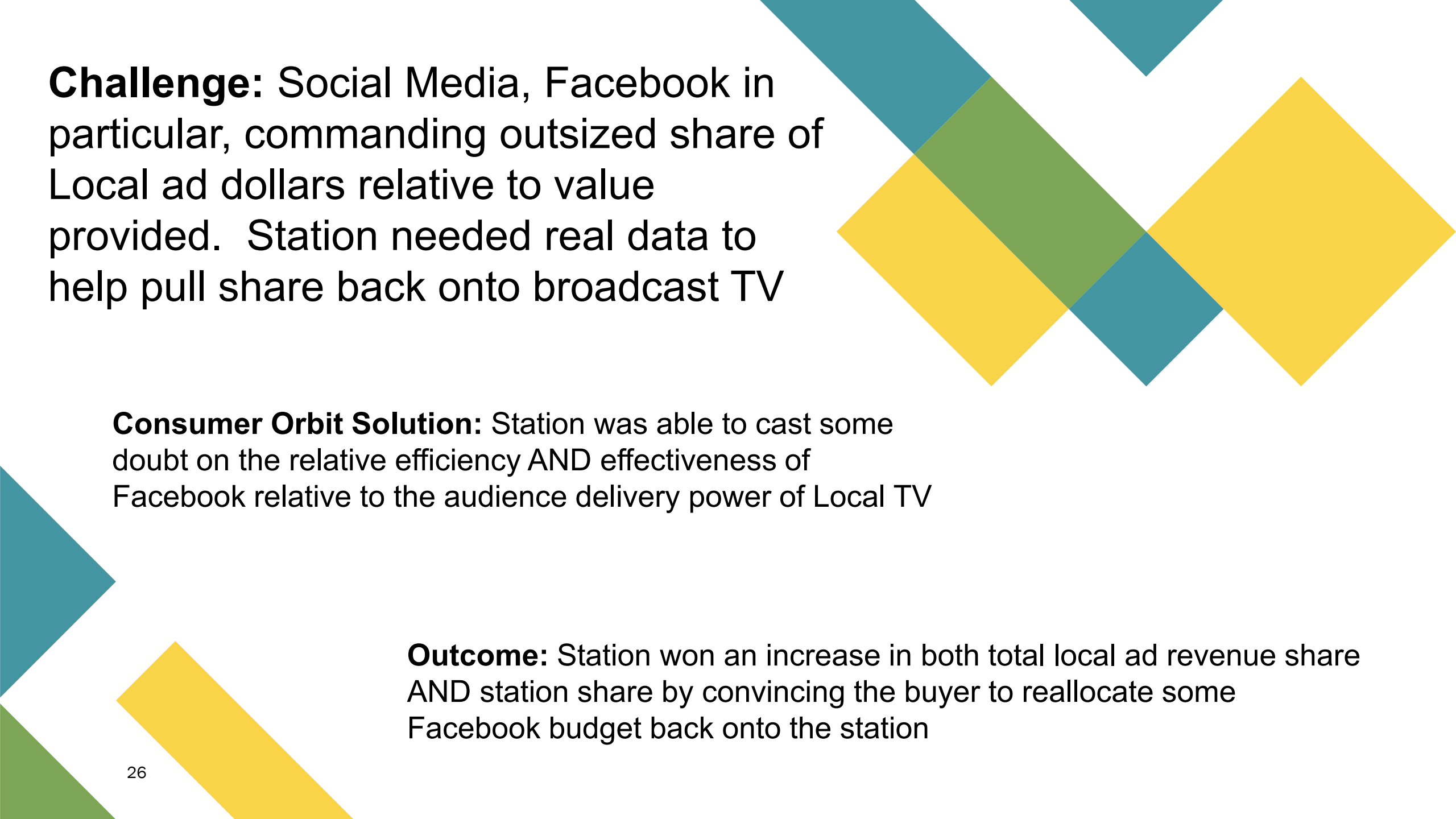
Madison
Case Study

Consumer Orbit Depth & Scale
Madison, April 2024

MADISON

# Market Households	**453,667**
# Market Zip Codes	**154**
Mobile; Avg. Daily Unique Devices	**31,539**
Mobile; Avg. Daily Venue Visits	**47,565**
Mobile; Unique Venues Measured	**857**
Mobile; Unique Venue Locations	**3,591**
% of Market HH Located in Mobile Zips	**99**
Weighted Online Searches	**28,037,148**

Challenge: Social Media, Facebook in particular, commanding outsized share of Local ad dollars relative to value provided. Station needed real data to help pull share back onto broadcast TV

Consumer Orbit Solution: Station was able to cast some doubt on the relative efficiency AND effectiveness of Facebook relative to the audience delivery power of Local TV

Outcome: Station won an increase in both total local ad revenue share AND station share by convincing the buyer to reallocate some Facebook budget back onto the station

Social Platforms, and Facebook in particular, have siphoned BILLIONS away from broadcast over the past 10 years. Stations have been the victims of the fact that Digital sells audiences and customers, while broadcasters are still selling demos. Consumer Orbit puts the stations on a level playing field with the Social platforms and thousands of other websites and apps as well, not only by measuring customer density in station audiences, but also by reporting relative audience sizes between the two – and it's a huge win for broadcasters

Customized TV and Digital Delivery - Madison, WI - April 2024

Auto: All | Investor: All | Pets:All | Political Lean:All | Children:All |Hispanic: All| Homeowner/Rent:All
Income:All |Age Gender:All | Home Services: All | Seeking Personal Attorney: All| OrbitiQ: All
Category:All | Brand: All | Congressional District: All

Weekpart	Daypart	Station Name	Opportunity Index	AQH Impressions	Cume
MF	Early Fringe	Station Affiliate A	100	27,534	135,340
		Station Affiliate B	100	19,242	107,008
		Station Affiliate C	100	18,047	103,872
		Station Affiliate D	100	11,883	64,167
		Station Affiliate E	100	6,003	56,569
		Station Affiliate F	100	5,662	45,862
		Cable Channel G	100	3,828	25,902

Auto: All | Investor:All | Pets:All | Political Lean:All | Children:All |Hispanic: All| Homeowner/Rent: All
Income:All |Age Gender:All | Home Services: All | Seeking Personal Attorney: All| OrbitiQ: All
Category:All | Brand: All |Website Category: Social Media| Congressional District: All

Weekpart	Daypart	Media	Opportunity Index	AQH Impressions	Cume
MF	Early Fringe	FACEBOOK.COM	100	5,590	146,531
		TikTok (Mobile App)	100	1,673	26,639
		Snapchat (Mobile App)	100	832	28,601
		X (formerly Twitter) (Mobile App)	100	461	18,550
		TWITTER.COM	100	398	34,933
		Instagram (Mobile App)	100	321	16,142
		INSTAGRAM.COM	100	150	21,235
		TIKTOK.COM	100	58	14,579
		SNAPCHAT.COM	100	25	3,049

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City	ZIP
AFTON, WI	53501
ALBANY, WI	53502
ARENA, WI	53503
ARGYLE, WI	53504
ARLINGTON, WI	53911
AVALON, WI	53505
AVOCA, WI	53506
BAGLEY, WI	53801
BARABOO, WI	53913

Facebook is by far the #1 Social Media platform in terms of Cume…but Station Affiliate A in particular, and Local Broadcast in general, far outdeliver FB in terms of Average Audience , and other stations outdeliver other social platforms in both AA and cume.

SOCIAL MEDIA IS A DISTANT 2nd to LOCAL BROADCAST IN BUILDING BRANDS. Social Media is fine for building frequency, but only Local Broadcast provides the mass audiences that build and grow brands successfully.

Merkury + Comscore empowered buying team to tailor a customized local TV schedule and guarantee impressions for each specific targeted audience

The Challenge: Faced with budget challenges, client was looking for a **more cost-efficient way to reach their new-customer target audience** in linear television. Local television itself is facing its own headwinds and complexities - increasing costs driven by:

▶ **Viewership declines propelled by cord-cutting behavior**

▶ **Unstable measurement**

▶ **Inability to target & purchase beyond a standardized age/gender demos**

The Solution: In collaboration with Comscore, a few clients committed to conducting a pilot test. This initiative enabled the brand to pioneer targeted advertising and transactions based on advanced audience segments in local TV within specific markets, making dentsu pioneers in the industry.

Through using dentsu's identity, data, and insights platform - Merkury, we were able to bring in a wealth of additional data and identity factors. Merkury data combined with client's first-party data was utilized to create a new customer prospect audience within Merkury. In turn, the 'New Customer's Merkury audience unique IDs were then matched to Comscore's set-top box level data.

Using the Comscore–Merkury audience matched data, a custom TV schedule was able to be built for all clients to transact and guarantee off their New Customer audience.

comscore **+ dentsu**

Our audience-first approach to programming

Key Insight

Leveraging dentsu's relationship with Comscore, we can connect real audience data to actual viewing behavior. We can match Merkury audience segment data to Comscore's set top box data in the individual DMAs. This allows us to look at the Clients targets' viewing preferences at the program level by market, eliminating waste and going beyond a traditional Nielsen age and gender ranker to identify program selection.

+ **MERKURY** **+** comscore **=**

Atlanta

Chicago

Los Angeles

The Results

Leveraging dentsu's exclusive partnership with Comscore, dentsu's test clients were the first advertisers (and first in their industry) to purchase and report on advanced audiences' impressions in the local linear space. The Merkury matched Comscore data empowered the buying team to tailor a customized local TV schedule and guarantee impressions for each specific targeted audience. The data not only guided the selection of specific dayparts and programs based on the audience's viewing habits but also resulted in substantial cost savings.

Within the key test markets, the advanced audience activation provided more impressions and CPM reductions:

47%
More impressions
More impressions vs. a standard demo-based buy approach

35%
Reduction
in CPM

Thanks to the impressive 2023 test results and the cost-saving benefits, we plan to expand implementation to all markets in theirComscore's footprint in 2024.

Merkury + Comscore empowered buying team to tailor a customized local TV schedule and guarantee impressions for custom target audiences

The Challenge:

Faced with budget challenges, client was looking for a **more cost-efficient way to reach their new-customer target audience** in linear television. Local television itself is facing its own headwinds and complexities - *increasing costs driven by:*

- ► **Viewership declines propelled by cord-cutting behavior**
- ► **Unstable measurement**
- ► **Inability to target & purchase beyond a standardized age/gender demos**

The Solution:

Dentsu partnered with Comscore to bring in set-top box linear television data to combine and match with clients' first-party data to create a new customer prospect audience within Merkury, dentsu's identity, data, and insights platform. **Leveraging the Comscore–Merkury audience matched data, a custom TV schedule was able to be built for all clients to transact and guarantee off their new custom audience segment.**

The Results

Within the key test markets, the advanced audience activation provided more impressions and CPM reductions:

"Thanks to the impressive 2023 test results and the cost-saving benefits, we plan to expand implementation to all markets in their Comscore's footprint in 2024." [NAME, TITLE, dentsu]
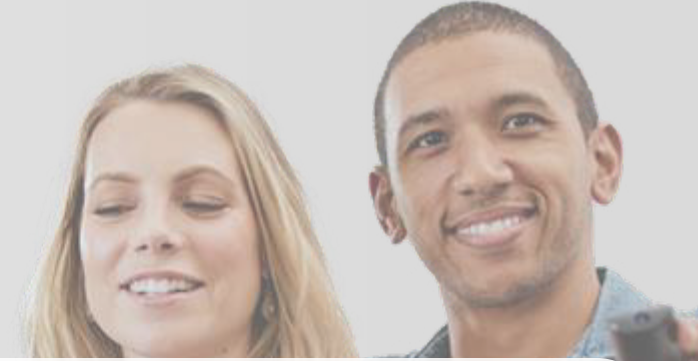
Key Insight

Dentsu and Comscore's partnership allows us to connect real audience data to actual viewing behavior by matching Merkury's audience segment data to Comscore's set top box data at the local market level. This allows us to look at the Clients targets' viewing preferences at the program level by market, eliminating waste and going beyond a traditional demographics to actual program selection.
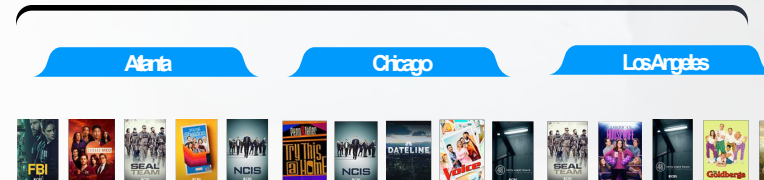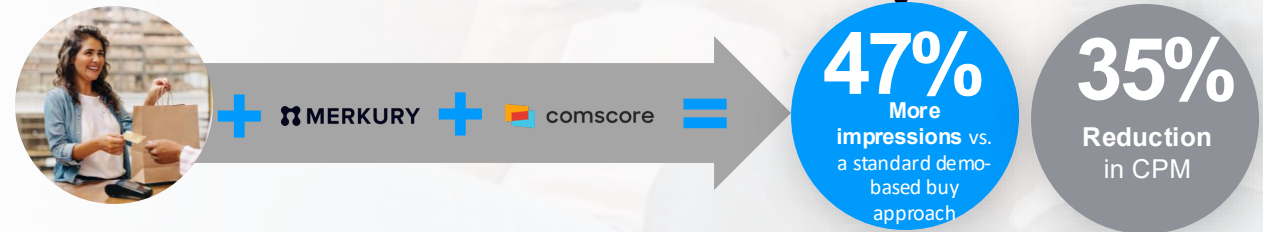
MERKURY + **comscore** =

47% More impressions vs. a standard demo-based buy approach

35% Reduction in CPM

Atlanta   Chicago   Los Angeles

Within the key test markets, the advanced audience activation provided more impressions and CPM reductions:

Impact of Digital **with Broadcast**

Clients on both Broadcast and Digital also see significantly higher results over Digital Only clients.
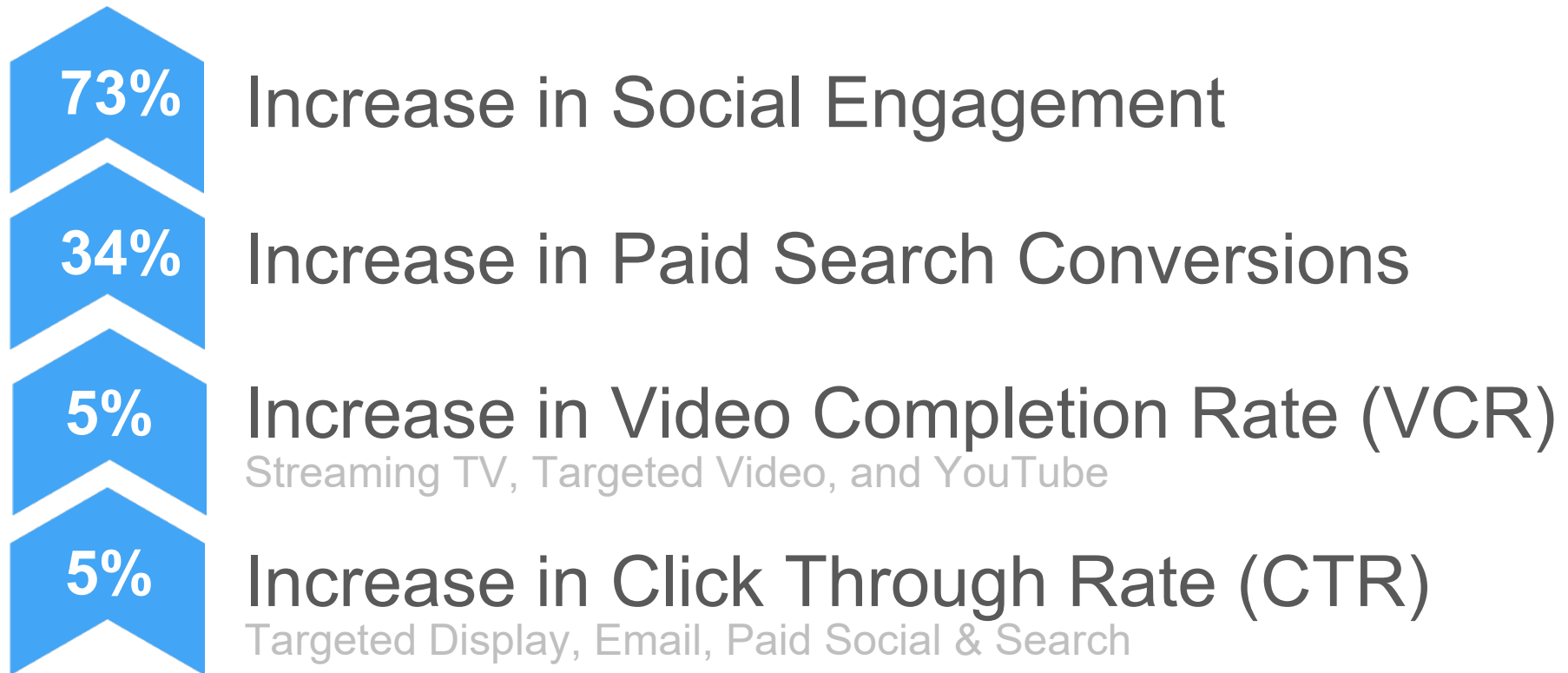
73% Increase in Social Engagement

34% Increase in Paid Search Conversions

5% Increase in Video Completion Rate (VCR)
Streaming TV, Targeted Video, and YouTube

5% Increase in Click Through Rate (CTR)
Targeted Display, Email, Paid Social & Search

gray edge

Comparison of Digital Advertisers with & without Broadcast. Jan-July 2024.
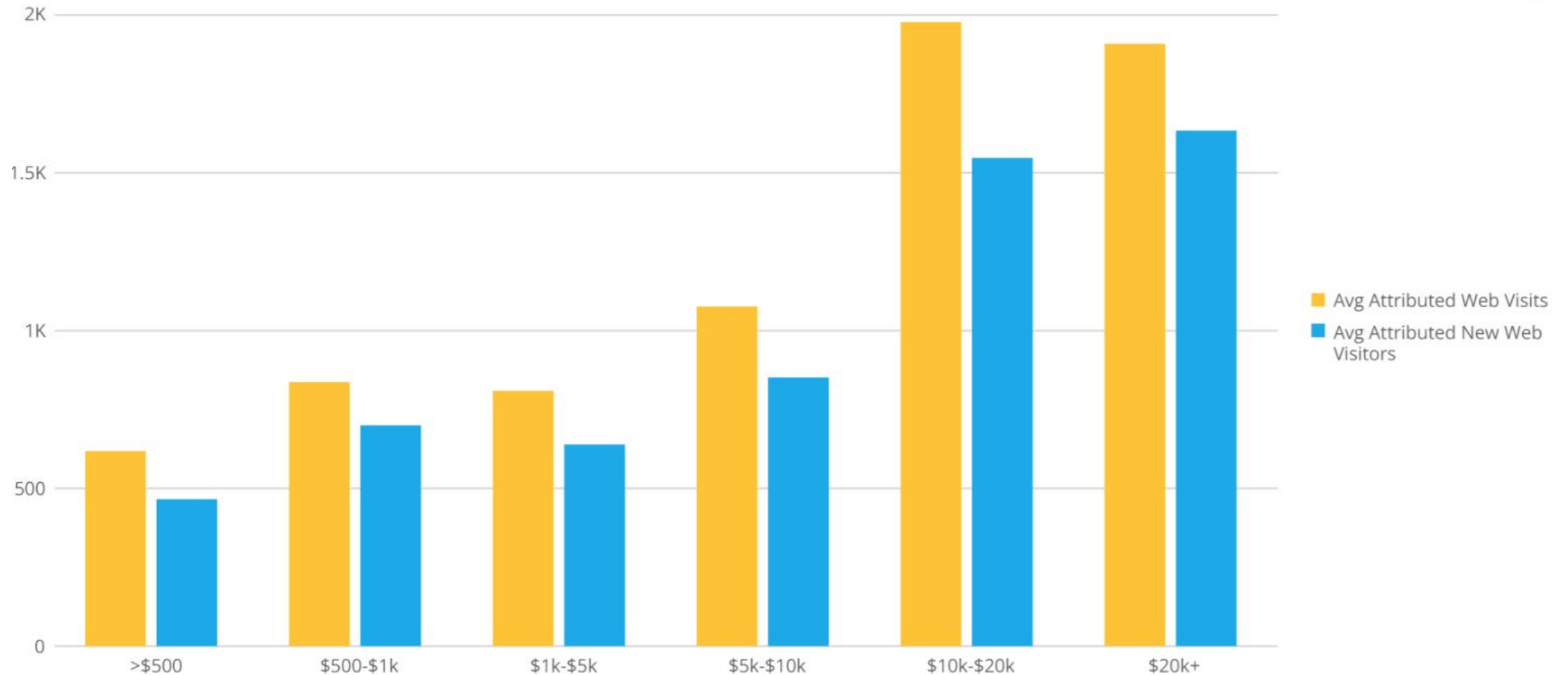
Power of Local News

Advertisers had *+160% higher attribution* from Local News Compared to other Non-Sports programing

Average Attribution per Commercial

- ■ Avg Attributed Web Visits
- ■ Avg Attributed New Web Visitors

Local News

Sports

All Other Programming

Power of Sports

Sports attributed to *58% more NEW Website Visitors* than any other Non-Local News programming

Average Attribution per Commercial

Legend:
- Avg Attributed Web Visits
- Avg Attributed New Web Visitors

Categories: Local News, Sports, All Other Programming
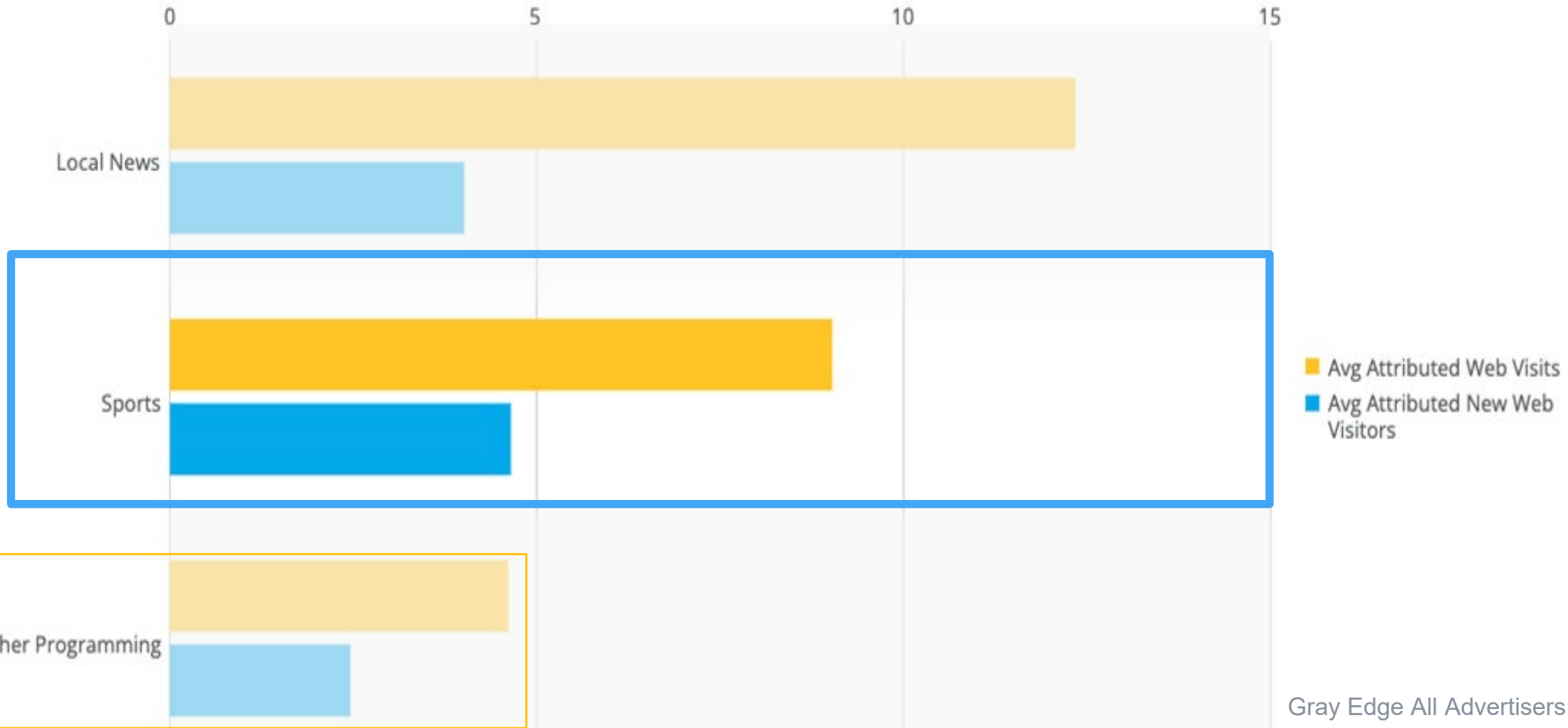
Case Study: Optimizing Broadcast

A Vermont Furniture store found:

41% MORE Attribution on Saturdays & Sundays
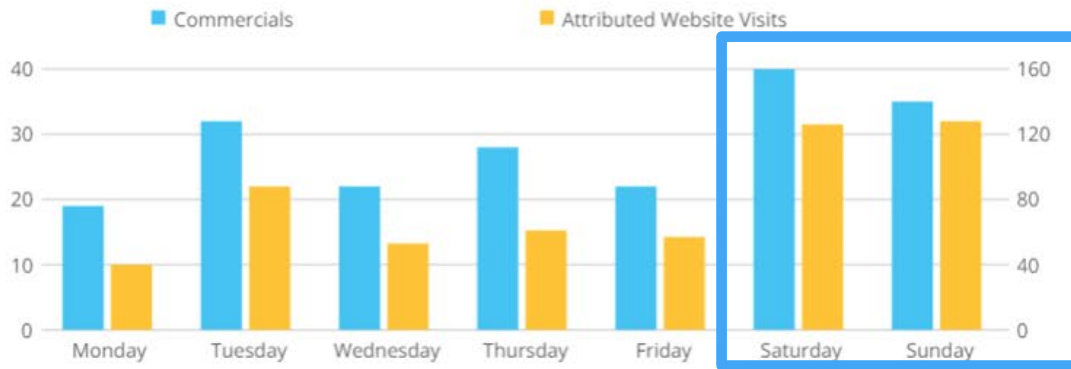
Day of Week	2↓	Commercials	Attributed Website Visits	1↓	AVG Attribution/Ad
Sunday		35	128		3.66
Saturday		40	126		3.15
Tuesday		32	88		2.75
Friday		22	57		2.59
Wednesday		22	53		2.41
Thursday		28	61		2.18
Monday		19	40		2.11

15% DECREASE in monthly Web Visits when not on broadcast

Gray Edge Select Advertiser, Attribution Jan-Jul 2024.
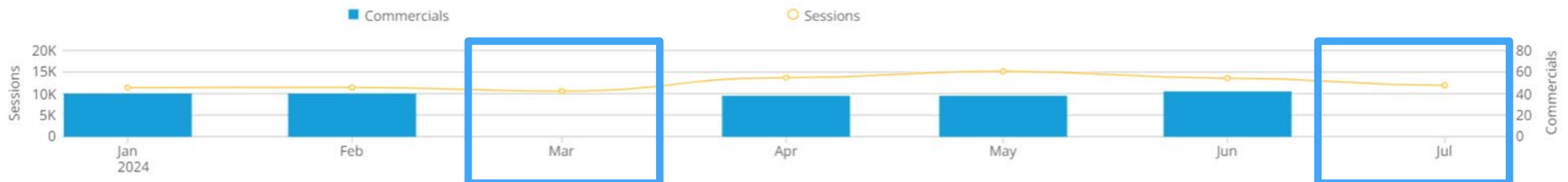
Case Study: Optimizing Broadcast

In 2023, an Arizona Roofing Company found that Testimonial Creative accounted for:

25% of all Attributed Web Visits

65% of all Attributed Web Visitors

Average Attribution by Creative

Creative	%
LYONSREPUTATION30	23.58%
LYONSTESTIMONIAL130	14.66%
LYONSTESTIMONIAL330	10.62%
NILSPHOENIXLYONS	15.99%
PHOENIXLYONSROOF	13.99%
STRM CMMDR LYONS 15	11.35%
3TV Storm Commander 2023	9.81%

Attributed Visitors by Creative

3TV Storm Commander 2023
LYONSREPUTATION30
LYONSTESTIMONIAL130
LYONSTESTIMONIAL330
NILSPHOENIXLYONS
PHOENIXLYONSROOF
STRM CMMDR LYONS 15

Min 17   Avg 915.71   Max 2,719
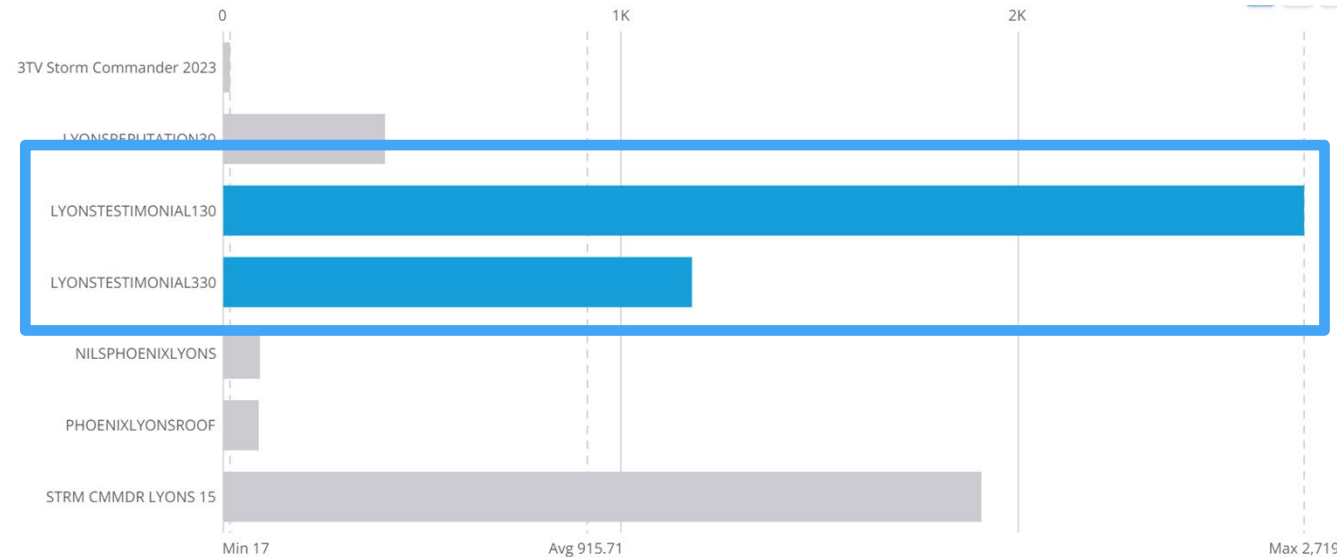
HyphaMetrics

Innovations for the most inclusive media measurement

We're living through a personalization revolution

That has made its way into the media ecosystem

Creating a feedback loop between individuals and the media companies serving them

4

But measurement's failure to quantify today's hyper-personalized behavior has put the entire media ecosystem on the brink of collapse
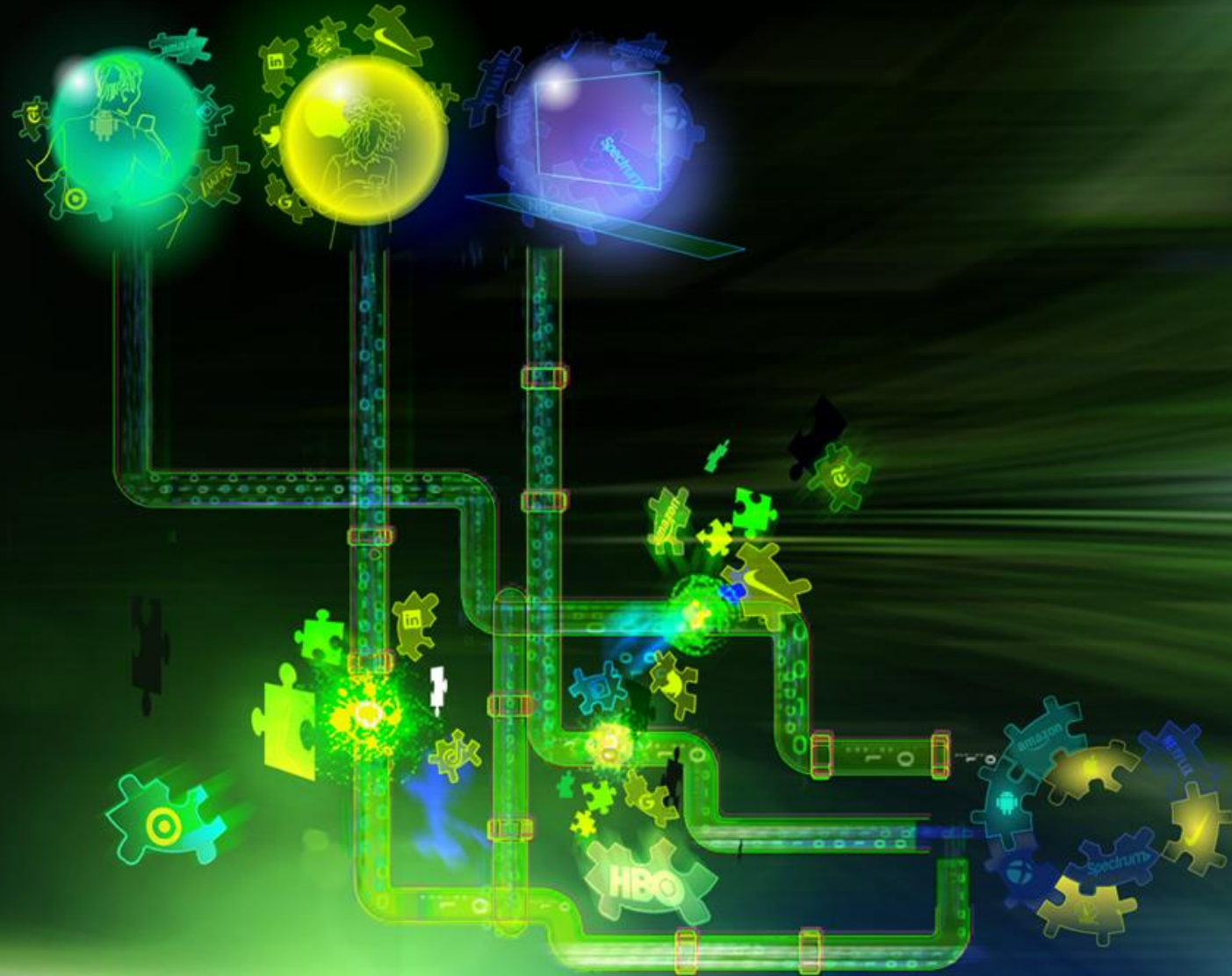
Making an unmeasured environment unmanageable

Valuing Media
Content Creation,
Distributing Media
Streaming Data
Fragmentation
Efective Targeting
Return on ad spend
Return on Targeting

HyphaMetrics built a measurement solution capable of mirroring the personalization revolution
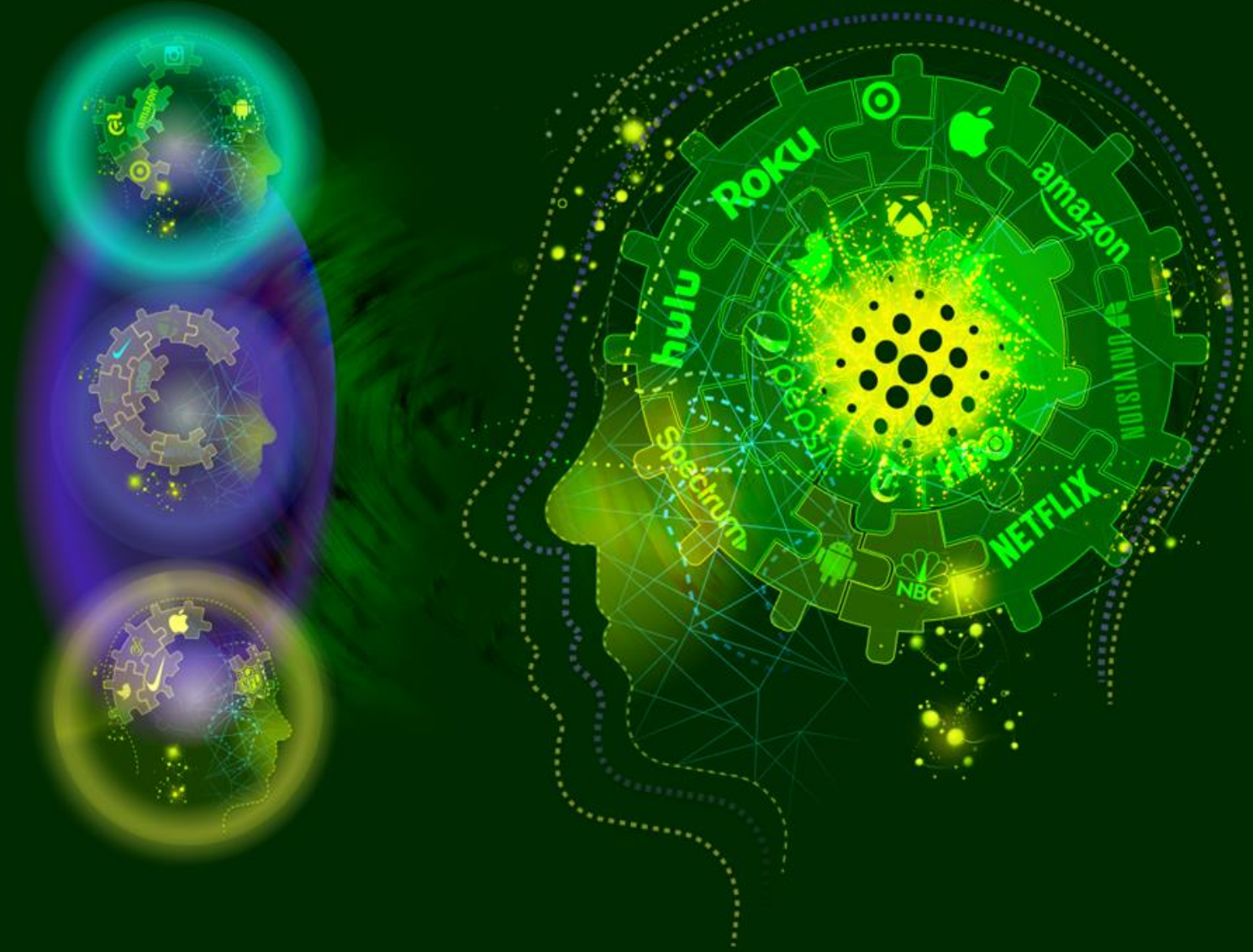
❋ Hypha

Today's measurement systems are built for yesterday

To drive change in measurement requires:
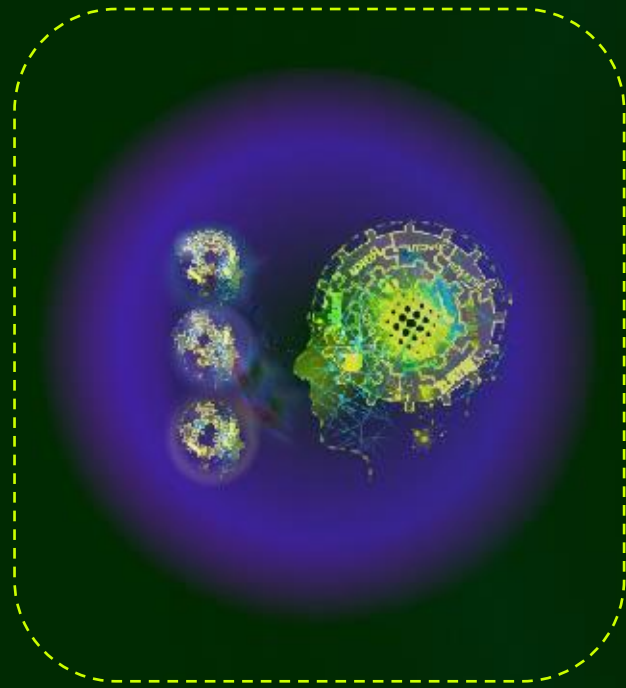
Technology On Par With Consumer Experience

Consumer Centric Measurement

Modern Sampling Approach

This dynamic media environment requires measurement that does not depend on the correlation of viewing times to libraries of schedules and content

Media Technology

- First commercially available TV 1 national network
- First home VCR allows consumers to "time shift" viewing of content
- FCC mandates ATSC 1.0 enabling public broadcast in high image resolution 28 national networks
- Apple introduces downloadable TV programs to iTunes app on iOS / Windows devices
- Broadband Internet allows high-res streaming on multiple devices in homes 52 national networks
- ATSC 3.0 tech delivers increased video, audio, & connected TV via over-the-air broadcast capabilities 93 national networks
- Subscription Cable TV introduced to enhance poor reception of broadcast TV signals in mountainous/geographically remote areas 3 national networks
- Satellite television introduced 14 national networks
- Launch of DVRs automate & increase popularity of time shifted viewing
- Apple TV introduced as the 1st connected streaming device Introduction of iPhone as first fully realized smartphone
- First national Color TV broadcast
- Smart TVs converge streaming capabilities with traditional broadcast TV experience
- 114 national networks 59 streaming platforms 400+ cable / broadcast channels 1,800+ broadcast TV stations
- First TV Commercial is broadcast

1939 1941 1948 1950 1954 1964 1971 1981 1982 1986 1988 1991 1996 1998 1999 2004 2005 2006 2007 2008 2009 2011 2014 2015 2020 2022 2023 2024 2025

Panel Measurement Technology

Surveys | Diaries | Tuner Tapping | Watermarking | ACR

Media exposure data is **"Matched Back"** to TV schedules to infer what might have been viewed

UNIe

The first and only Artificial Intelligence and Machine Learning based measurement system that captures media the way viewers see it

※ Hypha

Hypha created UNIe to identify what is on any screen at any time

UNI eng I ne

UNIe : the act of uniting or process of being united

In media, UNIe is the unification engine that identifies, captures, and unites the fragmented viewing experience

Unified

The unification of the entire consumer media exposure experience

True TV Omnichannel:
- CTV <dynamic> + Linear <scheduled>

- Content, Advertising, Product Placement, + Brand Sponsorship

Neuromedia

Capturing fragmented media exposure

A machine learning engine that uses source-specific attributes to activate the appropriate layer of a multi-layered algorithm to measure media across every viewing permutation with 100% accuracy

Identification

The process of distinguishing what is being viewed

Analyzing exactly what occurs on the screen
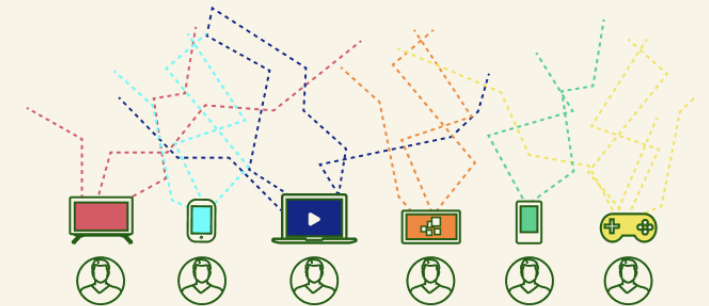
The unification of fragmented viewing:

※Hypha

HyphaMetrics' Artificial Intelligence excels where other approaches fall short

Hypha's AI detects all media that occurs on the TV screen through a Generative approach that produces algorithms for each component of the viewing experience.

Machine learning and mathematical modeling detect elements on the screen. Each technique is **uniquely applied based on Media/Objects**, facilitating a **mirroring measurement technique**.

This allows us to use the right technique for each element, **maximizing efficiency and lowering computational costs.**

Generative AI
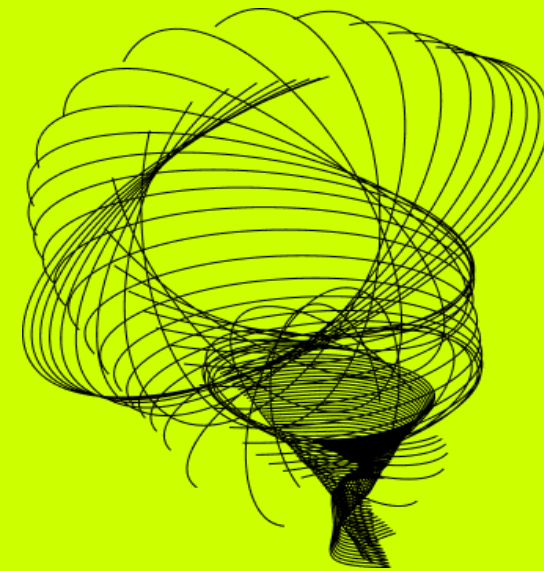
The process of applying historical data to the automation and creation of personalized outputs

❋ Hypha

UNIe in Action – Navigational elements across OTT and VOD
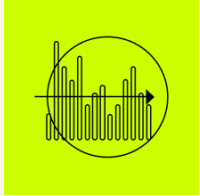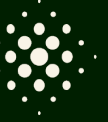
UNIe:
- ✓ Device used (FireTV) detected
- ✓ User Navigation detected
- ✓ App selected(Max) detected
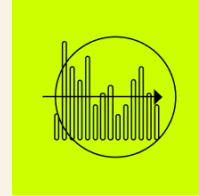
UNIe:
- ✓ App specific mosaic detected
- ✓ User Navigation detected
- ✓ Show selected (Otter Dynasty) detected
- ✓ Season and Episode number detected

Hypha

UNIe in Action – In session changes of services to linear
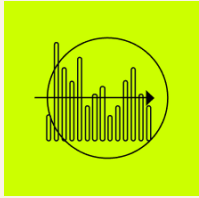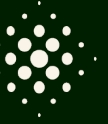
UNIe:
- ✓ Show watched (Otter Dynasty) detected
- ✓ Time spent watching detected
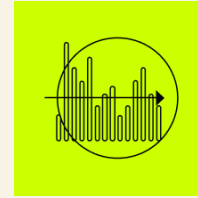
UNIe:
- ✓ Cable specific grid detected
- ✓ Source defined
- ✓ User Navigation detected
- ✓ Program selected detected

Otter Dynasty
S1 E1: A Gathering Storm

Chopped
Chefs in a Pickle
8:00 - 9:00 PM | 61 FOODHD
TV-G, SD, CC | 2017 The tricky challenge in this competition is to include pickles in every dish -- including dessert! The first...

8:23	8:30 PM	9:00 PM	9:30 PM	10:00 PM
061 Chopped		Chopped		
GOLF 062	2017 Solheim Cup	NEW Golf Central		PGA T
FOX SPORTS 063	NEW UEFA Ch	English Premier League Soccer		
bravo 064	The Real H	The Real Housewives of Dallas		The Real Housewives of D
FX 065	Penguins of Madagascar	Hotel Transylvania		

Hypha

UNIe in Action – Integrated recognition of brand logos and ads
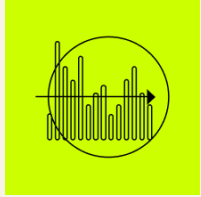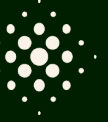
UNIe:
- ✓ Program Name detected
- ✓ Season and Episode Number detected
- ✓ Network Call Sign
- ✓ Product Placement (Apple) detected
- ✓ Time spent viewing
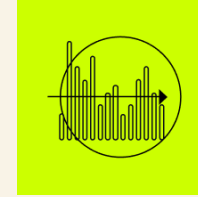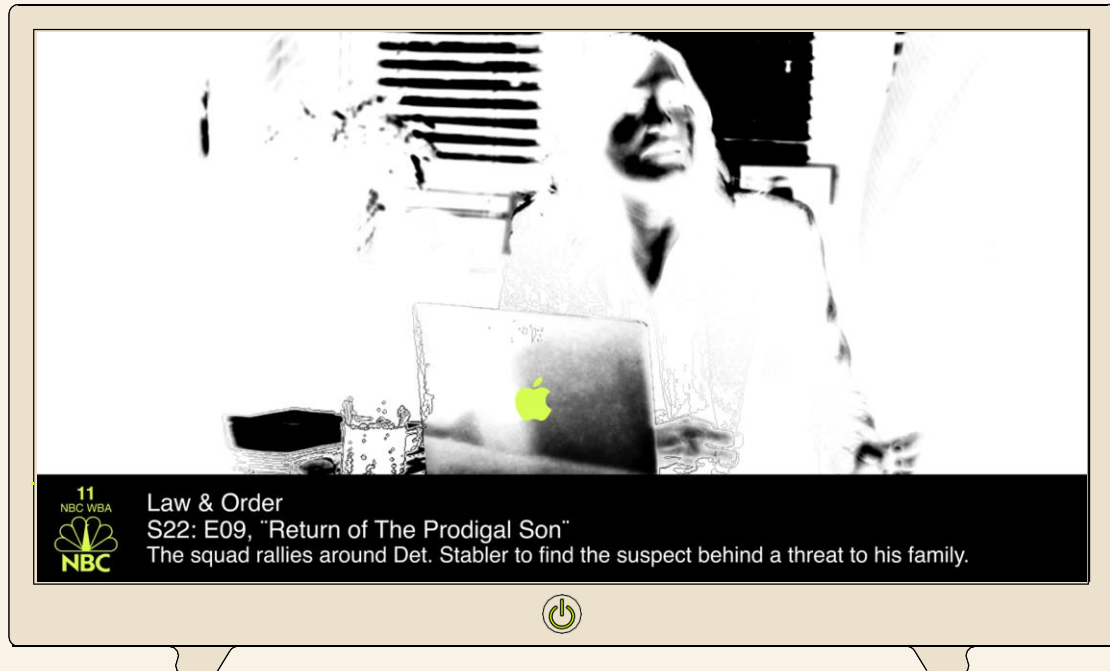
UNIe:
- ✓ Advertisement Version
- ✓ Time spent viewing

11
NBC WBA
NBC
Law & Order
S22: E09, ¨Return of The Prodigal Son¨
The squad rallies around Det. Stabler to find the suspect behind a threat to his family.

NIKE AIR VAPORMAX

❋ Hypha

Hypha solves the walled garden measurement crisis—shifting the industry from linear silos to unified video
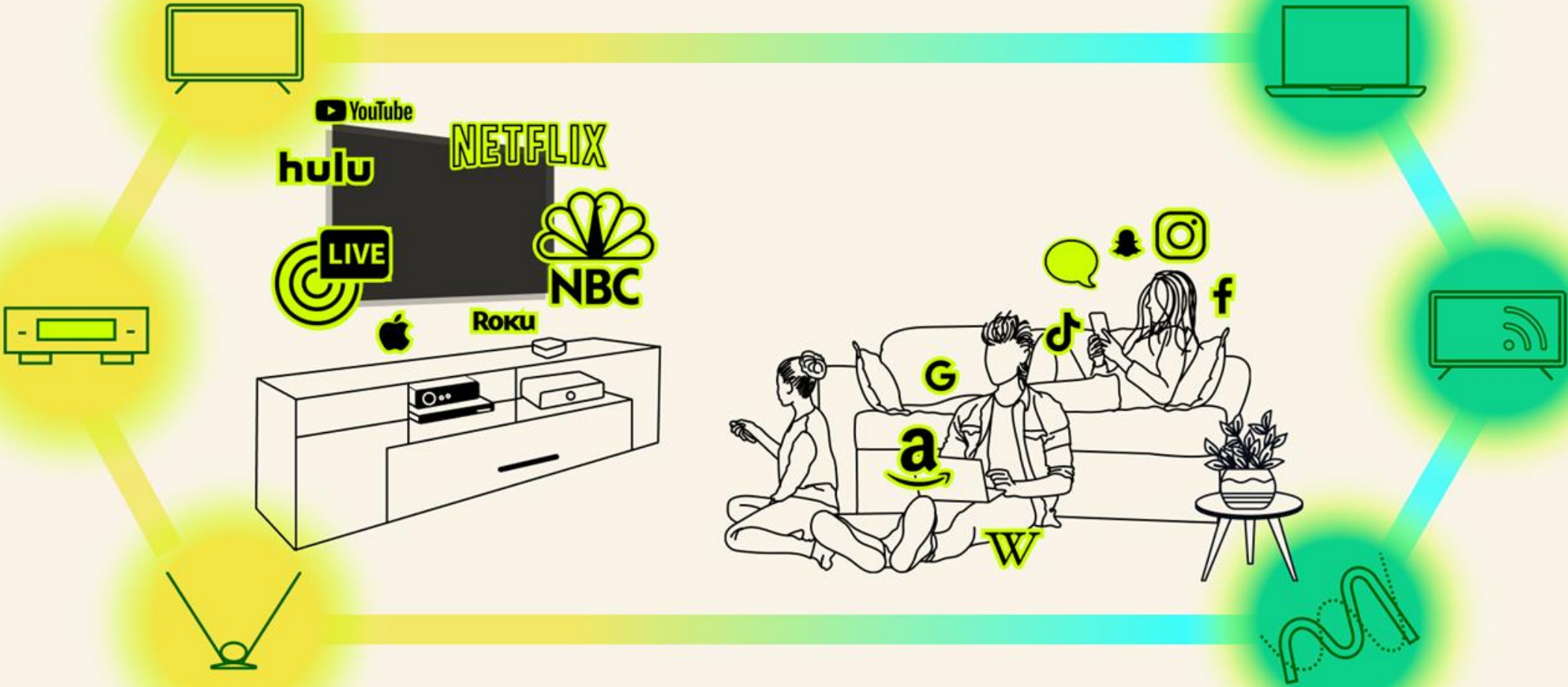
Our Unified Neuromedia Identification Engine uses source-specific attributes to activate the appropriate layer of a multi-layered algorithm to measure media across every viewing permutation with 100% accuracy
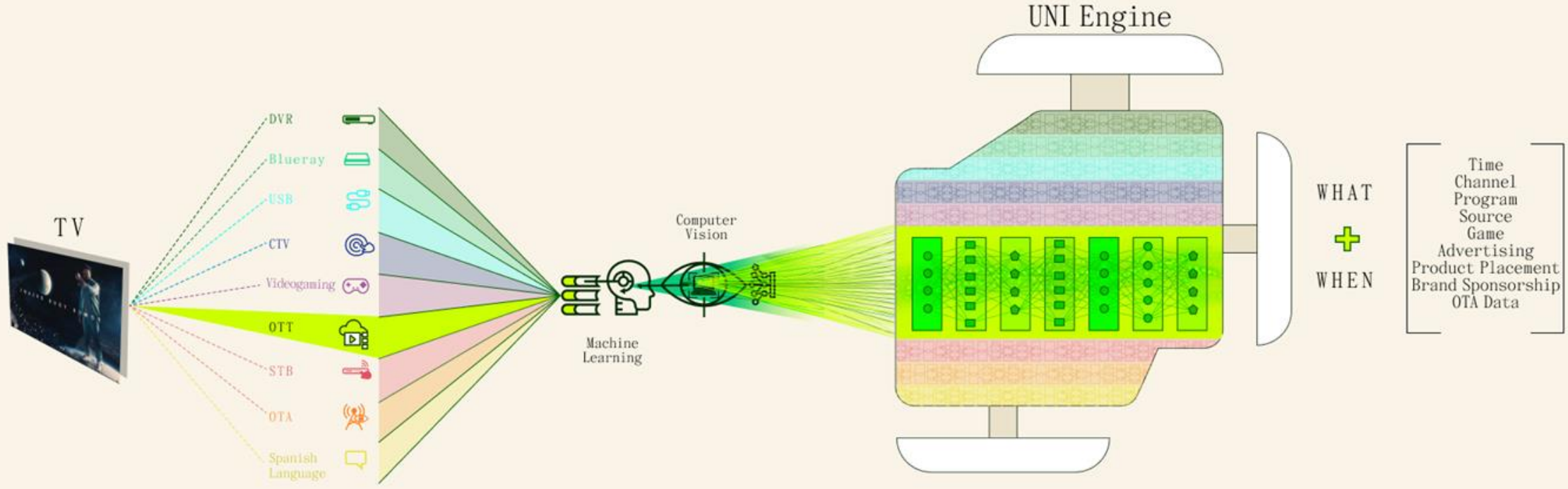
Collects everything from persons to video gaming

Recognition of all on screen content and behaviors from our proprietary generative AI and ML process called UNIe
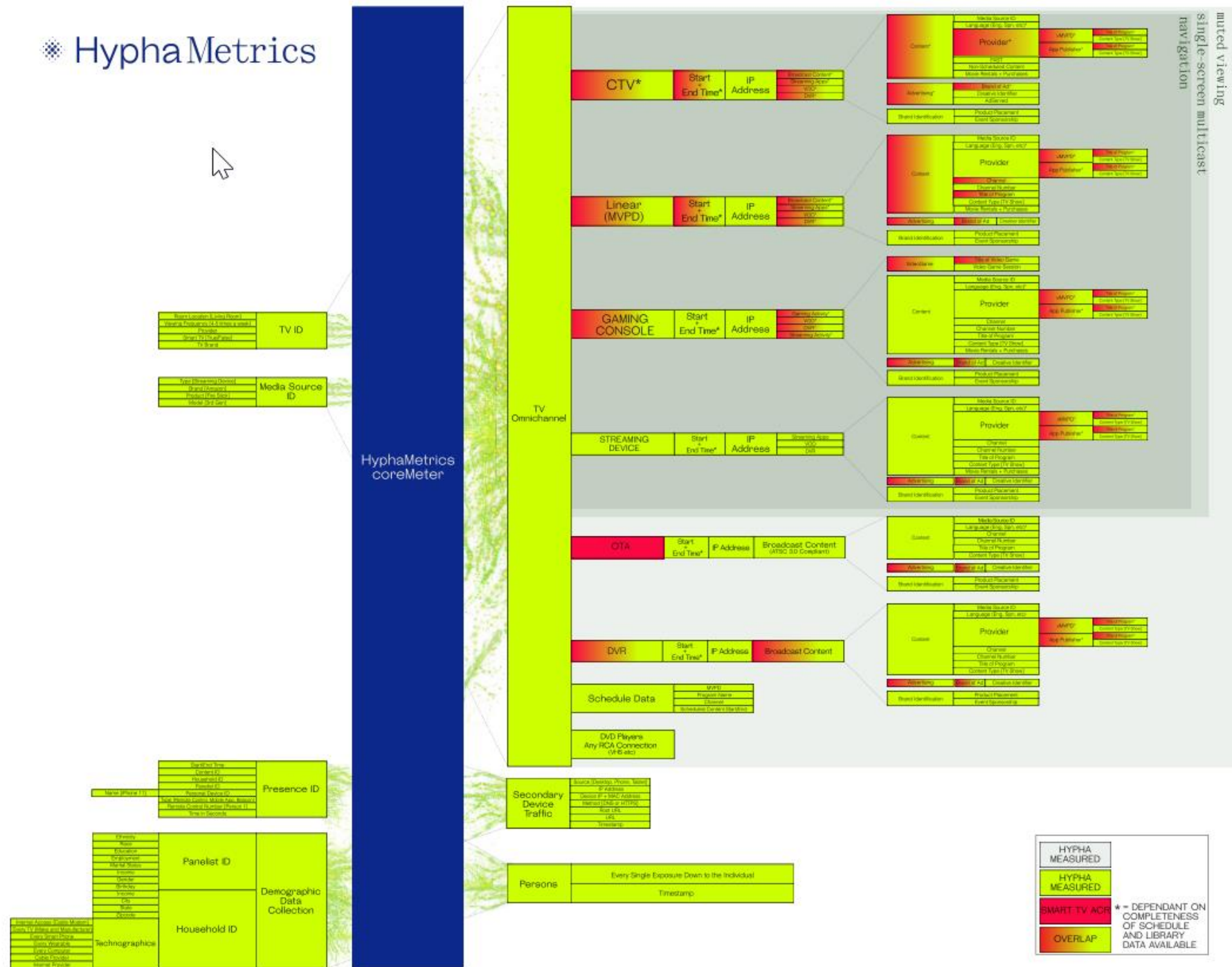
- <u>U</u>nified
- <u>N</u>euromedia
- <u>I</u>dentification
- <u>e</u>ngine

Today's measurement systems are built for yesterday

To drive change in measurement requires:
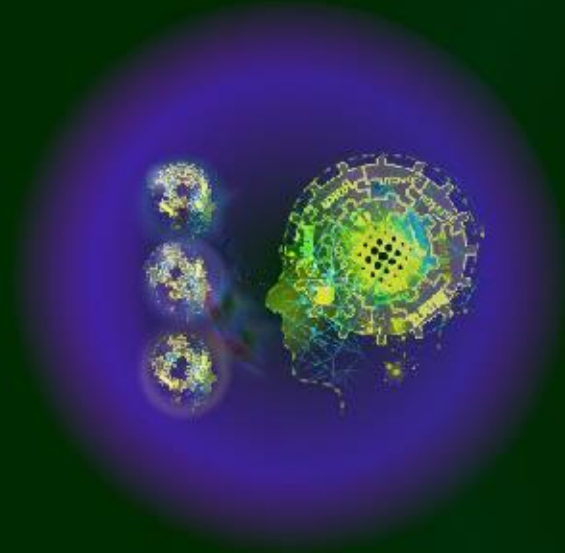
Technology On Par
With Consumer
Experience
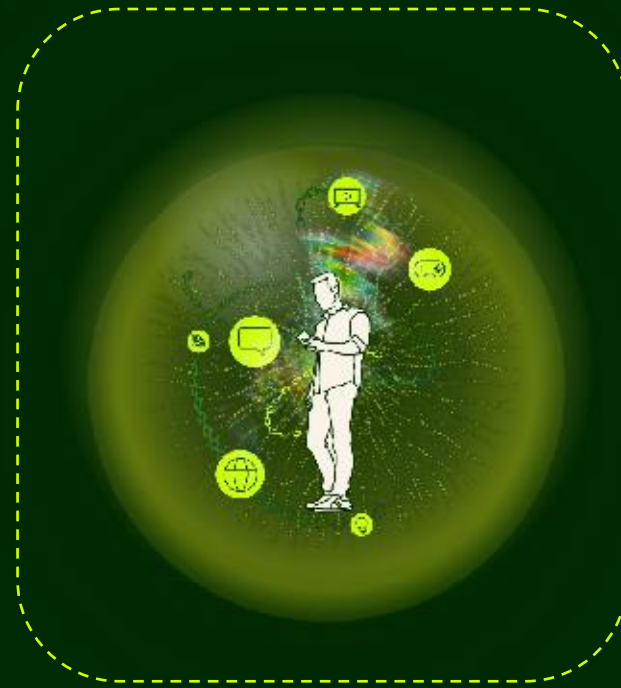
Consumer Centric
Measurement

Modern Sampling
Approach

HyphaMetrics measures all person, household, and devices (linear & digital) in a single data source
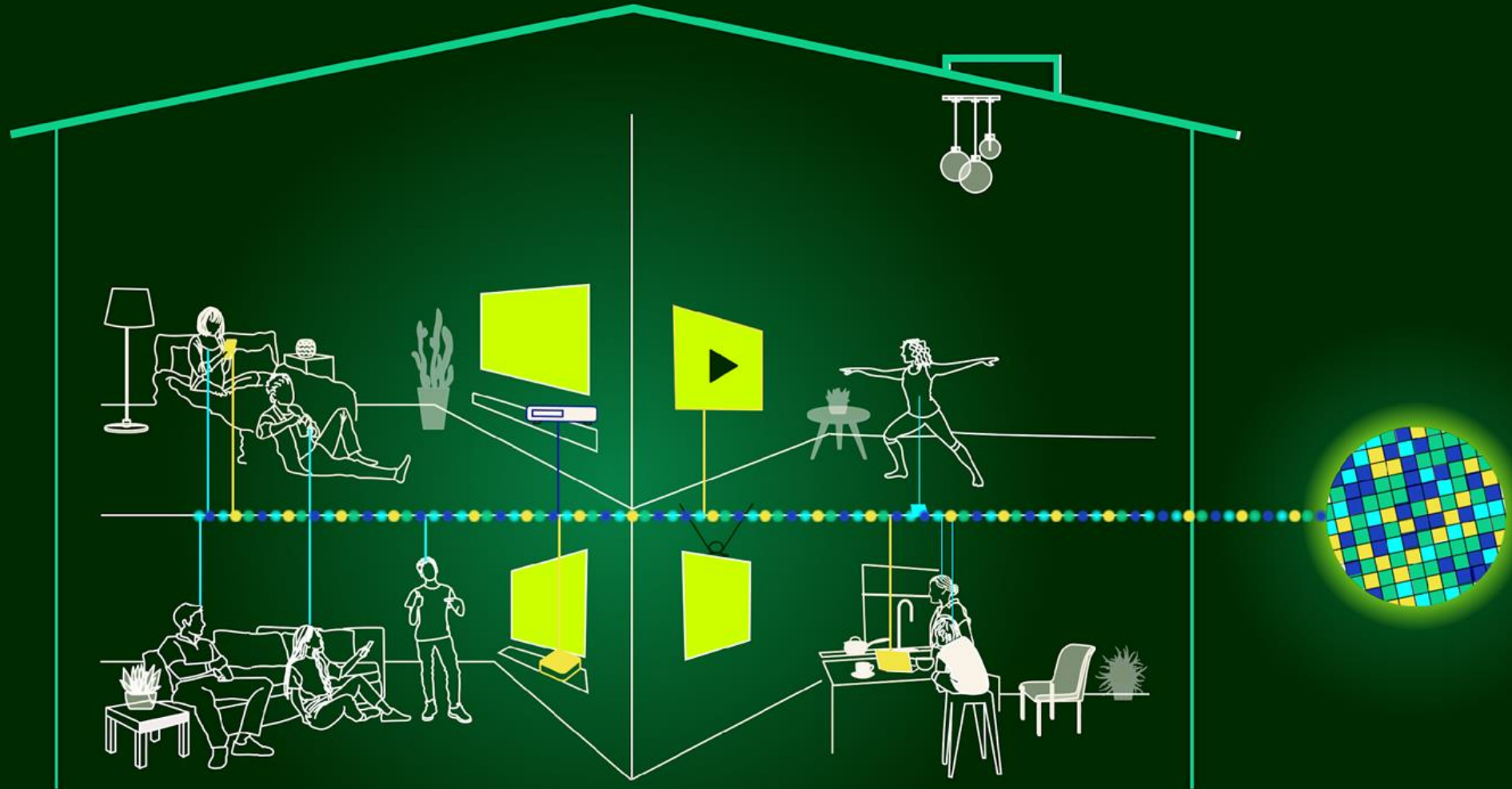
Measurement Today Requires Hypha's Comprehensive Passive Approach

Person Detection

Allows panelists to behave in their natural habitat without interference

Consumer-centric approach reduces panelist burden

+

Media Detection
- All content, advertising, product placement + brand sponsorship
- User Generated + Produced content

All Sources
- CTV, Streaming, OTA, etc

Streamlined Process
- Self Installation streamlines panel expansion
- No libraries or human data processing — eliminates human error

⁕ Hypha

Real-Time Collection Through Proprietary Technology Platform

As viewers enter and exit co-viewing sessions, presence is passively measured in relation to content consumption in real-time. Vertical purple lines indicate individuals near the TV

※ Hypha

Measuring the "Unmeasureables" with the complete view of the individual's experience

OTA Viewing

Linear television, inclusive of all Content, Ads, and Product Placement

Product Placement

CTV inclusive of all Content, Ads, and Product Placement

Spanish Language

Hypha

Brand Sponsorships (i.e. Live Sports)

Secondary Device Usage

Walled Gardens & Cross Walled Garden Activity

Persons-Level Measurement

Video Gaming Behaviors
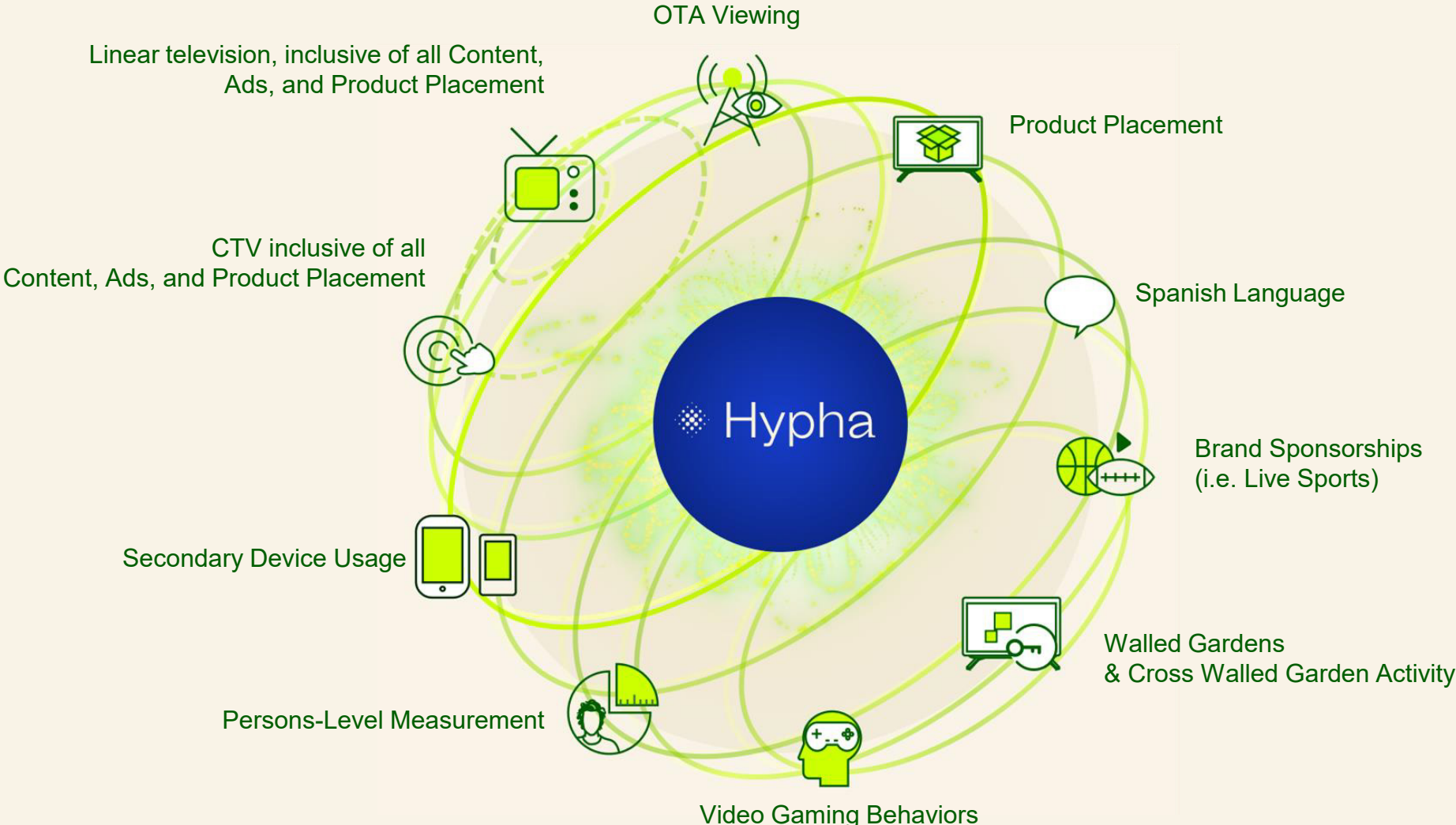
Cross-media identity resolution that unifies the total home and is designed to augment scaled device data

The Hypha Intra-Household Device Graph provides the key to unlocking the value of large-scale device data for the seller, buyers, advertisers and measurement companies

HOUSEHOLD
Name, Physical address, IP address

CONNECTED HOME
"Device ID", IP, reg-based data tied to user, accessed by different devices

CONNECTED DEVICES
Device ID, IP, reg-based data (email, social)

USER
Name, email, address, phone number

MOBILE / TABLET
IP, stat id, adid, cookie, name, email, address

LAPTOP
IP, stat id, cookie, name, name, address

TABLET

DESKTOP

Households

Linear Devices

Persons

Digital Devices

HOLISTIC MEDIA COVERAGE

The Hypha Panel comprehensively covers all media within a home, ensuring a complete overview of the household's viewing habits.

REPRESENTATIVE VIEWING SNAPSHOT

Provides a snapshot that accurately represents how all the viewing activities within a home fit together, offering complete insights into diverse media consumption patterns.

ENHANCED REAGGREGATION

Provides contextualized data in reaggregation process to represent the true value of content and ultimately create more value for customers.

❋ Hypha

Today's measurement systems are built for yesterday

To drive change in measurement requires:
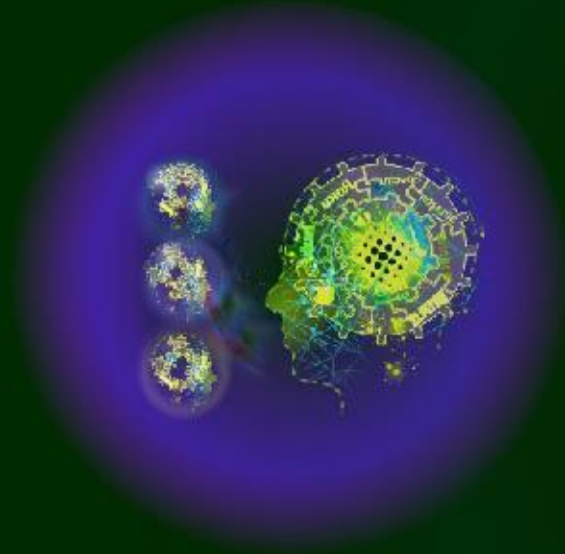
Technology On Par With Consumer Experience

Consumer Centric Measurement
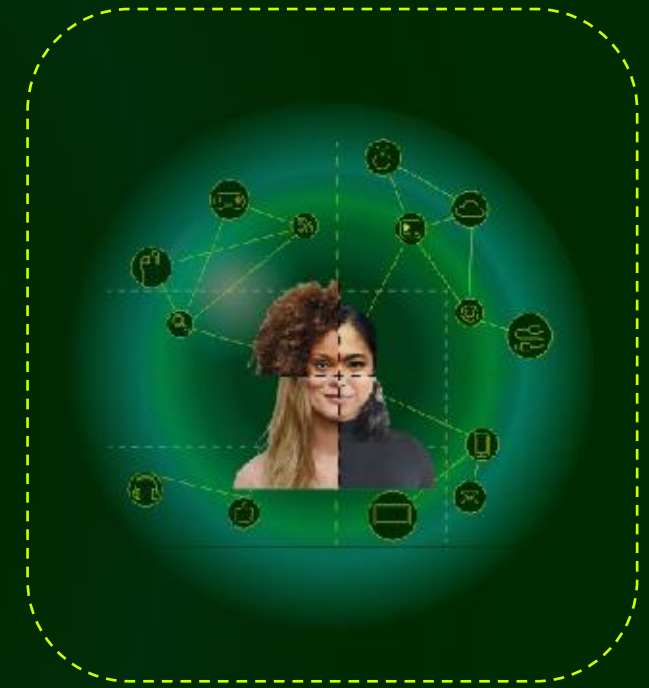
Modern Sampling Approach

Panel Considerations

Transparent & Objective
Technology

Use Case

Sample Size

Data Output

⁂ Hypha
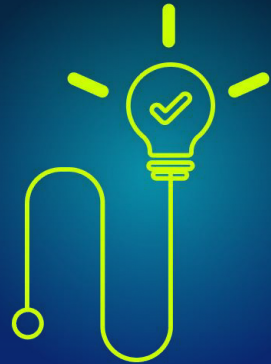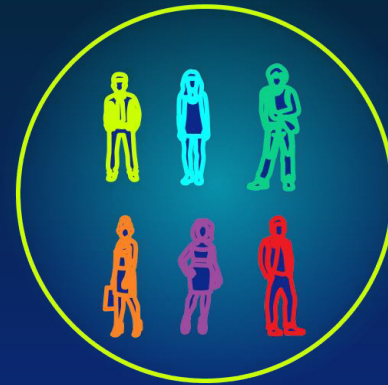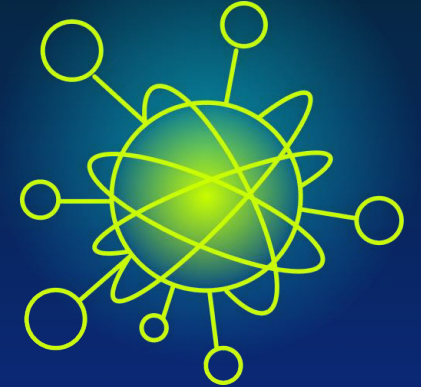
Fit for Purpose: The underlying principle to our Panel Strategy

There's no "one size fits all" approach to panel building

A 2012 National Academy of Science report concluded that complex modeling and statistical rigor must be equal to the importance and needs of the application and decision context **"fit for purpose"**

Hypha's quality framework optimized to maximize our resulting data:

Panel frame
probability vs. nonprobability

Geographic distribution
large metros vs. national

Ability to include hard to reach populations
race, ethnic, language, technologies (cord cutters, OTA, etc.)

Balance
of key elements of data relevance, accuracy, timeliness, accessibility, etc.

An all-encompassing universe estimate strategy built for the modern cross-media environment

Hypha's strategy goes beyond the traditional (demographic & geographic) distributions by incorporating technographics to reflect all media behaviors

US Census
Demographic
& Geographic Information

Technographic
Industry estimates of technology
(e.g., cable/satellite, streaming,
OTA, gaming)

Hypha's Universe Estimate

With the addition of technographics, we ensure that a broad range of media behaviors and tendencies are appropriately reflected in our panel.

10K National Panel Roll-out Launch Milestones*
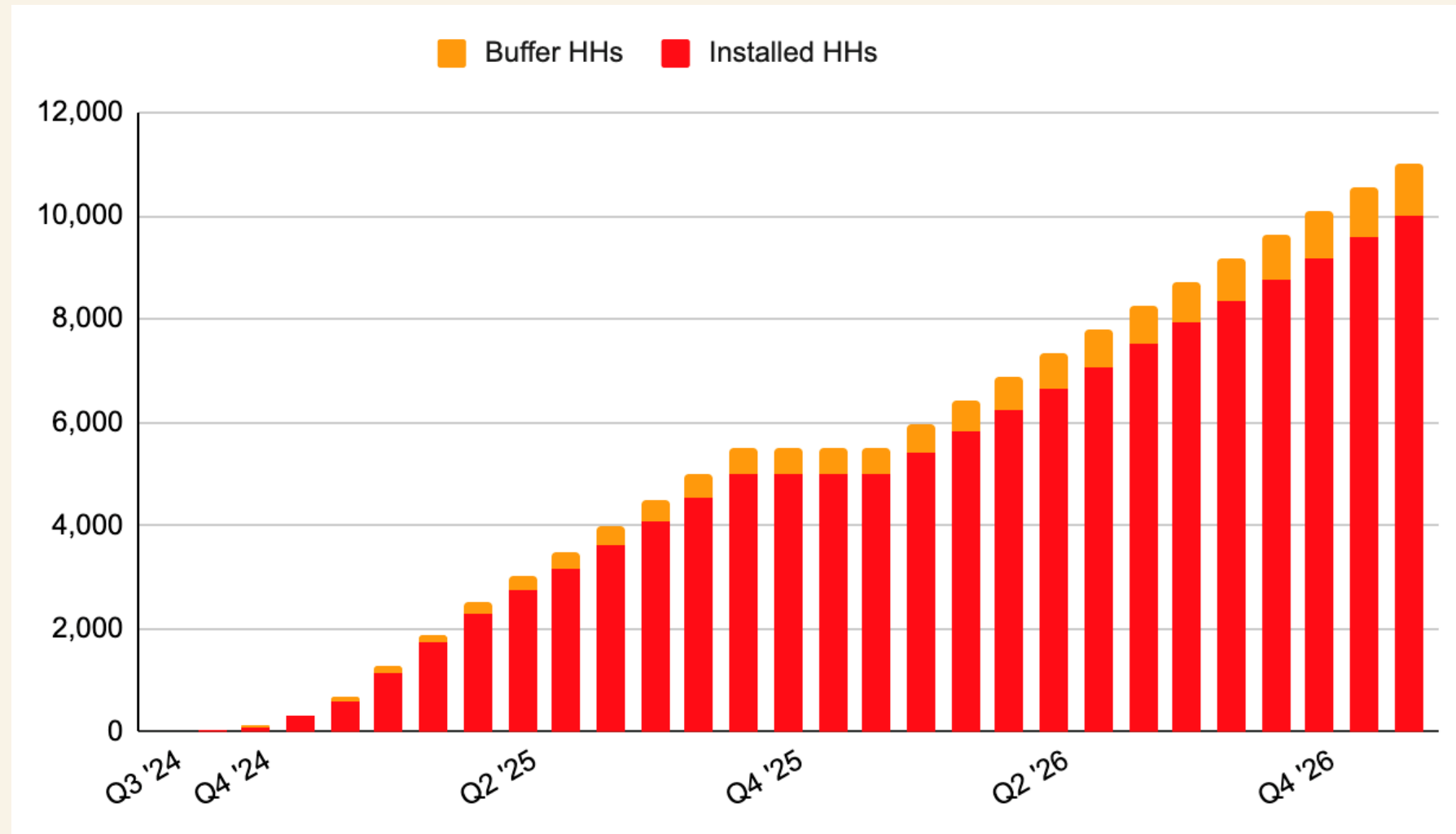
*Launch begins once equipment is received from the manufacture

Panel Considerations

Transparent & Objective Technology
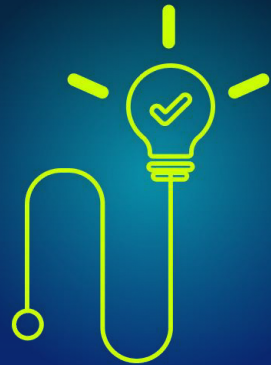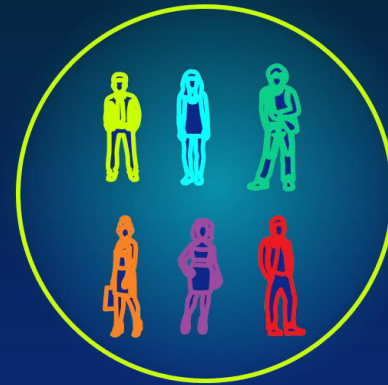
Use Case

Sample Size
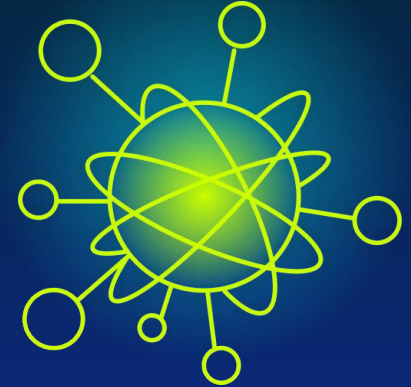
Data Output

The following slides demonstrate reporting capabilities for various use cases. Data is from Hypha's 100 household POC panel.

❈ Hypha

Innovations in Local

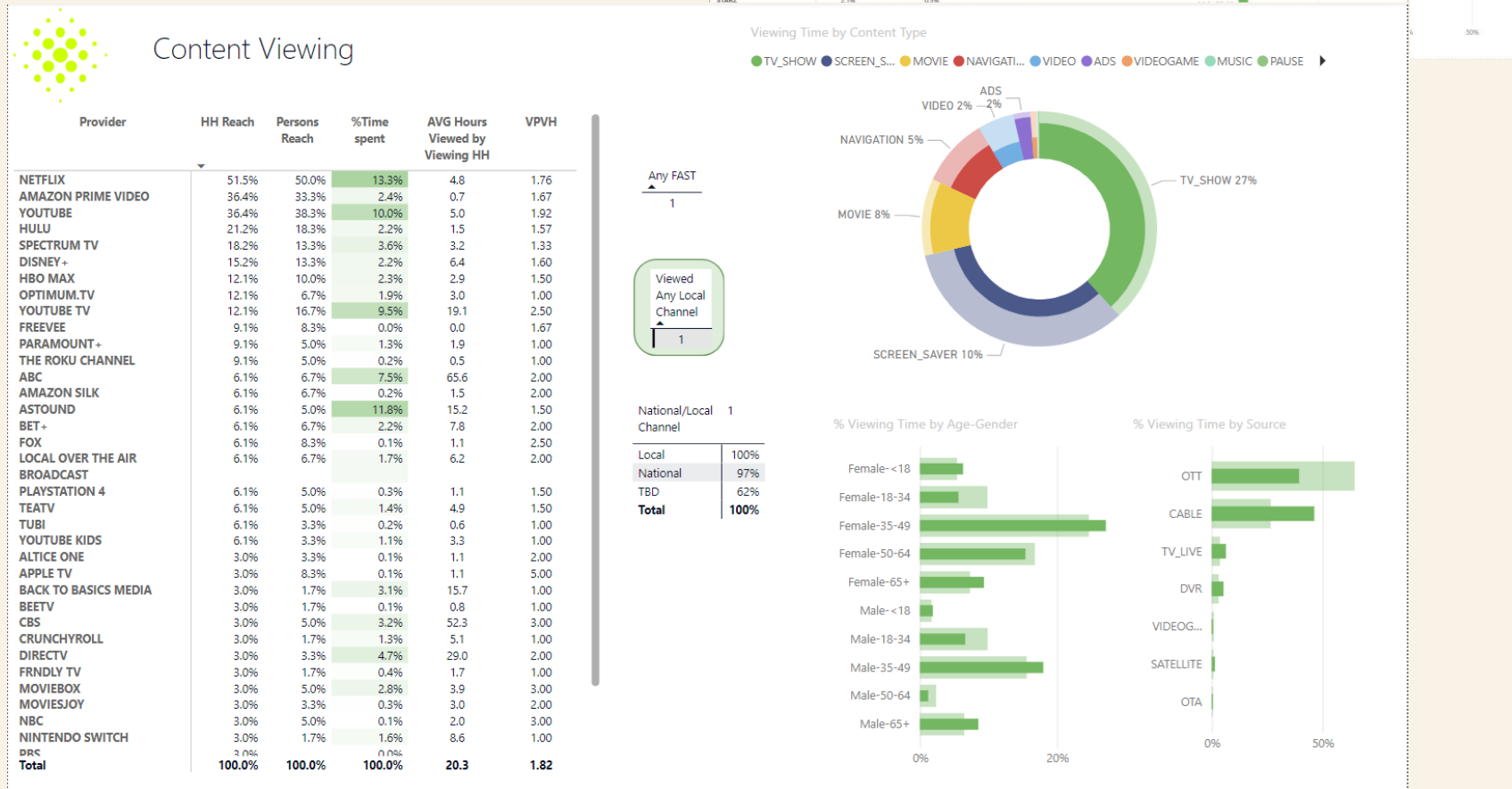Fully integrated national and local content and ad measurement across all points of consumption

Understand how all media is consumed and how local content compares to national
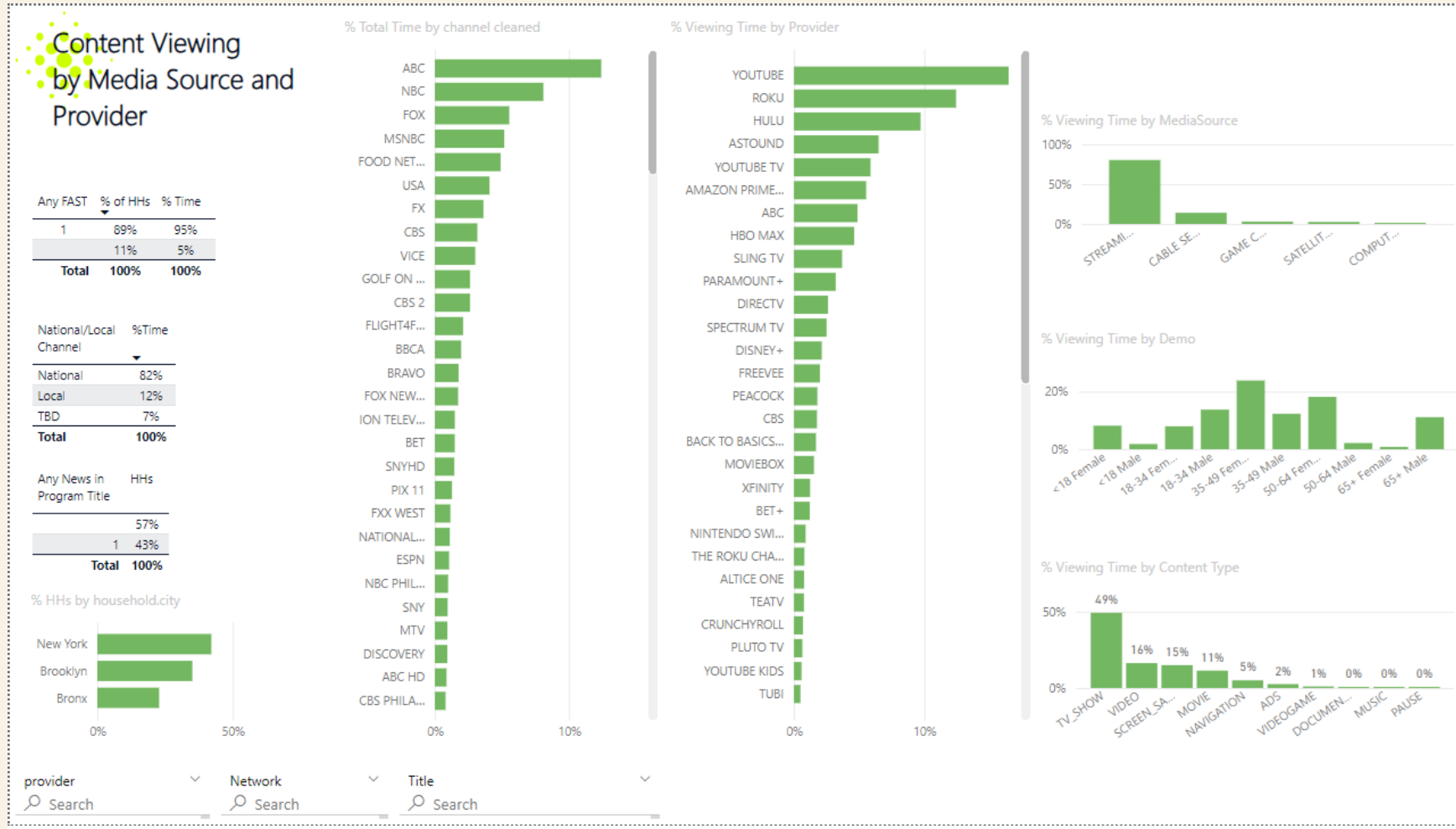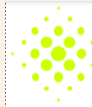
Innovations in Local

Fully integrated national and local content and ad measurement across all points of consumption

Understand how all media is consumed and how local content compares to national

Highlighted: Local Channels
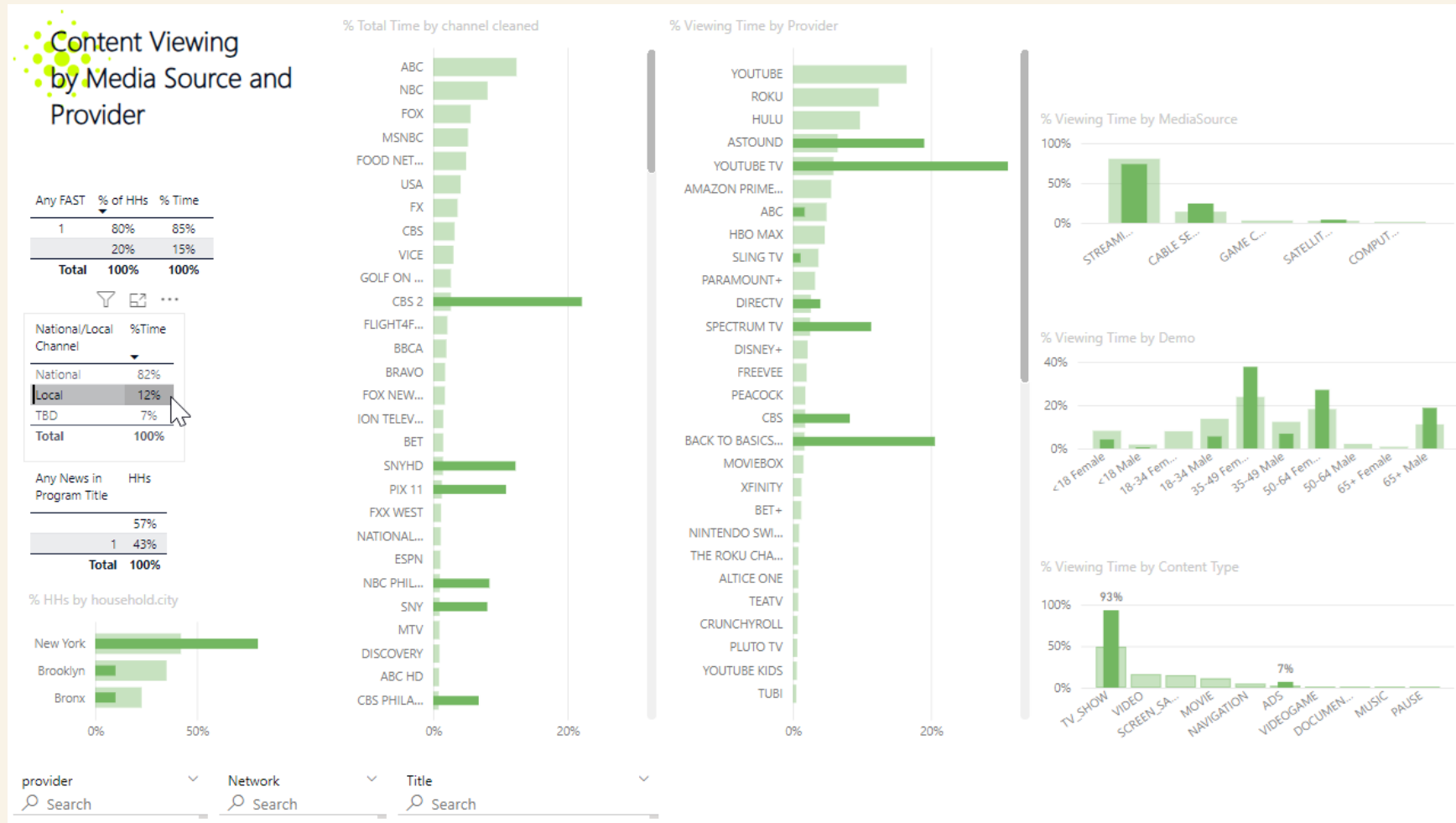
Innovations in Local

Previously "unmeasureable," complete competitive context, including the "walled-gardens"

Including reach for households and persons, VPVH, demographic breaks and how viewers access the content
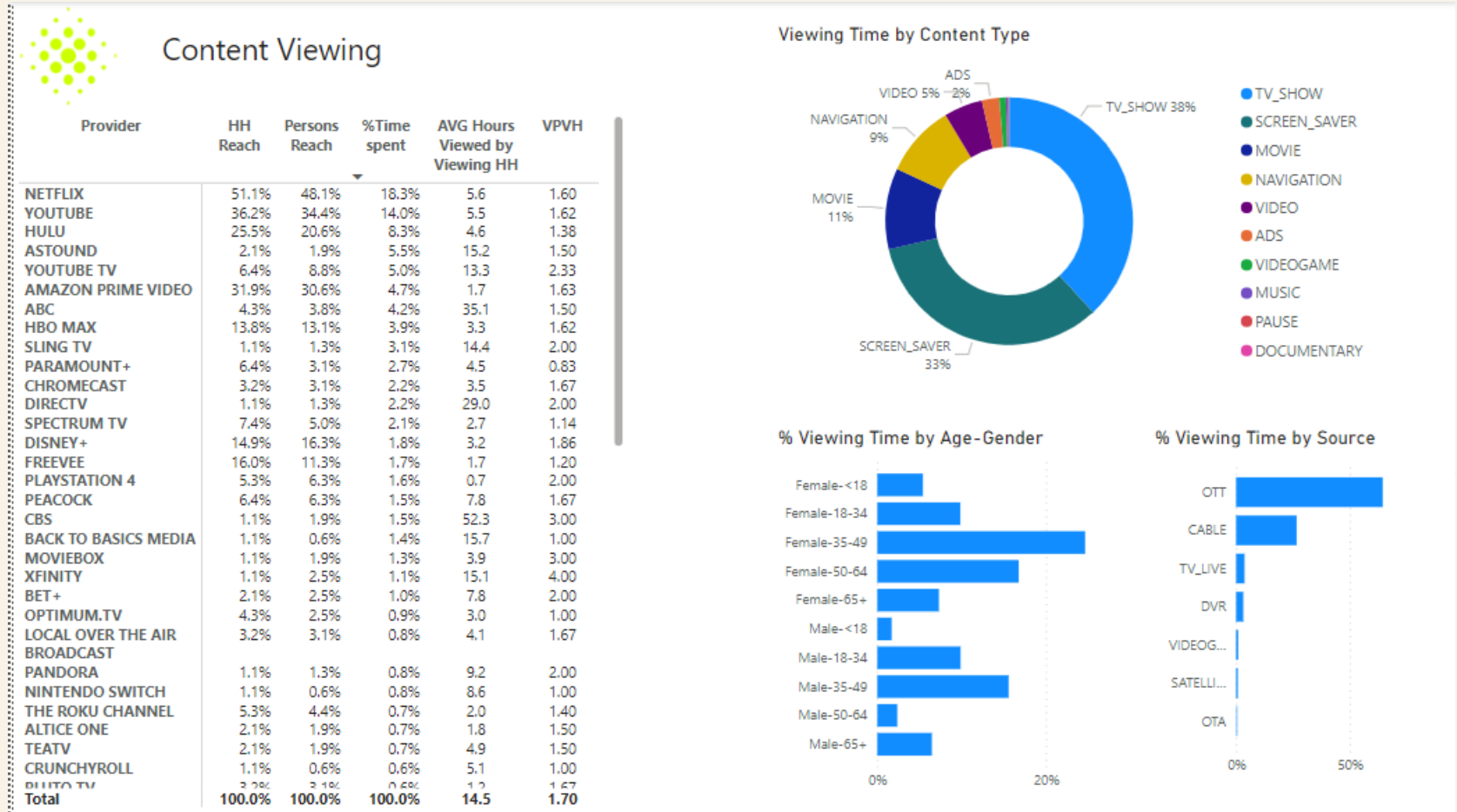
32

Innovations in Local

Previously "unmeasureable," complete competitive context, including the "walled-gardens"

Local station delivery is presented alongside national and digital media

Highlighted: CBS Philadelphia
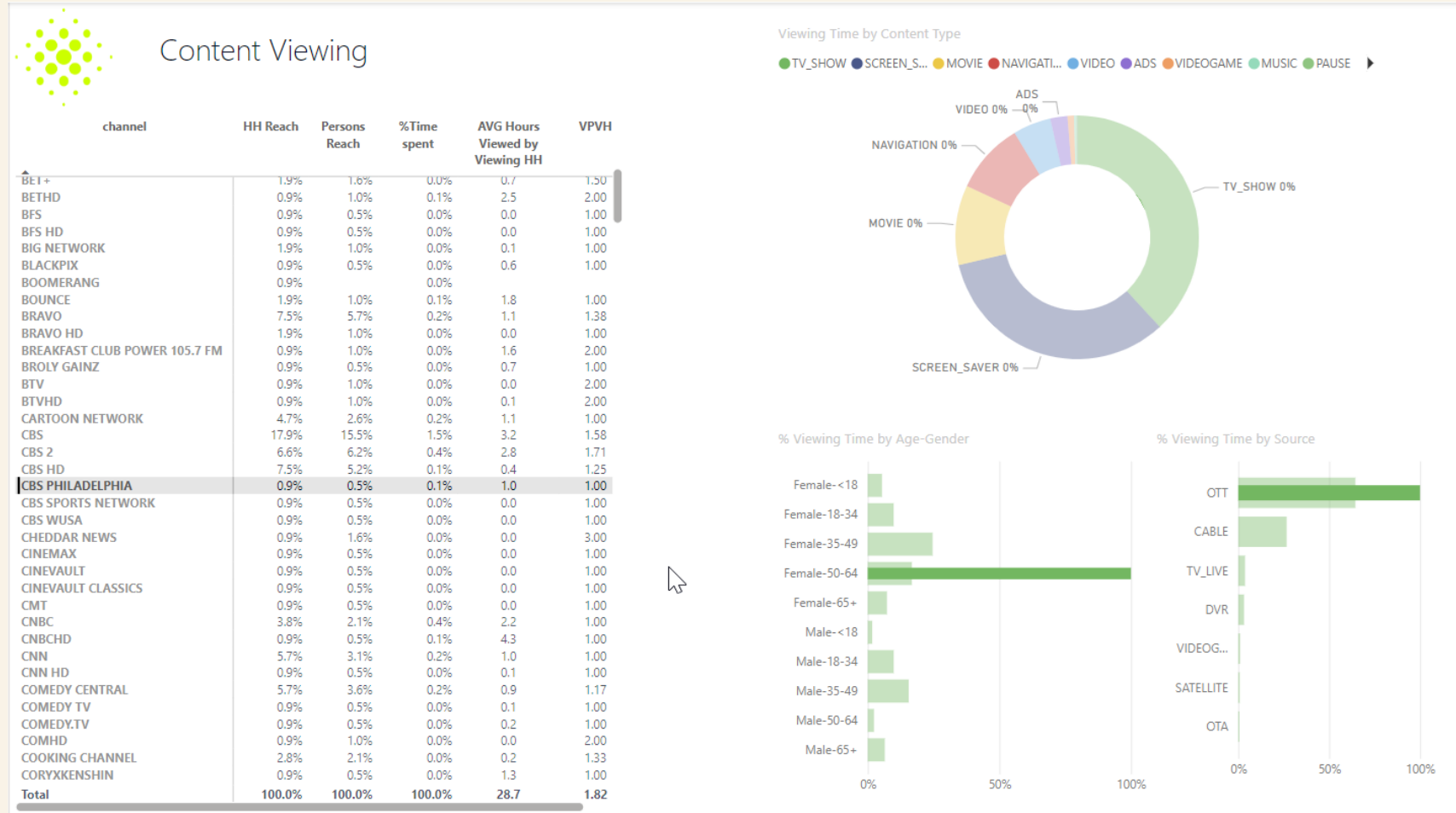
Innovations in Local

Fully integrated national and local content and ad measurement across all points of consumption

Understand what makes viewers of local content different

Highlighted: Households that watched ANY local content

National
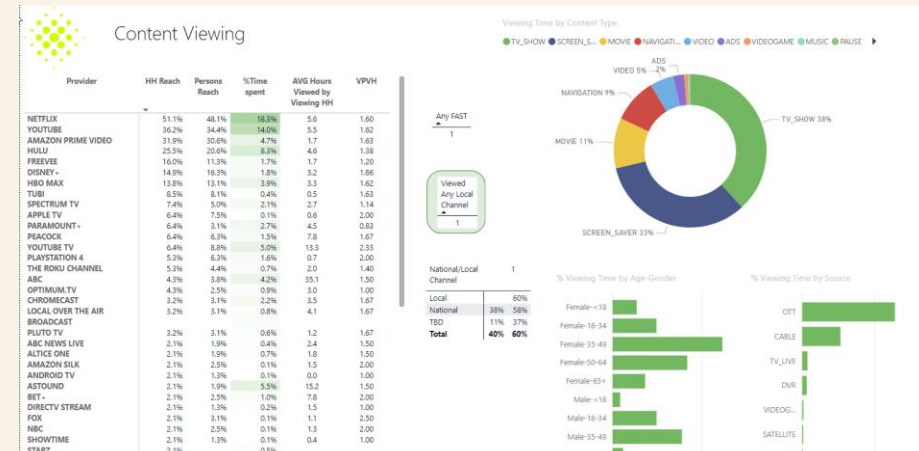
ANY Local Channels

Innovations in Local

Fully integrated national and local content and ad measurement across all points of consumption

Local station delivery is presented alongside national and digital media

Down to a market

Highlighted: The Bronx

The Bronx
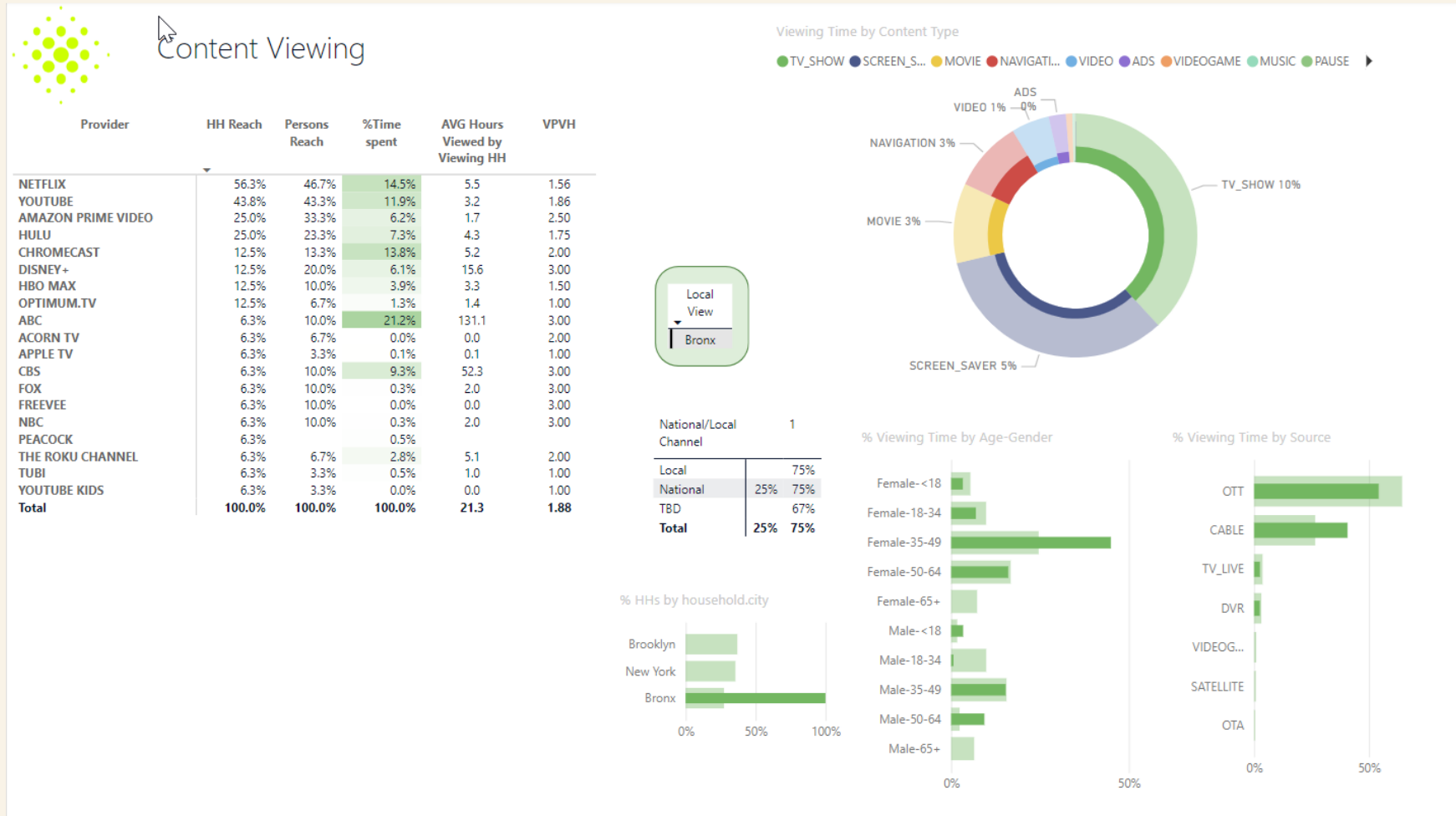
Innovations in Local

Fully integrated national and local content and ad measurement across all points of consumption

Local station delivery is presented alongside national and digital media

Down to a market, and Title

Highlighted: ABC Local and News 12

Innovations in Local

Cross platform, cross campaign deduplication. Accurate assignment of OTA within each tuning event

Note: coaxial is OTA

P&G Brands	HHs	Persons	Impressions	Frequency per Person	Frequency per Household
⊟ DOWNY	16	25	94	3.76	5.88
STREAMING	4	8	58	7.25	14.50
CABLE SET TOP BOX	11	16	33	2.06	3.00
COAXIAL	1	2	3	1.50	3.00
⊟ OLAY	17	22	61	2.77	3.59
CABLE SET TOP BOX	13	16	32	2.00	2.46
STREAMING	4	7	29	4.14	7.25
⊞ CHARMIN	15	19	39	2.05	2.60
⊞ CREST	11	13	39	3.00	3.55
⊞ TIDE	11	16	36	2.25	3.27
⊞ FEBREZE	14	18	26	1.44	1.86
⊞ BOUNTY	8	13	21	1.62	2.63
⊞ NERVIVE	7	12	18	1.50	2.57
⊞ PRILOSEC	9	13	17	1.31	1.89
⊞ PEPTO BISMOL	8	13	16	1.23	2.00
⊞ BOUNCE	8	12	13	1.08	1.63
⊞ DOWNY UNSTOPABLES	6	6	11	1.83	1.83
⊞ ALWAYS	3	6	10	1.67	3.33
⊞ METAMUCIL	4	6	10	1.67	2.50
⊞ P&G	2	5	8	1.60	4.00
⊞ ALWAYS DISCREET	6	8	7	0.88	1.17
⊞ ORAL-B	5	6	7	1.17	1.40
⊞ ALIGN PROBIOTIC	3	4	5	1.25	1.67
⊞ META MUCIL	5	6	5	0.83	1.00
⊞ SWIFFER	6	6	5	0.83	0.83
⊞ VOOST	3	4	5	1.25	1.67
⊞ ALIGN	2	2	4	2.00	2.00
⊞ DAWN	3	5	4	0.80	1.33
⊞ GAIN	5	5	4	0.80	0.80
⊞ CASCADE	1	2	2	1.00	2.00
⊞ FEBREZE PLUG	1	2	2	1.00	2.00
⊞ MR. CLEAN	2	2	2	1.00	1.00
⊞ OLD SPICE	3	3	2	0.67	0.67
⊟ SECRET	3	3	2	0.67	0.67
Total	29	42	490	11.67	16.90

Innovations in Local

Persons and Household delivery

Household and Person level Frequency, Frequency by Age-Gender Break
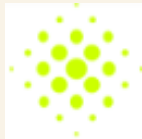
P&G Brands	HHs	Persons	Impressions	Frequency per Person	Frequency per Household	Count of version	Median Secs
DOWNY	16	25	94	3.76	5.88	31	15
OLAY	17	22	61	2.77	3.59	26	15
CHARMIN	15	19	39	2.05	2.60	21	30
CREST	11	13	39	3.00	3.55	17	15
TIDE	11	16	36	2.25	3.27	19	15
FEBREZE	14	18	26	1.44	1.86	11	15
BOUNTY	8	13	21	1.62	2.63	8	15
NERVIVE	7	12	18	1.50	2.57	7	15
PRILOSEC	9	13	17	1.31	1.89	5	15
PEPTO BISMOL	8	13	16	1.23	2.00	11	15
BOUNCE	8	12	13	1.08	1.63	7	15
DOWNY UNSTOPABLES	6	6	11	1.83	1.83	8	15
ALWAYS	3	6	10	1.67	3.33	4	15
METAMUCIL	4	6	10	1.67	2.50	5	15
P&G	2	5	8	1.60	4.00	3	15
ALWAYS DISCREET	6	8	7	0.88	1.17		

P&G Brands list: DOWNY, OLAY, CHARMIN, CREST, TIDE, FEBREZE, BOUNTY, NERVIVE, PRILOSEC, PEPTO BISMOL, BOUNCE, DOWNY UNSTOPABLES, ALWAYS, METAMUCIL, P&G, ALWAYS DISCREET, ORAL-B, ALIGN PROBIOT, META MUCIL, SWIFFER, VOOST, ALIGN, DAWN, GAIN, CASCADE, FEBREZE PLUG, MR. CLEAN, OLD SPICE, SECRET, CASCADE PLATI, VICKS, VICKS ZZZQUIL, Total

P&G Brands	Female-<18	Female-18-34	Female-35-49	Female-50-64	Female-65+	Male-<18	Male-18-34	Male-35-49	Male-50-64	Male-65+	Total
ALIGN	2.00				1.00	3.00			1.00		2.00
ALIGN PROBIOTIC	1.25		1.00	1.00	1.00	2.00			1.00		1.25
ALWAYS	1.67	2.00	1.00	1.00	2.00		2.00		2.00		1.67
ALWAYS DISCREET	0.88			0.00	1.00	1.00		1.00	1.00	1.00	1.00	0.88
BOUNCE	1.08	1.00		1.00	1.00	1.50	1.00	1.00	1.00	0.80	1.08
BOUNTY	1.62	3.33	1.33	1.33	2.17	1.00	3.00	1.33	1.00	1.00	1.00	1.62
CASCADE	1.00		1.00	1.00							1.00
CASCADE PLATINUM	0.50			0.00		1.00					0.50
CHARMIN	2.05	3.75	1.00	1.20	2.88	1.25	3.40	1.50	1.50	2.20	1.50	2.05
CREST	3.00		2.00	1.00	2.20	4.00	2.00	1.75	5.00	2.25	4.33	3.00
DAWN	0.80	1.00		0.00	1.00				1.00		0.80
DAWN POWERWASH	0.00								0.00		0.00
DOWNY	3.76	10.67	3.00	2.18	4.78	1.33	9.00	2.00	2.67	4.33		3.76
DOWNY UNSTOPABLES	1.83		3.00	2.00	1.00	2.00	3.00	2.00	1.00	3.00		1.83
FEBREZE	1.44	2.20	2.00	1.14	1.86	0.80	2.17	1.00	0.83	1.00	1.00	1.44
FEBREZE PLUG	1.00		1.00	1.00							1.00
GAIN	0.80		1.00	0.75		1.00		0.00	0.00	0.00		0.80
META MUCIL	0.83			0.50	1.00	1.00		1.00			1.00	0.83
METAMUCIL	1.67		1.00	1.00		1.33		1.00		4.00		1.67
MR. CLEAN	1.00									1.00		1.00
NERVIVE	1.50	2.00	2.00	1.75	2.00	1.33	2.00	0.00		1.33	1.00	1.50
OLAY	2.77	6.33	1.80	1.25	2.70	4.50	5.00	1.00	1.60	1.50	4.00	2.77
OLD SPICE	0.67	1.00		1.00			1.00		1.00	0.00		0.67
ORAL-B	1.17	1.00		1.00		1.20	0.00	1.00		1.50	0.00	0.00	1.17
P&G	1.60	2.00			1.60		2.00			1.00		1.60
PEPTO BISMOL	1.23	1.00	2.00	1.67	1.00	1.00		1.50	1.00	1.00		1.23
PRILOSEC	1.31	2.00	1.00	0.80	2.00	1.00	2.00	1.00	2.00			1.31
SECRET	0.67			1.00	0.50				1.00	0.00		0.67
SWIFFER	0.83		1.00	0.67	0.00	1.00		1.00	0.00	1.00		0.83
TIDE	2.25	5.00	0.83	1.00	3.00	3.00	4.00	1.00	2.00	1.00		2.25
VICKS	1.00								1.00	1.00		1.00
VICKS ZZZQUIL PURE ZZZS	1.00							1.00				1.00
VOOST	1.25			1.00	1.00					1.33		1.25
Total	11.67	27.80	6.73	5.63	17.83	12.38	26.17	6.56	6.11	11.13	14.33	11.67

Innovations in Local

Persons and Household delivery

Including Local and National delivery detail
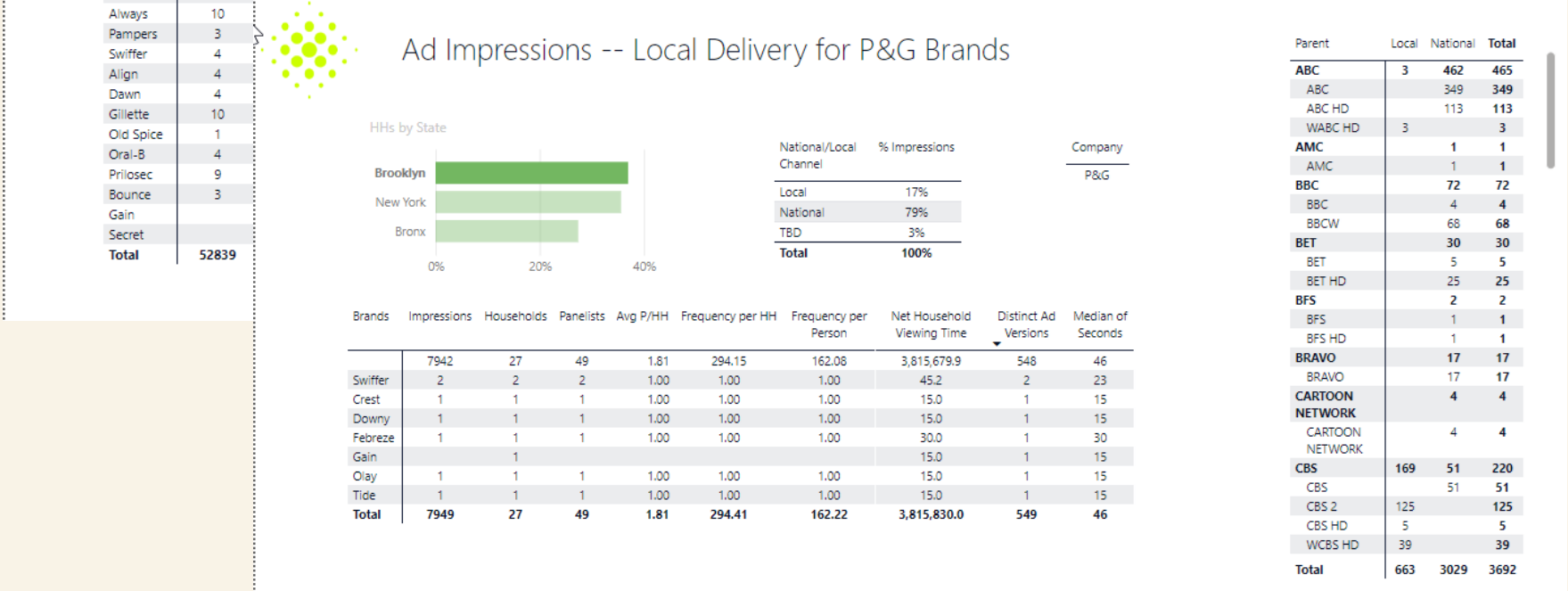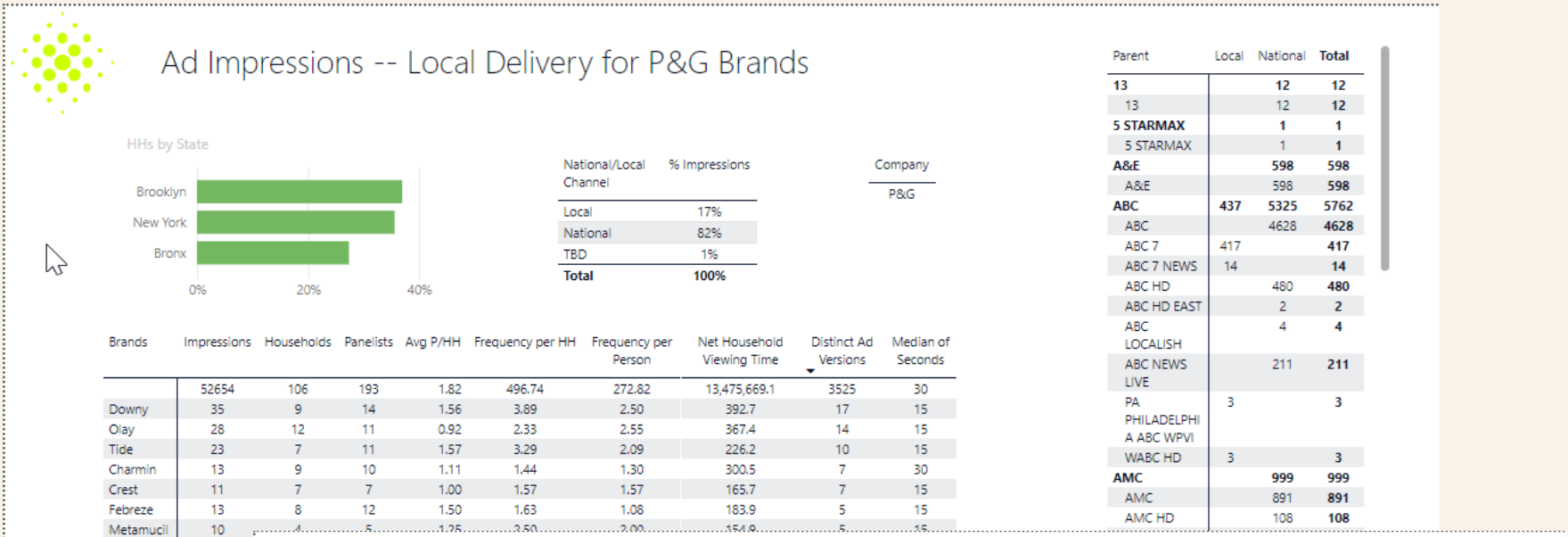
Innovations in Local

Sport Sponsorship across in-game and commercial breaks

Available with persons viewing

Can also be contracted as a monitoring service
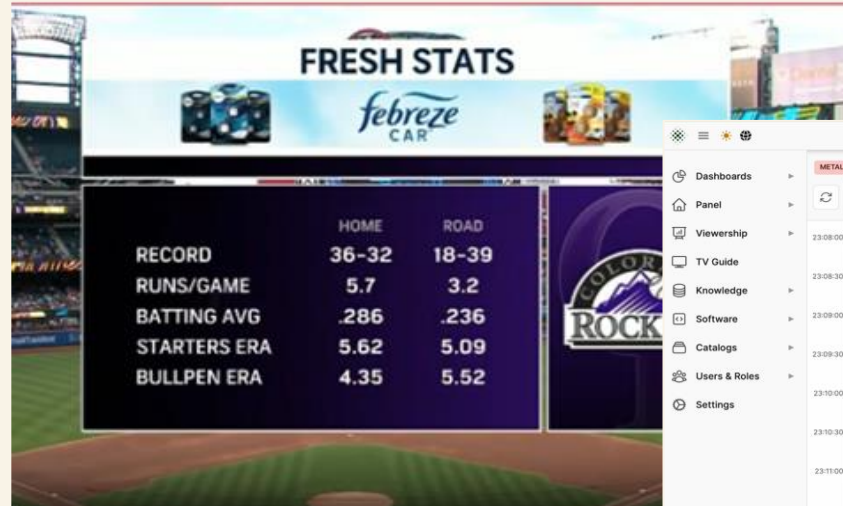
Febreze Sponsorship on SNY viewed on YouTubeTV

40
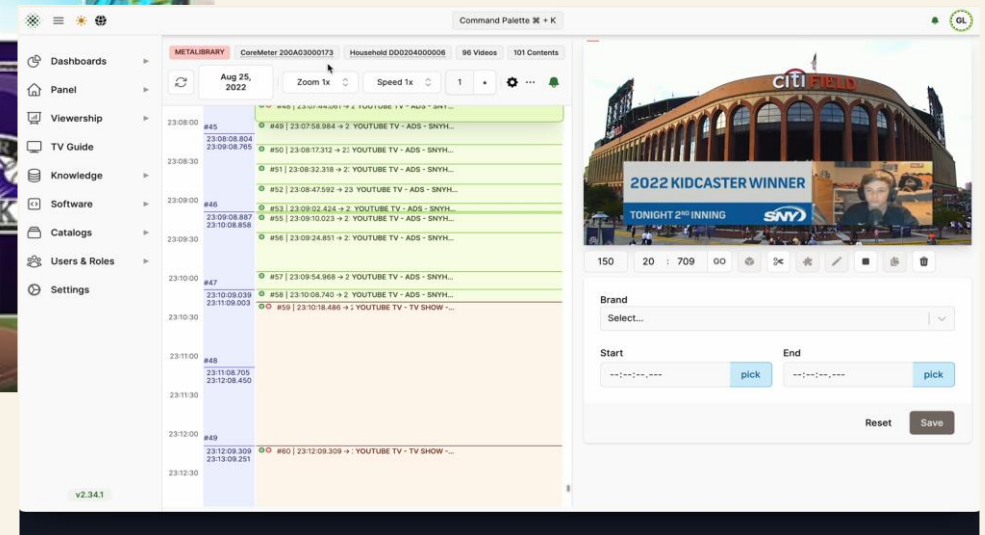
Innovations in Local

Sport Sponsorship across in-game and commercial breaks

Second by Second

Commercial Breaks
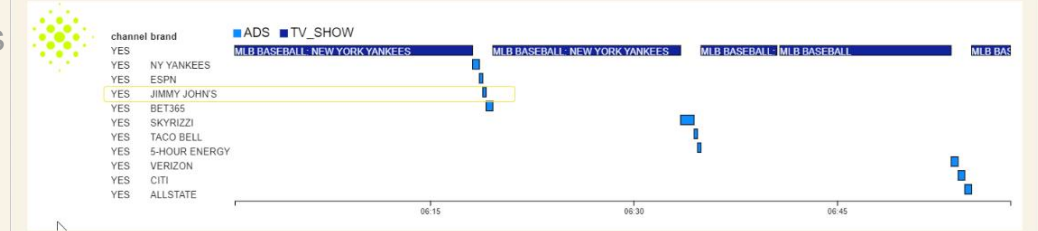
In-game, On-screen
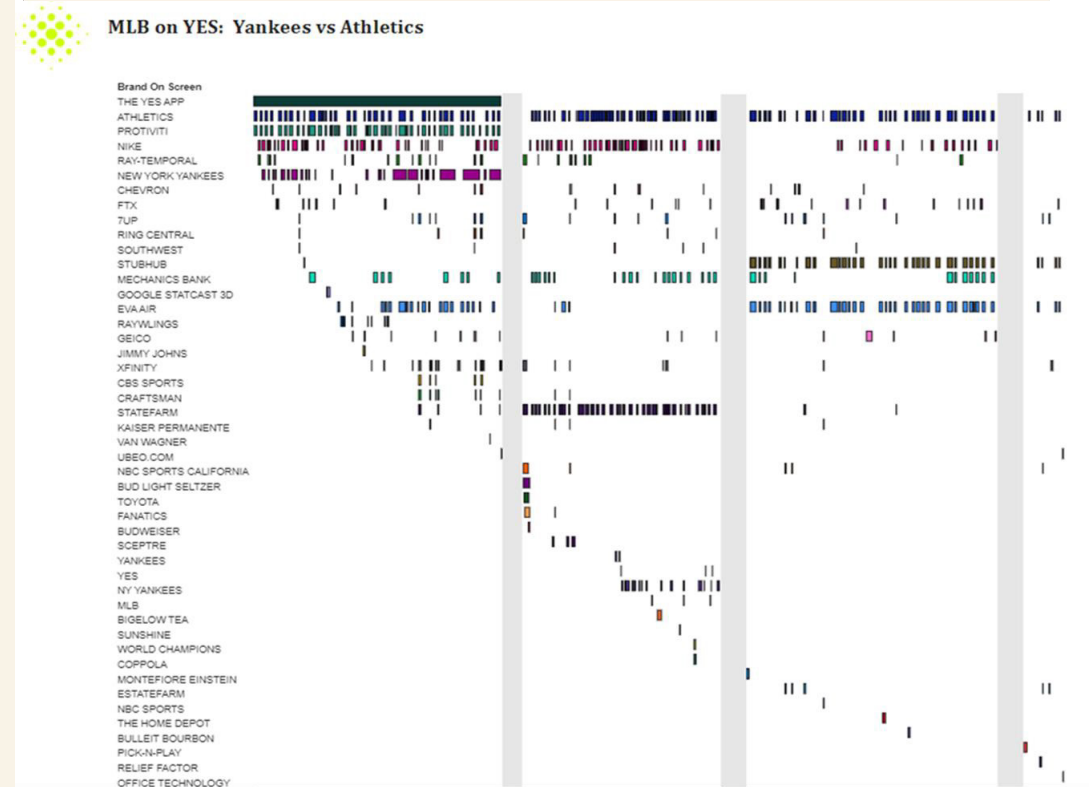
Innovations in Local

Local and National content and ads, fully contextualized

Highlighted: Panelist journey across national, local and Spanish language content
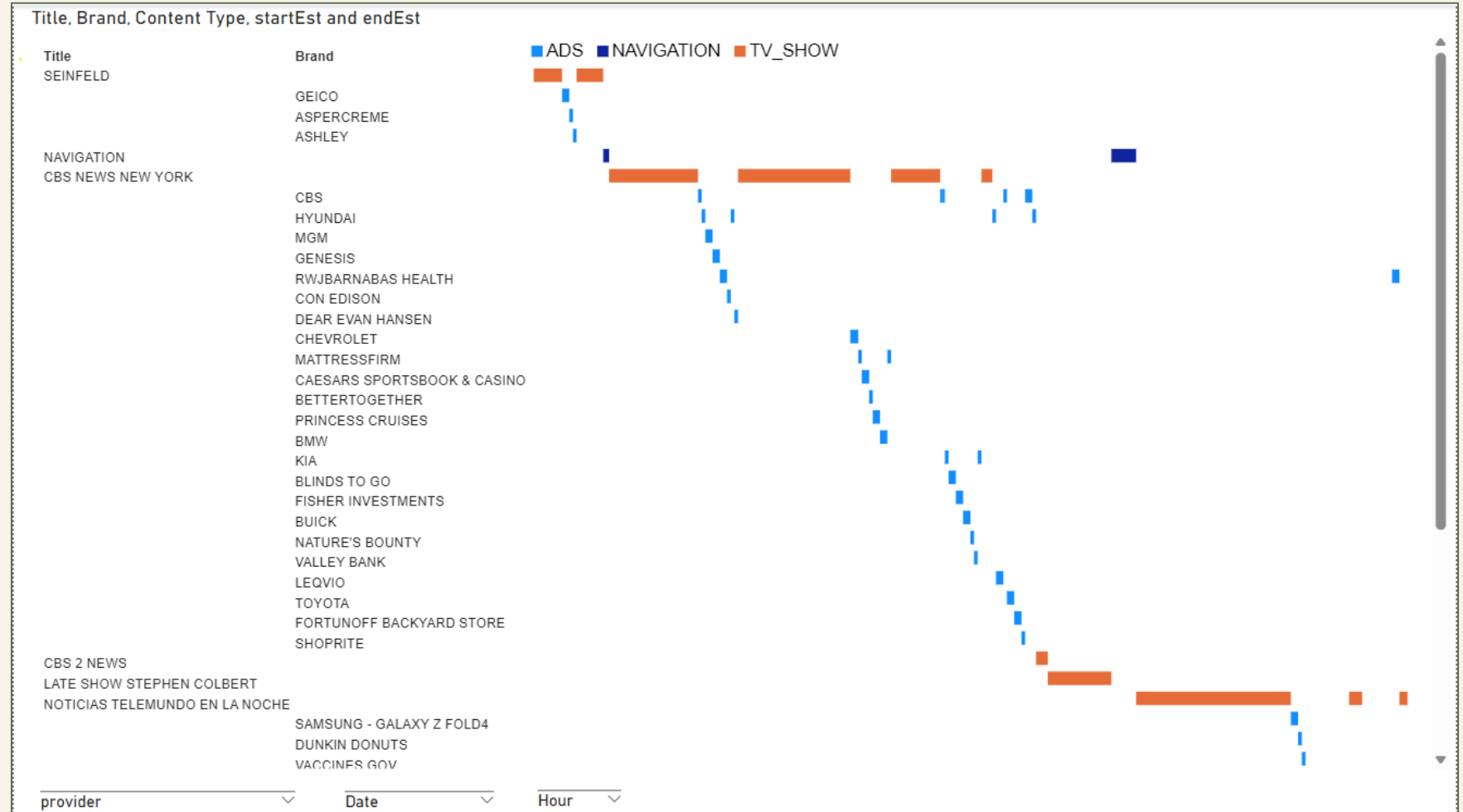
Panel innovations that capture and report all content at the individual level

What Hypha has

1. New ad tech that uses new meters and AI, UNIe, to capture *everything* that viewed on all the screens in a household – all content and ads with a unified comprehensive approach.
   a. Local content and ads are collected with the same logic and inclusion as national content and ads – across all platforms and devices
   b. Digital, OTT, MVPD, and OTA delivery
   c. Passive personification
2. New syndicated panel recruitment and lower cost to collect the data that enables the industry to afford larger and more representative panels in smaller markets
3. Comprehensive device and person-level detail that enables models to be applied to scaled device data.

Value for local clients

1. Comprehensive and comparative value of delivery including "unmeasurables"
   a. National and local delivery through all linear and digital channels
   b. Title, episode, and telecast detail
   c. Auditable events for validation
2. Permission to integrate with scaled data such as their 1P digital ad serving, FAST, and ATSC3 data
3. Ability to increment the Hypha Syndicated Panel in order support select markets
4. Ability to capture local features such as ATSC3, regional sponsorships, and bonus delivery packages

CIMM Innovation in Local Measurement Report. For more information, please contact us at Info@HyphaMetrics.com.

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Thank You

info@HyphaMetrics.com

Madhive is a full-stack DSP engineered for streaming advertising

100%
CTV MARKETS

20k
DAILY CAMPAIGNS

5k+
PUBLISHERS

20k+
AUDIENCES IN PLATFORM

Measure

We are making TV measurable

TV & CTV Reach

Brand Lift

Online Transaction

Foot Traffic

_A Major Global Travel Network

Challenge

Madhive's client sells media to its own advertisers (hotels, tourism offices...) and wants to upsell its relationships with more valuable CTV media

Solution

+ Madhive pixel with custom macros on Client's Destination Pages
+ Retargeting segmentation
+ Premium CTV inventory

Results

+ 51% decrease in Unique Cost-Per-Conversion
+ 70% decrease in Cost-Per-Reach
+ Relevant experience for customers
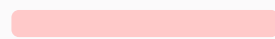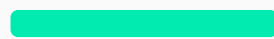
_Local Retail Store Sees Lift in Brand Awareness

Challenge

Bahakel Digital partnered with Madhive to leverage its unique capabilities in the CTV space and showcase the effectiveness of CTV advertising in driving brand awareness for one of their key clients, a local retailer

Solution

+ Measure the impact of CTV brand awareness through a brand lift study
+ Strategic multi-segment targeting to increase brand awareness

Results

+ 19.8% increase in brand lift
+ 1.4M brand lift surveys delivered
+ 95% significant lifts across key KPIs

_Credit Union Leverages Incremental Reach

Challenge

A local credit union well-versed in traditional advertising looked to Madhive and BCI Media for a more strategic, omnichannel approach to tie their messaging together across channels - including CTV

Solution

+ Detailed forecasting
+ Easy-to-manage inventory with publisher-level visibility
+ Big-screen views with competitive CPMs
+ Integrated performance dashboard

Results

+ 25,600 incremental people reached with CTV
+ 3,500+ new credit union members
+ 36% increase in conversion rate for people that saw both CTV and linear ads

Local TV Innovation Showcase

Magid knows what makes people tick, and how to harness that to drive business growth.

Our experts help our clients

1) understand the world

2) understand *their* world

3) do something about it

ABOUT MAGID

Our services are Insights, Data Products, Solutions, and Activations.
Our approach is Courageous Thinking.
Our clients are business leaders in consumer intelligence and workflow solutions (departments including Marketing, Research, C-suite) across Media & Entertainment (including information content born of our News & Information expertise), Consumer Products & Services (with specialty categories such as Retail), and Gaming.

AD.VANTAGE is our comprehensive platform blending AI sophistication with deep market insights to revolutionize local marketing strategies and sales outcomes.

INPUT

CONTENT
- Original source content
- Product Specs
- Promo material

CONTEXT
- Brand voice & style
- Brand background
- Consumer Segmentation
- Audience information

KNOWLEDGE
- Market research Data
- Consumer Insights
- Domain Knowledge
- Best Practices

Magid **AD.VANTAGE AI**™

Drive efficiency with this streamlined platform that lets your teams create impressive marketing content at the touch of a button.

Turn insights into impact.

OUTPUT

SALES
- Sales Talk-track
- Outreach Email
- Market Research Update
- Social posts

MARKETING
- Marketing email
- Marketing Strategy Overview
- Social posts

INTERNAL COMMS
- Press Releases
- Internal newsletters, memos, emails
- Social posts
- Blogs
- Corporate Website
- Speeches and Presentations

What is AD.VANTAGE AI?

A subscription data product that helps Sales Departments instantly generate powerful consumer insights, counsel specific to their business, and AI tools that let them put it all directly to work – bridging a knowledge and resource gap in the market that no other vendor partner is filling.

AD.VANTAGE AI outputs complete, high-quality marketing content at the click of a button based on your inputs, your goals and your target market. The platform is accessible by your whole team as a stand-alone platform, or it can be directly integrated into your existing tools. As the user, you determine the style, tone, and focus of every message and AD.VANTAGE AI delivers high quality output to meet your needs.

What does AD.VANTAGE AI do?

Our streamlined platform lets your teams create impressive marketing content at the touch of a button – take ideas, product descriptions, notes, outlines or just about any base material and turn it directly into marketing copy, press releases, emails, blogs, or any number of customized content outputs.

Details

Instantly generates high-quality Sales & Marketing collateral for lead generation, mirroring the prospect's inputs, aims, and target demographic. The tool leverages multiple LLMs in a proprietary system that protects clients.

How did the initiative get created?

Station partners were expressing concern about being overworked and under resourced. Magid understood that consumer intelligence is less effective without automated workflow solutions to leverage it.

What problems did it solve?

A continuous tracker of consumer attitudes and behaviors with an AI driven activation extension helps generate materials for Sales (Talk-track, Outreach Email, Market Research Update), Marketing (Marketing email, Marketing Strategy Overview, Social posts), and Corporate Comms (Press Releases, Internal correspondence, Blogs, Corporate Website, Speeches and Presentations, Annual Reports and Corporate Brochures, Market Research, White Papers, and Crisis Communications)

Metrics

Time saved, Personpower hours saved, Leads generated, Agency expense saved, Local Advertiser categories uncovered

Results

A broadcast network affiliate in a top 5 local market saw a 40% increase in the number of meetings their Sales team was able to set in a quarter.

Next Steps

Further implementation and testing with stations and station groups. Bundling with another Magid project for local stations - "Collaborator for Newsrooms"

Nexstar Media: Submission 1
Local Cross-Platform Campaign Performance

Unparalleled Local Reach

Nexstar's Local TV Stations

Large scale and relevance for your brands

Broadcast Coverage

200+ Stations

116 Markets

Reaching **70%** U.S. HH

Digital Reach

364 Local Websites & Mobile Apps

118M Monthly Unique Users

2B Monthly first party data signals

©CBS	42	FOX	42	CW	49	NBC	33	abc	32	IND	24

NEXSTAR MEDIA: Local Cross-Platform Campaign Performance
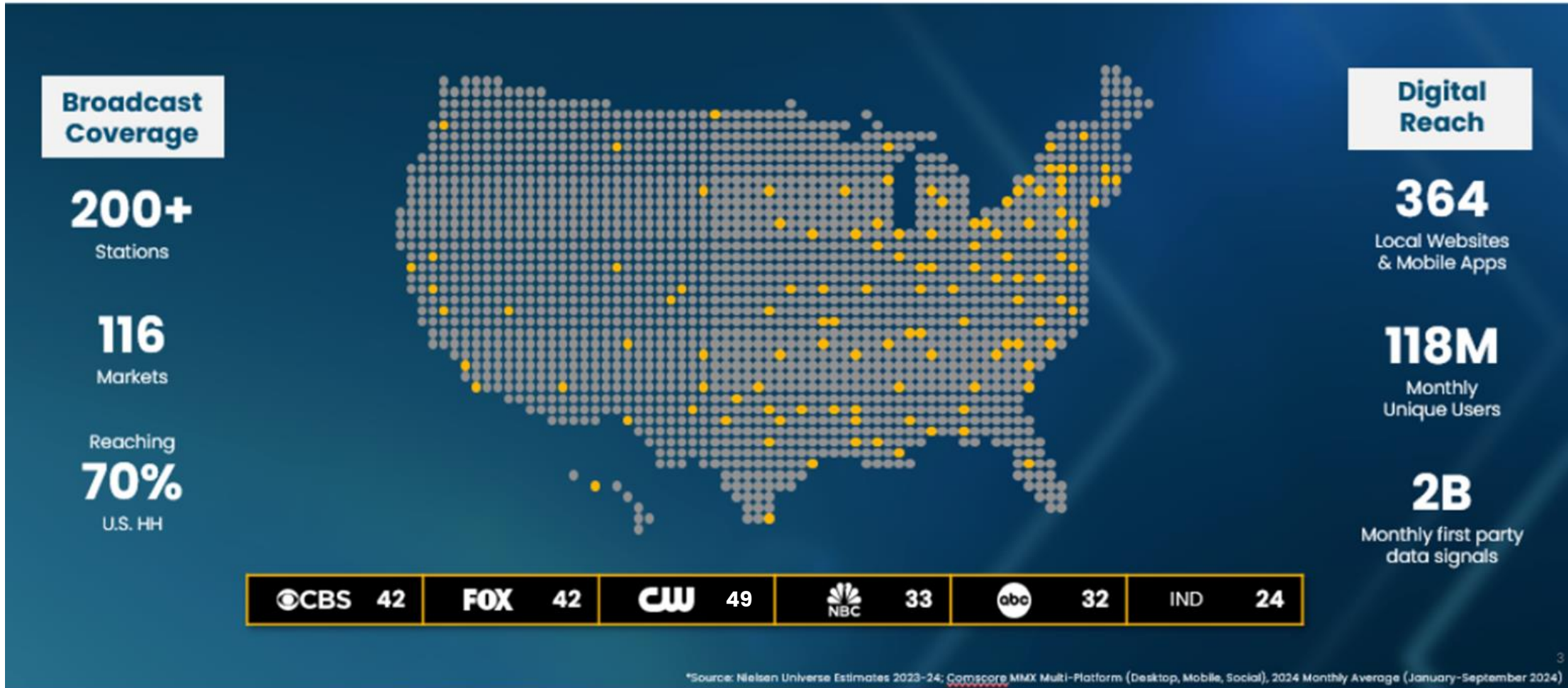
Company and Partners:
Nexstar Media Group
Vendor: Comscore

Project Leaders:
Christopher Ryan | Senior Vice President, National Research
Scott Russell | Vice President, Broadcast Research
Sunaina Sen | Senior Manager, Ad Sales Research and Measurement Solutions

Introduction:

As the largest local broadcasting group in the United States, Nexstar boasts an expansive national broadcast and digital footprint, which necessitates sophisticated audience measurement solutions capable of providing a cohesive view of campaign performance across multiple platforms and markets.

In January 2024, after conducting an extensive and exhaustive RFP process seeking next-generation audience measurement partners, Nexstar entered into a multi-year agreement with Comscore. This partnership aims to harness Comscore's measurement capabilities to address historical deficits in local media metrics.

Comscore's Cross-Platform Campaign Ratings (CCR) service offers a comprehensive evaluation of impressions across various platforms and campaign elements, allowing Nexstar to more effectively demonstrate the impact of its local TV, broadcast, and digital advertising components.

Continued...

NEXSTAR MEDIA: Local Cross-Platform Campaign Performance

By utilizing CCR, Nexstar not only aims to enhance the transparency and accuracy of its advertising solutions but also the potential to optimize campaign performance for its advertisers. While we are still in the test and learn phase with CCR, this project underscores Nexstar's mission to deliver superior advertising outcomes while maximizing the reach and impact of its diverse media portfolio, thereby driving better results for our advertising partners.

To test the capabilities of CCR, Nexstar utilized a promo campaign running across the top 100 markets over a 2-week period. Here are some of the results from the study:

Significant Incremental Audience Reach:
The NewsNation House ads campaign recorded 59.3 million unique audiences with 7.1 million incremental audiences. Incremental audiences in CCR refers to audiences reached exclusively through digital platforms. This highlights CCR's ability to identify and measure unique audiences across different media, emphasizing the importance of digital in campaign reach.

Demographic Performance:
The campaign reached 11.1M P18-34 (reaching 1 in 5 P18-34) and 29.3M P25-54 (1 in 3 P25-54) audiences. We were also able to identify certain demographics, which had higher digital reach percentages compared to the campaign average.

Market-Specific Performance:
CCR reported data at a market level. The top 10 markets accounted for over 50 million total tracked ads or 36% of total tracked ads volume. Los Angeles recorded the highest volume of tracked ads, demonstrating the ability to drill down into local market performance, as well as assess platform interplay.

We recognize the need to simplify topline reporting for our nationwide advertisers so they can quickly describe the power of local-centric campaigns. With continued advertiser interest and product enhancements we hope Comscore CCR will be leveraged as a service to offer national and local market level validation, precision and granularity.

Project Inception and Context:

The project inception and context revolve around Nexstar's initiative to address the challenges of measuring local media effectiveness, particularly for cross-platform campaigns. Given Nexstar's position as America's largest local broadcasting group and its extensive national broadcast and digital presence, there was a recognized need for a robust audience measurement solution that could provide a unified view of campaign performance across platforms.

In January 2024, Nexstar entered into a multi-year agreement with Comscore for linear and cross-platform audience measurement. This partnership marked the inception of the project, with the goal of leveraging Comscore's advanced measurement solutions to overcome historical challenges in local media measurement.

As part of the agreement, Nexstar committed to testing and utilizing Comscore's Cross-Platform Campaign Ratings (CCR) service. CCR offers the capability of providing a complete picture of impressions across platforms and campaign elements, enabling Nexstar to better showcase the impact of local TV, broadcast, and digital components of advertiser campaigns.

The context of the project lies within Nexstar's mission to deliver effective advertising solutions to its clients while maximizing the reach and impact of its extensive media portfolio. By embracing innovative audience measurement solutions like CCR, Nexstar aimed to enhance transparency, accuracy, and optimization capabilities for advertisers and media planners, ultimately driving better results for all stakeholders involved.

Comscore Cross-Platform Campaign Ratings (CCR)

CCR is a cross-platform advertising measurement solution that provides a complete picture of impressions across platforms and campaign elements.

Measuring campaign performance using CCR allows (the ability to):

- **Validate and compare** cross platform campaign performance with a single measurement service.
- **Gauge unified – de-duplicated** campaign performance across platforms.
- **Person-level reporting** ensures campaign is reaching the right audiences – on the right screens.
- **Measure incremental reach** will help demonstrate the contribution of each component of the media plan and assess ROI.
- **Identify local incrementality:** Local CCR will showcase the impact of TV and digital campaigns down to a local market level.
- **Potential for in-flight campaign optimization on digital:** track and optimize against reach/frequency objectives, impression thresholds and in-target demographic targets across platforms.

CCR-at-a-glance:

Coverage	Platforms and Ad Types	Data Collection

• US, National
• Local, 210 markets
	• Linear
	• Digital
	   • Video (all platforms)
	   • Display (PC, Mobile)
		• Linear ad overlays: Two options. Kinetiq OR As-run logs (as-run needed for local campaigns)
		• Digital (CTV, PC and Mobile): Comscore advertising tag (pixel tag).

Specific Innovation:

The specific innovation in this context is the utilization of Comscore's Cross-Platform Campaign Ratings (CCR) service for measuring local media effectiveness, especially for cross-platform campaigns. CCR represents an advancement in advertising measurement solutions by providing a comprehensive view of impressions across different platforms and campaign elements.

Traditionally, measuring the effectiveness of local media campaigns, particularly those spanning multiple platforms, has been challenging due to siloed platform performance and the lack of consideration for incremental audiences or co-viewership impact. CCR addresses these challenges by offering a unified, de-duplicated view of campaign performance at the person level.

By leveraging CCR, Nexstar and its partners can accurately measure and validate cross-platform campaign performance, compare performance across platforms using a single measurement service, and the potential to optimize campaigns in-flight for better results. This innovation allows for a more transparent, accurate, and actionable understanding of the impact of local TV, broadcast, and digital advertising, ultimately driving improved ROI for advertisers and media planners.

Test Campaign Details:

With the goal to test CCR's impression-based methodology across Nexstar's vast local portfolio, we measured the performance for NewsNation House Ads across platforms.

PLATFORMS: Linear, PC & Mobile, and CTV.

FLIGHT: March 11 – March 24, 2024

Stations: Nexstar stations in the top 100 Local Markets + 29 Additional Markets

Data Collection: Linear via as-run-logs and digital via pixel tags.

NEXSTAR MEDIA: Local Cross-Platform Campaign Performance

Topline Results: Total Platforms, All Persons

The NewsNation House ads campaign recorded 59.3M Unique Audiences, of which 7.1M were incremental audiences, i.e., they were exclusively reached on digital.

Total Platforms

166.7M
Total Tracked Ads
Total count of ads delivered after co-viewing application

37.6%
Co-viewing Lift
Percentage increase of total tracked ads after the personification has been applied

59.3M
Unique Audience
Number of unique persons that viewed a given ad campaign

28.2%
% Reach
Share of persons, for any given demographic, who viewed a given ad campaign

7.1M
Incremental Audience
Exposed exclusively on a digital device and not on linear TV.
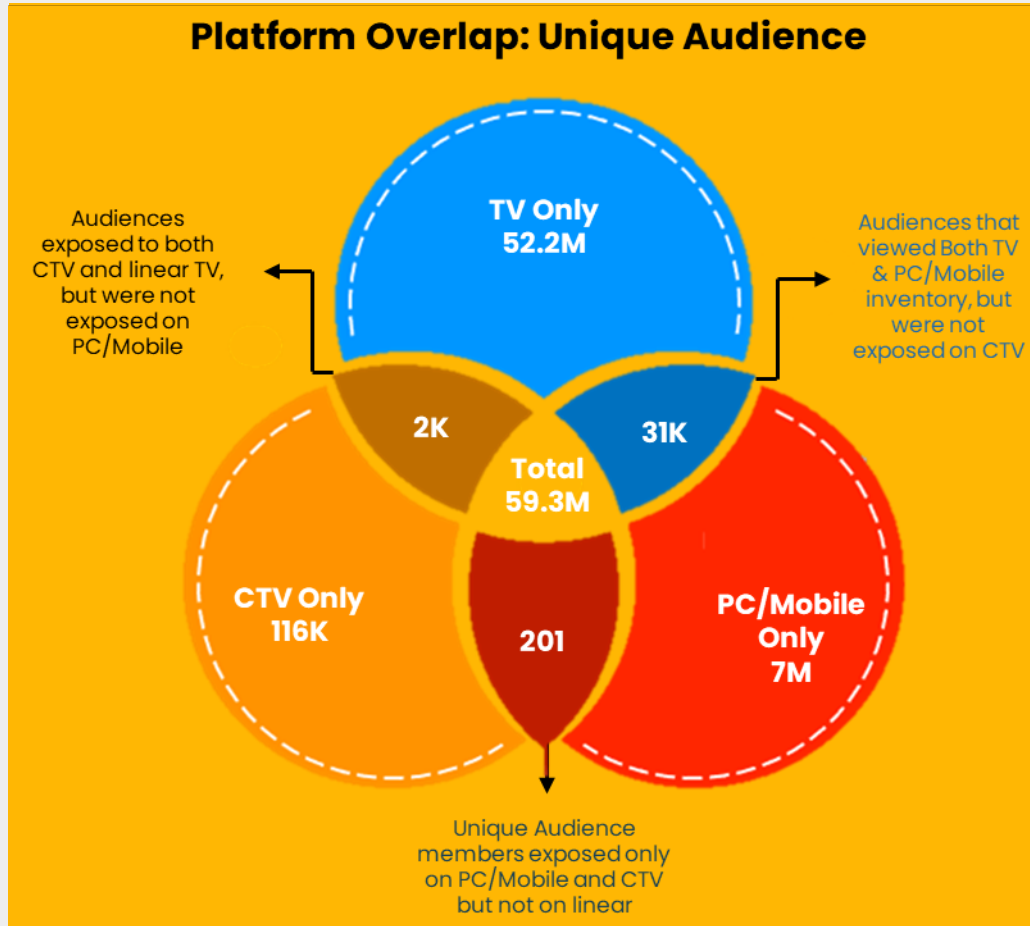
2.8
Avg Frequency
Average # times a person was exposed to an ad campaign

Top Performing Demos: All Platforms

	Unique Audience	% Reach	Incremental Audience
P18-34	11.1M	22.0%	1.6M
P35-54	23.9M	43.3%	2.5M
P55+	20.6M	33.9%	2.8M
P18-49	25.2M	27.4%	3.6M
P25-54	29.3M	34.1%	3.7M
F18+	27.3M	31.9%	3.9M
F25-54	14.7M	34.1%	2.0M
M18+	28.5M	35.2%	3.2M
M25-54	14.6M	34.1%	1.7M

Sources Comscore Cross-Platform Campaign Ratings, March 11 – March 24, 2024, Live, All persons, display and video, All local markets, All platforms. See notes section for metric definitions.
Note: Incremental Audience = The incremental audience exposed exclusively on a digital device (CTV, PC and Mobile) and not on linear TV.

NewsNation House Ads CCR: Platform Overlap
Total Platforms, All Persons

Platform Overlap: Unique Audience

Audiences exposed to both CTV and linear TV, but were not exposed on PC/Mobile

Audiences that viewed Both TV & PC/Mobile inventory, but were not exposed on CTV

TV Only 52.2M

2K

31K

Total 59.3M

CTV Only 116K

201

PC/Mobile Only 7M

Unique Audience members exposed only on PC/Mobile and CTV but not on linear

- Of the 59.3M Unique Audiences, who were exposed to the campaign, **52.2M were reached on TV only (88%)**, and 7.1M were reached via Digital only (12%).

- There were demographics which overindexed on digital reach vs. campaign average. F35-44 and P25-34 recorded a higher share of unique audiences reached via digital (22%).

- 31K unique audiences were exposed to the campaign on both TV and PC/Mobile.
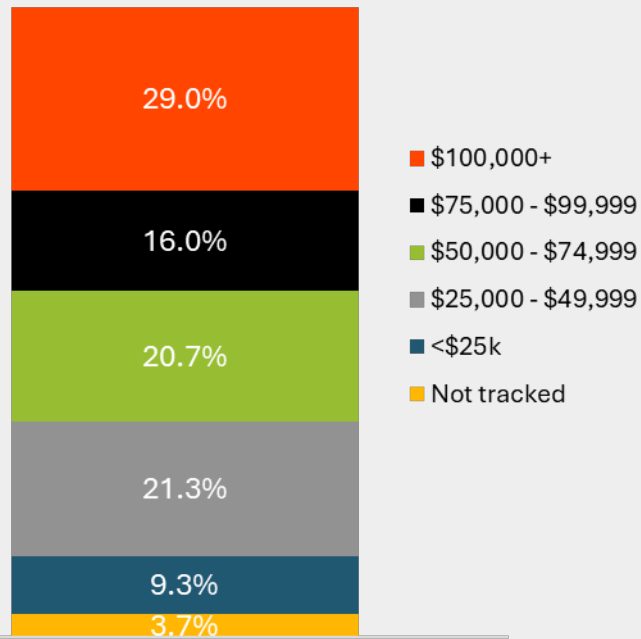
Source: Comscore Cross-Platform Campaign Ratings, March 11 – March 24, 2024, Live, All persons, display and video, All local markets, All platforms. See notes section for metric definitions.
Note: Unique Audience: Number of unique persons that viewed a given ad campaign for a given demographic.

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NewsNation House Ads CCR: Extended Demos
Total Platforms, All Persons

29% of tracked ads for the campaign were delivered to high income households ($100K+).

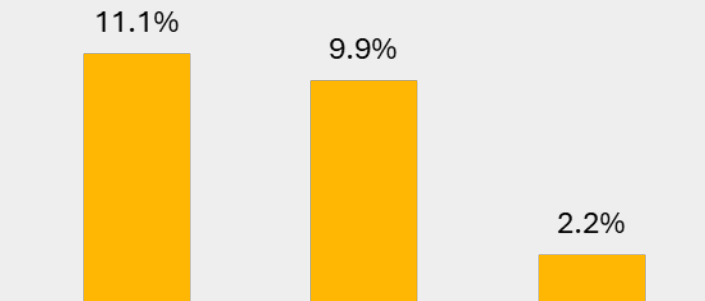## Extended Demos: All Platforms (% Tracked Ads)

HH Income

- 29.0% — $100,000+
- 16.0% — $75,000 - $99,999
- 20.7% — $50,000 - $74,999
- 21.3% — $25,000 - $49,999
- 9.3% — <$25k
- 3.7% — Not tracked

% ED Tracked Ads

Presence of Children

62.2%

Yes

Ethnicity and Race

- 11.1% — Ethnicity: Hispanic
- 9.9% — Race: Black/African American
- 2.2% — Race: Asian

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**NEXSTAR MEDIA:** Local Cross-Platform Campaign Performance

NewsNation House Ads CCR: Top Local Markets

Top 10 markets accounted for 59.3M total tracked ads, 36% of total tracked ads volume. Los Angeles recorded the highest volume of tracked ads for the campaign, reaching 4.8M Unique Audiences (27% reach in LA).

Local Market Performance by Demos (Top 10 markets by Tracked Ads)

	Total Tracked Ads	Unique Audience	% Reach	Incremental Audience
Los Angeles, CA	16.1M	4.8M	27.0%	569.1K
New York, NY	7.1M	2.7M	12.5%	649.4K
Tampa-St. Petersburg, FL	5.2M	1.8M	36.0%	118.3K
Norfolk-Virginia Beach, VA	5.0M	1.2M	60.7%	71.2K
St. Louis, MO	4.9M	1.6M	50.4%	262.6K
Oklahoma City, OK	4.6M	1.2M	58.7%	46.0K
Washington, DC	4.4M	966K	13.7%	558.1K
Indianapolis, IN	4.1M	1.5M	49.5%	197.2K
Buffalo, NY	4.1M	1.1M	69.0%	80.4K
Hartford-New Haven, CT	3.8M	1.5M	56.5%	70.1K

Platform Overlap, Los Angeles, CA (Unique Audience)
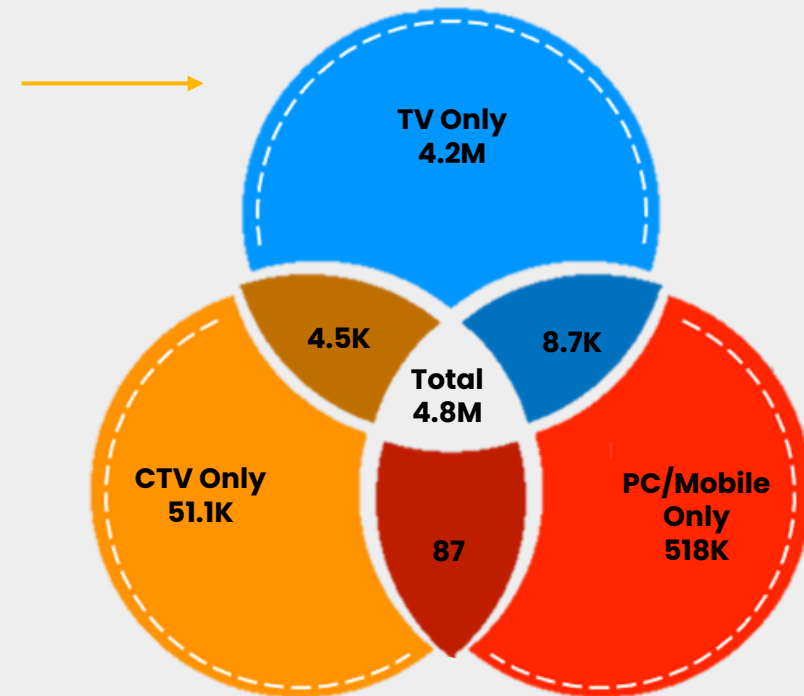
TV Only 4.2M

4.5K

8.7K

Total 4.8M

CTV Only 51.1K

87

PC/Mobile Only 518K

Source: Comscore Cross-Platform Campaign Ratings, March 11 – March 24, 2024, Live, All persons, display and video, All local markets, All platforms. Delivered ads: Total count of ads tracked by device, free of IVT, in geo for TV and Digital (CTV, PC and mobile). Total tracked ads: Total count of ads delivered after the personification process (with co-viewing application). Applicable to Total All Platforms, TV and Digital (CTV, PC and Mobile). Unique Audience: Number of unique persons that viewed a given ad campaign for a given demographic. %Reach: Share of persons in the selected universe for any given demographic, who viewed a given ad campaign. Incremental Audience: The incremental audience exposed exclusively on a digital device (CTV, PC and Mobile) and not on linear TV.

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Challenges Addressed:

Utilizing CCR solves several problems inherent in measuring the performance of local media, especially cross-platform campaigns.

1. **Siloed Platform Performance:** Historically, platform performance data has been siloed, making it challenging to get a holistic view of campaign effectiveness across multiple platforms. CCR addresses this issue by providing a unified, de-duplicated view of campaign performance across platforms.

2. **Person level reporting:** Rather than household level performance, CCR provides person level reporting.

3. **Incremental Audience Measurement:** Traditional measurement methods often overlook incremental audiences or fail to account for the impact of co-viewership. CCR enables measurement at the person level, allowing for the assessment of incremental reach and the contribution of each platform to overall campaign performance.

4. **Comparing Campaign Performance:** Without a standardized measurement service, comparing campaign performance across platforms can be difficult. CCR offers a single measurement solution, allowing for validation and comparison of cross-platform campaign performance.

5. **Platform Overlap:** Cross-Platform nature enables CCR to provide platform overlap at a total campaign and market level across (linear, CTV and Desktop & Mobile).

Overall, CCR solves the problem of fragmented and incomplete measurement in local media advertising by providing a comprehensive, unified, and person-level view of campaign performance, enabling better decision-making, optimization, and ultimately, improved ROI for advertisers and media planners.

Measurement Improvements/Creation:

Looking ahead, the potential for CCR to integrate national and local campaign reporting into a single platform presents a significant opportunity. Currently, separating national and local market campaign reporting limits the ability to understand the interaction and impact of these distinct channels. By combining both services into a unified reporting functionality within CCR, advertisers and media planners will gain a comprehensive view of campaign performance across both national and local markets.

Furthermore, Comscore has actively worked to reduce the reporting lag for linear television from its current cadence of 16 days to 6 days after live airing. Further improvement will enable more timely and actionable insights for campaign optimization and decision-making.

Next steps :

Our next steps and plans involve advancing our partnership with Comscore by continuing to test and helping refine the CCR service. Through ongoing collaboration and innovation, we aim to help Comscore to develop CCR into a robust measurement solution that provides advertisers and media planners with a unified view of campaign performance across all markets and platforms. This will enable more informed decision-making, optimization, and ultimately, better results for our clients.

Additionally, we remain focused on staying at the forefront of industry trends and advancements in audience measurement, ensuring that we continue to deliver cutting-edge solutions that meet the evolving needs of our advertisers and partners, and demonstrate the strength of ONE NEXSTAR.

Nexstar Media: Submission 2
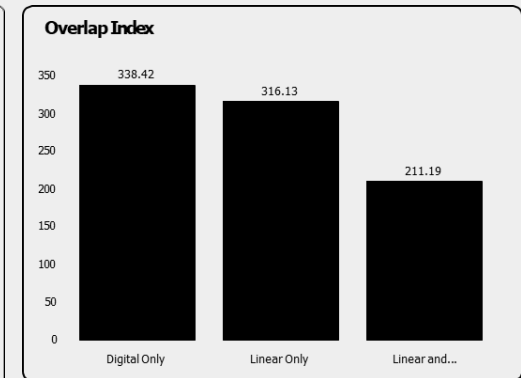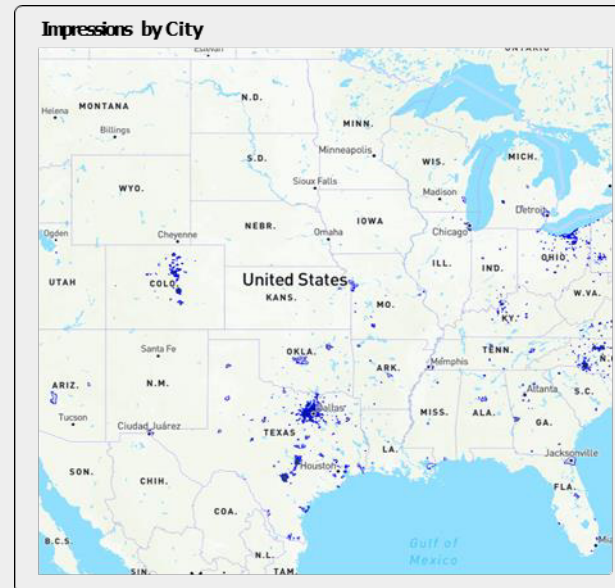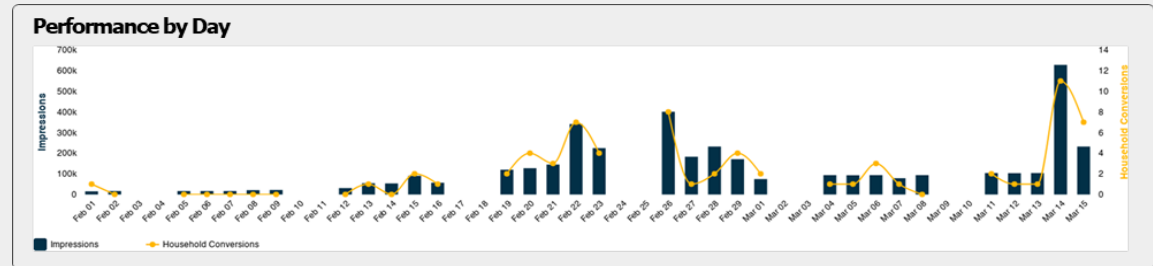## Platform Next

Introduction:

Platform Next provides a comprehensive suite of tools to monitor and evaluate campaign performance and progress. The platform offers near real-time access to essential metrics, enabling quick optimization and effective campaign management. Key metrics available include impressions, clicks, video completions, and household conversions.

Data is available daily and can be filtered by creative, app, device, and city level, allowing for detailed analysis.

The campaign dashboard delivers a geographic breakdown of impressions, offering insights into campaign delivery by city.

Additionally, *Platform Next* includes cross-platform insights, such as campaign reach by platform, frequency, and overlap. It also provides day-of-week and daypart overlap insights, giving a complete view of campaign performance across different time frames and platforms.

Select Views of the *Platform Next* Dashboard:

Project Leaders:
Mark Monarres | Vice President, Data Solutions

About Platform Next:
Platform Next is a proprietary platform allowing for coordinated execution of ad campaigns across linear and digital channels. This coordination allows for efficient management of campaign reach, frequency and outcomes.

Executing campaigns using Platform Next allows (the ability to):

- **Measure and compare** cross platform campaign performance within a single platform.
- **Gauge unified – de-duplicated** performance vs online and offline conversion events.
- **Activate digital campaigns** based on linear viewership in real time.
- **Measure incremental reach** will help demonstrate the contribution of each component of the media plan and assess ROI.
- **Identify optimal cross channel frequency** view conversion overlap vs overall, linear and digital campaign frequency metrics.

Our attorney partner was faced with rising marketing costs as regional competitors increased spend across multiple channels. Through *Platform Next,* we were able to analyze their current linear campaign and recommend a complimentary and coordinated OTT campaign. This resulted in an increase in market reach, a decrease in over saturation of select households and an above benchmark level of online lead generation.

Approach:
- Analyze trailing 90-day linear schedule
- Build 2 audiences based on linear ad exposure
  - Low frequency linear exposure (1-5 impressions)
  - Moderate to high linear exposure (6+ impressions)
- Target low frequency linear households with OTT campaign to build optimal frequency
- Exclude household with moderate to high linear exposure to build targeted market reach

Results:
- Overall market reach increased by 16%
- OTT reach 77% of digital reach unduplicated with linear
- Total campaign household frequency improved from 50x to 32X/mth
- Online lead activity improved by 25%

TV & Streaming Deliver Big Results for Marketers

CASE STUDY EXAMPLES

NYI NEW YORK INTERCONNECT

Data is Key for a Successful Advertising Campaign

Given that consumers are engaging with video content in multiple ways, NYI provides ad solutions that incorporate closed-looped measurement across Linear, Addressable, and Streaming.

We target audiences across all screens, using both first and third-party data sources, allowing for custom messaging within a brand-safe environment, as well as offer measurement that proves campaign performance against fixed goals.

In the following case studies, we assess four campaigns in the Automotive, Programming, and Political verticals.

Automotive Campaign

Automotive Campaign Overview

Campaign Flight	February – March 2024
Attribution	30 days post-campaign
Objective	• Drive sales for two target models by messaging specific audience segments across both TV and Streaming • Additional focus given to Hispanic consumers with dedicated budget allocation on Linear and Addressable
Audience Segment	• In-market for either of two specific models or competitor models
Media Executions	• Linear TV • TV360 • Impression-Based Addressable • Streaming Addressable

Automotive Campaign Executions

Linear TV	• Flighted on specific Spanish-language networks using Spanish-language creative
TV360	• On-boarded custom segment that was matched against 1st party set-top box data • Created network ranking reports based on joined dataset, which were used to inform the Linear TV media plan
Impression-Based Addressable	• Targeted English-language creative to Households in the audience segment watching linear cable TV networks
Streaming Addressable	• Flighted on English-language Cable Networks: Used IP targeting to message Households within the same audience segment used for Impression-based Addressable • Flighted on Spanish-language Cable Networks: Used IP targeting to message Spanish-language creative to Hispanic households within the same audience segment used for Impression-based Addressable

NEW YORK INTERCONNECT

Automotive Campaign Reporting

Linear TV	• Standard Linear TV post
TV360	• Standard Linear TV post • Campaign Reach & Frequency
Impression-Based Addressable	• Weekly reporting of impressions by segment • Final campaign reporting for Segment: Week, Daypart, Hour, Network, and Reach & Frequency
Streaming Addressable	• Daily pacing of impressions • Monthly and Final reporting of impressions by flight increment, network, and device

Sales Attribution Analysis

• Unduplicated report across all executions based on ad exposure matched to third-party sales outcome data

• **Methodology**: Exposed vs Unexposed Households

• **Metrics**: Incremental Lift, Incremental Sales, ROI, Target model detail, Exposed Sales By Frequency, Exposed Sales After Seeing First Ad, Exposed Sales By Month

• Separate sales lift analysis provided based on Hispanic households

NEW YORK INTERCONNECT

TV & Streaming Combined Are More Impactful vs TV Only

GOALS

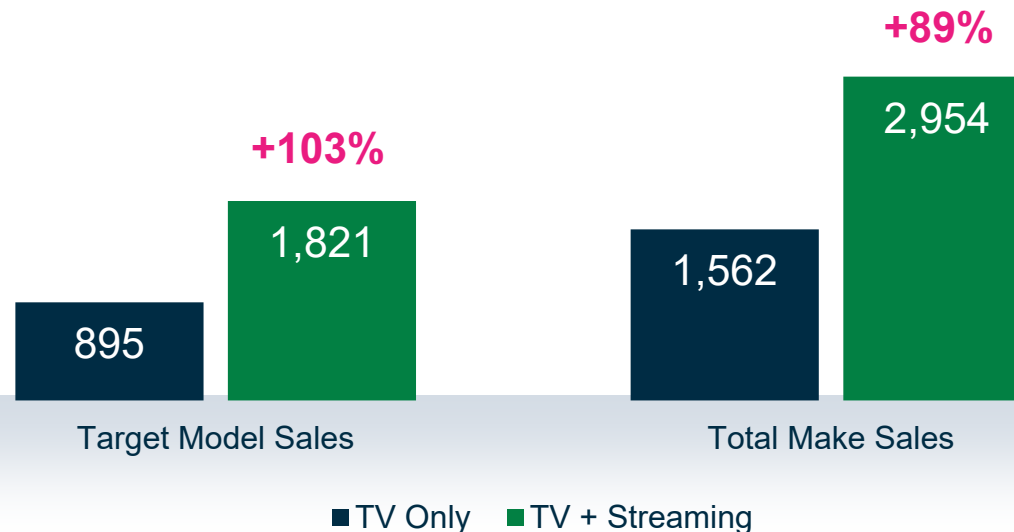Increase sales for target models by reaching consumers in the segment via TV and Streaming

TARGET

In-market for either of the two specific models or competitor models

SOLUTION

Linear TV
TV360
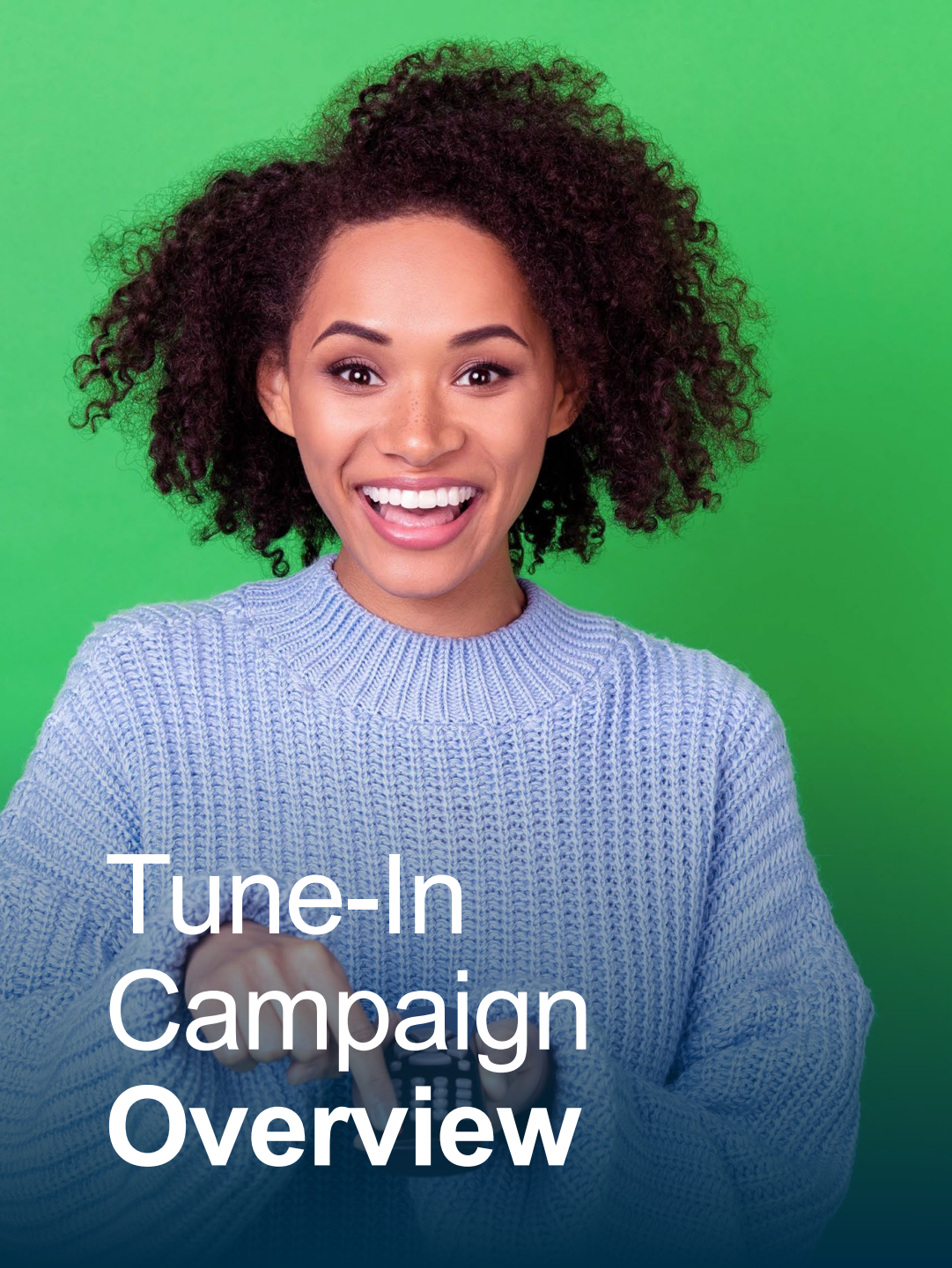**Impression-Based Addressable**
Streaming Addressable

Combination of TV + Streaming Ads Drive Automotive Sales

+103%

+89%

Target Model Sales		Total Make Sales	
895	1,821	1,562	2,954

■ TV Only ■ TV + Streaming

NYI NEW YORK INTERCONNECT

Tune-In Campaign

Tune-In Campaign Overview

Campaign Flight	January – February 2024
Objective	• Drive Linear TV tune-in for the premiere and subsequent two telecasts of Season 7 of a reality program via targeting across both Linear TV and Streaming
Audience Segment	Households with presence of A18-49 and viewers of the following networks/programs that watched in the past 12 months: • Target program • Heavy viewers of a specific cable network with a focus on reality programming • Viewers of three other reality programs similar to the target program
Media Executions	• Impression-Based Addressable • Streaming Addressable • Main Menu Banners

Tune-In Campaign Executions

Impression-Based Addressable

- Created custom audience segment from first-party set-top box viewing data
- Targeted ad creative to Households in the audience segments

Streaming Addressable

- Used IP Targeting to message ad creative to households within the same audience segments used for Impression-based Addressable

Main Menu Banners

- Main Menu Banners are banner ads within an MVPD's Program Guide and are clickable to channel number
- Two ads per day within campaign flight; reached viewers as they utilized the interactive program guide while searching for content.

NYI NEW YORK INTERCONNECT

Tune-In Campaign Reporting

Impression-Based Addressable
- Weekly reporting of impressions by segment
- Final campaign reporting for Segment: Week, Daypart, Hour, Network, and Reach & Frequency

Streaming Addressable
- Daily pacing of impressions
- Monthly and Final reporting of impressions by flight increment, network, and device

Main Menu Banners
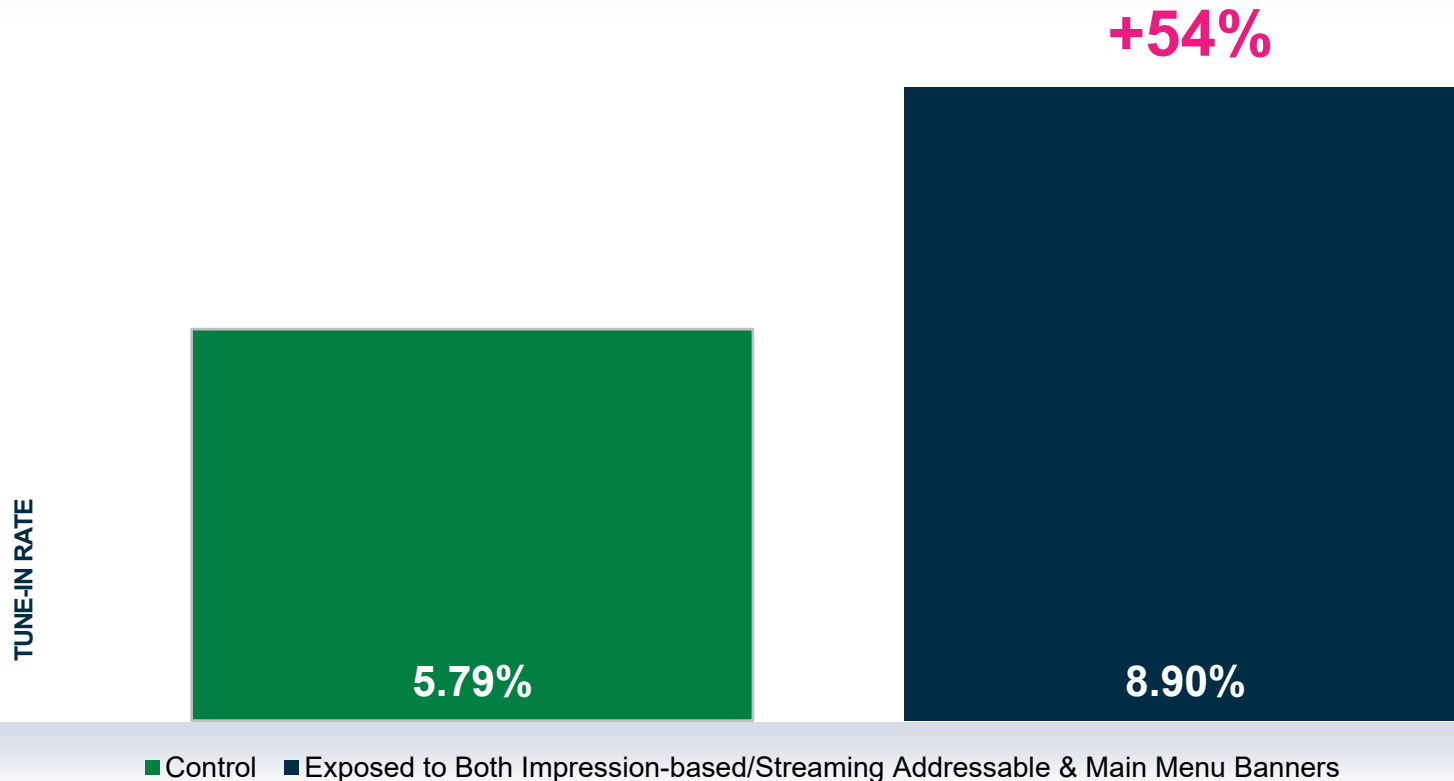- Daily Metrics: Impressions, Clicks, Average In-view Duration, CTR

Tune-In Attribution Analysis

- Unduplicated analysis across all three executions

- Methodology: Test vs Control

  - Unduplicated report based on all ad exposures matched to Linear TV Tune-in of the program

  - Metrics: Tune-in Lift for each execution type and all three combined

Exposure to Both Executions Yielded a **54% Tune-In Lift** to Any Premiere Telecast

TUNE-IN LIFT

Test segment HHs exposed to Addressable & Main Menu Banner executions tuned to any of the premieres at a rate 54% higher than the control segment households

+54%

TUNE-IN RATE

5.79%

8.90%

■ Control ■ Exposed to Both Impression-based/Streaming Addressable & Main Menu Banners

NYI NEW YORK INTERCONNECT

Political Campaign

Political Campaign Details

Campaign Flight	April – June 2024
Objective	• Drive Democratic votes for a political candidate to unseat an incumbent in the New York primary election within a NY Congressional District
Media Executions	• Linear TV • Creative Versioning • Streaming Addressable

Political Campaign Executions

Linear TV

Custom-built schedules based on audience targets:

- Cable viewers of Regional News channels (e.g. News 12) and National News networks (e.g. MSNBC)
- Cable Network viewers of Sports content
- Black and Hispanic Cable Network viewers
- Cable Network viewers of General TV entertainment content

Geographic Targeting:
Flighted ads to the above viewer groups that lived within NYI's four zones inside the NY Congressional District

Creative Versioning

Audience Segments:

1. W50+ and Democrats
2. Remaining HHs in the district
3. Remaining HHs in NYI footprint

- Copy Rotation: Segments 1 & 2 were exposed to the same creatives (5 different versions) over the course of the flight
- Segment 3 was comprised of HHs in NYI's footprint that were outside the two segments. These HHs received a PSA ad.

NEW YORK INTERCONNECT

Political Campaign Executions (cont'd)

Streaming Addressable

- Used IP addresses and zip code targeting to message ad creative to HHs for all three campaigns (A, B, & C below) in the NY Congressional District:

  Campaign A Audience Target:
  - Women/Men Age 35+

  Campaign B Audience Targets:
  - Viewers of NY Yankees games on Cable Nets
  - Viewers of NY Liberty games on Cable Nets

  Campaign C Audience Targets:
  - W18-49 Democrats
  - W50+ Democrats
  - M18-49 Democrats
  - A18-49 Democratic Primary Voters
  - A50+ Democratic Primary Voters
  - A18-49 Black Voters
  - A50+ Black Voters
  - A18-49 Hispanic Voters
  - A50+ Hispanic Voters

Political Campaign Reporting

Linear TV	• Standard Linear TV post
Creative Versioning	• Weekly reporting of impressions by segment • Final campaign reporting for Segment(s): Week, Daypart, Hour, Network, and Reach & Frequency
Streaming Addressable	• Daily pacing of impressions • Monthly & Final reporting of impressions by flight increment, network, and device

Automotive Campaign

Automotive Campaign Overview

Campaign Flight	January – March 2024
Objective	• Drive sales for eight models including a mix of SUVs, Sedans, Crossovers, Trucks, and EVs
Audience Segment	• In-market for an SUV • In-market for a mid size sedan • In- market for a truck • In-market for a hybrid/EV • Non-matched segment (i.e. remaining HHs in NYI's Linear TV footprint)
Media Execution	Creative Versioning

Automotive Campaign Execution

Creative Versioning

- On-boarded four custom segments

- Utilized 8 different creatives

- Targeted ad creative to Households in accordance with the following audience segments:
  - In-market SUV segment – exposed to SUV creative
  - In-market mid size sedan – exposed to Sedan creative
  - In-market truck – exposed to Truck creative
  - In-market hybrid/EV – exposed to EV creative
  - Non-matched segment – exposed to rotation of all creatives

Automotive Campaign Reporting

Creative Versioning

- Weekly reporting of impressions by segment

- Final campaign reporting for Segment(s):
    - Week
    - Daypart
    - Hour
    - Network
    - Reach & Frequency

Sales Attribution Analysis

- Full campaign analysis

    - Unduplicated report based on ad exposure matched to third-party sales outcome data

    - Methodology: Exposed vs Unexposed Households

    - Metrics: Incremental Lift, Incremental Sales, ROI, Target model detail, Exposed Sales By Frequency, Exposed Sales After Seeing First Ad, Exposed Sales By Month

Creative Versioning Drives 31% Incremental Lift in Auto Sales

GOALS

- Drive sales for eight models including a mix of SUVs, Sedans, Crossovers, Trucks, and EVs

TARGET

In-market for the specific vehicle types

SOLUTION

Creative Versioning

Incremental Sales Lift

EXPOSED BUY RATE	.1844%
UNEXPOSED BUY RATE	.1411%

30.66%

- HHs exposed to Linear TV Addressable resulted in 598 incremental target model sales

- **Net Incremental Revenue = $17M**

- **ROI = $23.29/dollar spent**

- Half of exposed households converted after 1-10 exposures, while the remaining homes required additional frequency

- 25% of sales occurred post-flight during the 30-day attribution window, proving the halo effect of campaign messaging

NEW YORK INTERCONNECT

Glossary of Media Executions

Glossary of Media Executions

Linear TV	Linear TV is traditional TV, offering over 100 cable networks, thousands of shows, live news and sporting events, and multiple creative options.
TV360	TV360 creates an informed media plan using 1st & 3rd-party data, flighting on TV and/or Streaming across the full NYI footprint.
Impression-Based Addressable	Impression-Based Addressable optimizes your Linear TV budget and reduces waste by only targeting households in your segment, and delivers against a fixed impression goal.
Streaming Addressable	Streaming Addressable targets households in defined consumer segment(s) and within brand-safe cable network video content.
Creative Versioning	Creative Versioning is a Linear TV Addressable execution that delivers different creative to different segmented households throughout the full NYI footprint.
Main Menu Banners	Main Menu Banners reach viewers at their point of decision as they navigate an MVPD's Program Guide. Users are able to click directly to the channel number airing the program via the banner.

NYI NEW YORK INTERCONNECT

Enabling Innovation In Local TV

Team

Michael Collette

CEO

- TV Viewing Data Pioneer
- Embedded Software
- Serial Entrepreneur/CEO

Tom Weiss

CTO

- Data Engineering Expert
- Recognized leader in TV data
- Development Team Leadership

John Ellis

CFO

- Part Time CFO

James Southern

Head of Data Business

- Leads data licensing
- Extensive history with Pearl, Run3TV
- Prior role managing Run3TV product

Peter Van Peenen

Head of Integration & Testing

Winston Caldwell

Head of Technology & Standards

Rick Hunt

Head of Broadcaster Services

Investors Backed by Industry Leaders

ATSC 3.0 Overview and Benefits

Improved Image Quality

Allows transmissions of 4K UHD, including wide color gamut (WCG), high-dynamic-range imaging (HDRI), and high frame rate (HFR), providing viewers with a clearer, brighter, and better-defined image.

Audience Data Gathering

New advances allow telecommunication companies to gather viewer data easily. While this development can be applied to targeted advertising, it can also be used to personalize content to meet viewers' needs.

Smart Broadcasting

Allows broadcasters to delivery content OTA and via broadcast IP with application based channels, increasing the amount and variety of content devices can receive and broadcasters can release.

New Devices

Mobile devices such as phones, tablets, and vehicle devices can receive television signals.

Better Reception

Utlizing a radio architecture similar to cellular, signals can be modified for rebostness enabling easier reception.
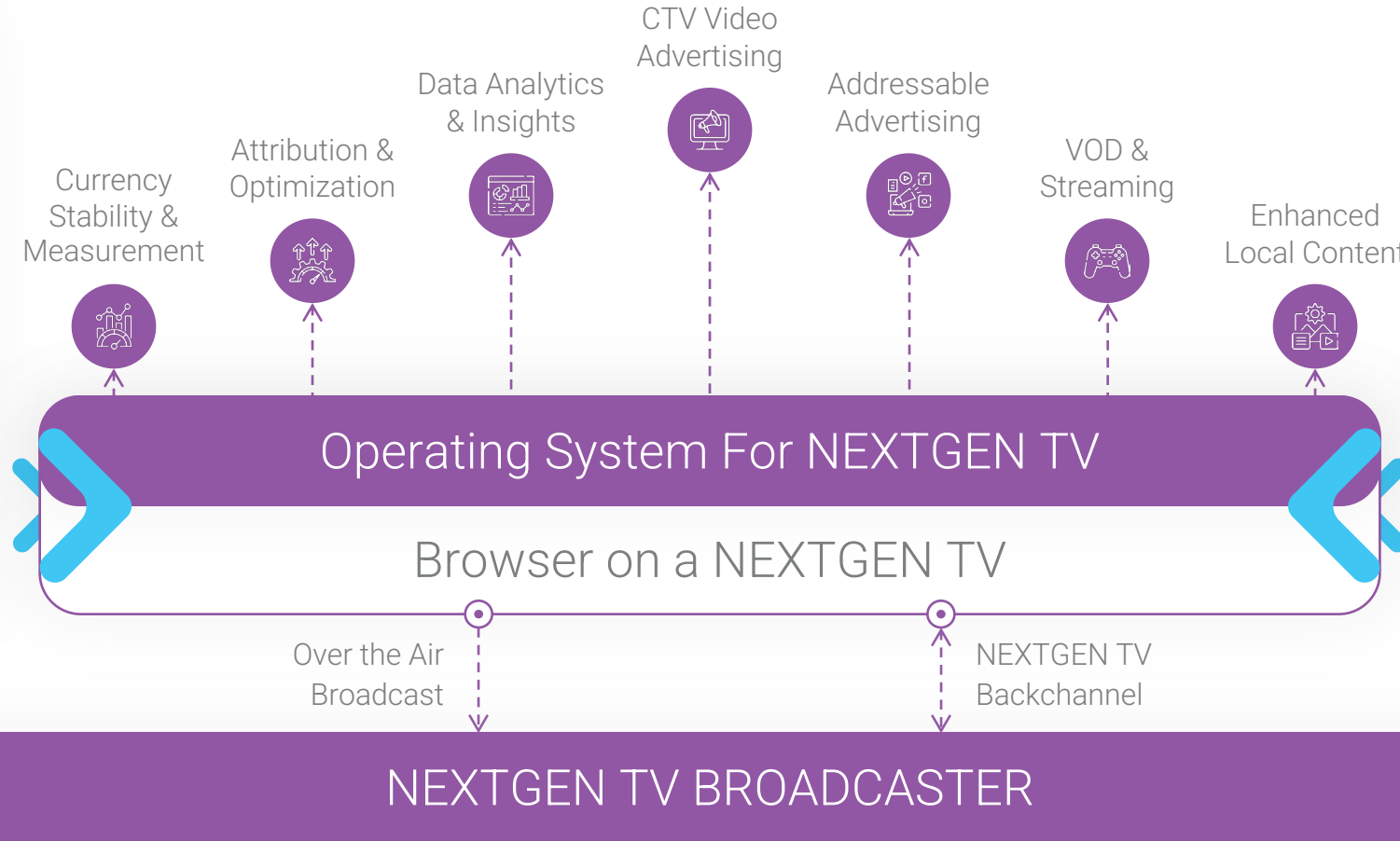
Increased Capacity

ATSC 3.0 provides for a 500% increase in channel capacity over ATSC 1.0.

Run3TV Brings NextGen to the Most Powerful Screen in the House...

Technical
- Standards
- Application SDK
- Data Collection
- Privacy Layer
- Measurement
- CE Compliance
- Testing

Business
- B2B Marketing
- Governance
- Market Development
- Business Roadmap
- User Research
- Content Integration
- Best Practices & Policies

Currency Stability & Measurement

Attribution & Optimization

Data Analytics & Insights

CTV Video Advertising

Addressable Advertising

VOD & Streaming

Enhanced Local Content

Operating System For NEXTGEN TV

Browser on a NEXTGEN TV

Over the Air Broadcast

NEXTGEN TV Backchannel

NEXTGEN TV BROADCASTER

NBC Start Over & Olympics

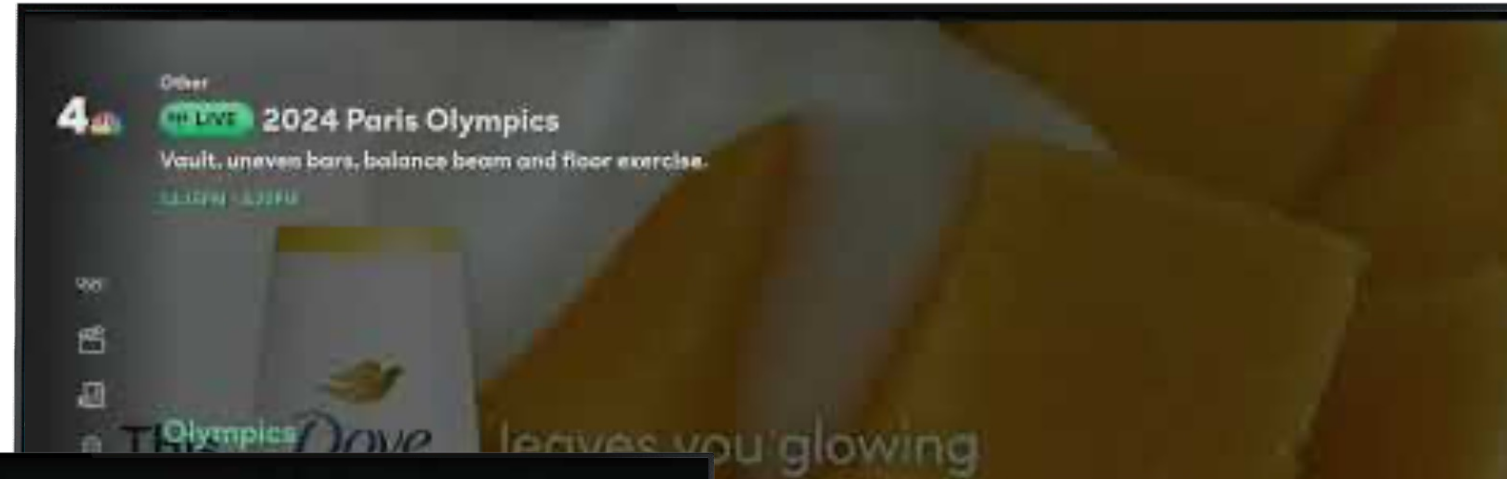Smart Broadcasting, the ability to switch from Broadcast to Streaming, emerging as a clear business case for NextGen

Increased average viewing time driven by enhanced consumer engagement

+

Migration of broadcast ad units to broadband / digital advertising

=

Smart Broadcasting
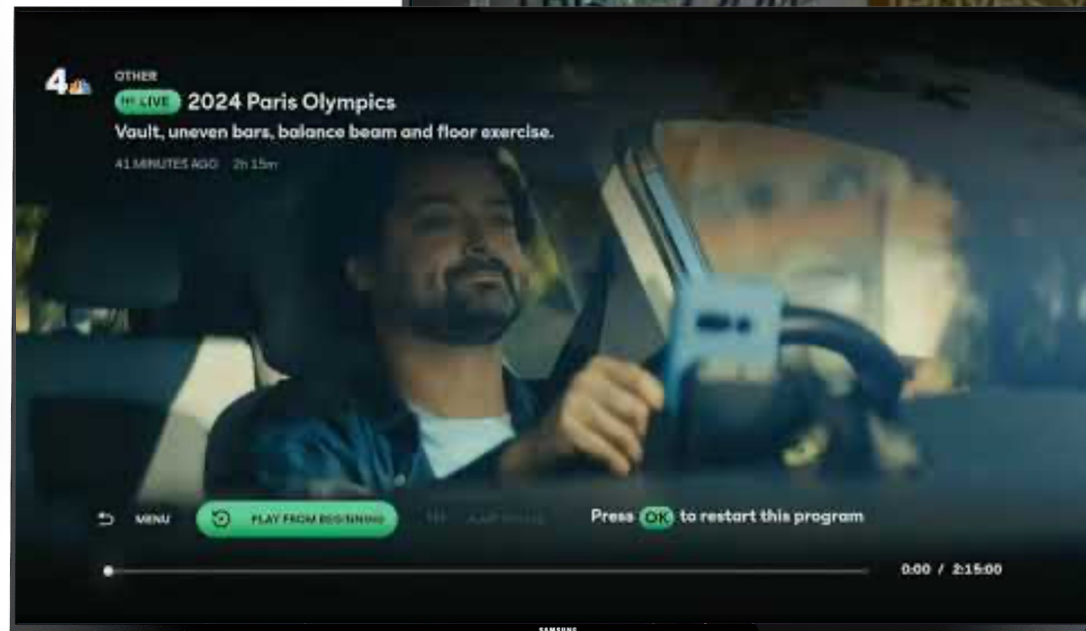
Interactive Television on Local Broadcast Channels

RUN3TV creates an easily deployed, personalized two-way web experience available in OTA for the first time.

Native in live broadcasting viewing

Seamlessly stream unlimited content across different platforms

Premium content and commerce

Features are extensible and adaptable to other platforms

Available to existing OTA audiences

Get notified and informed
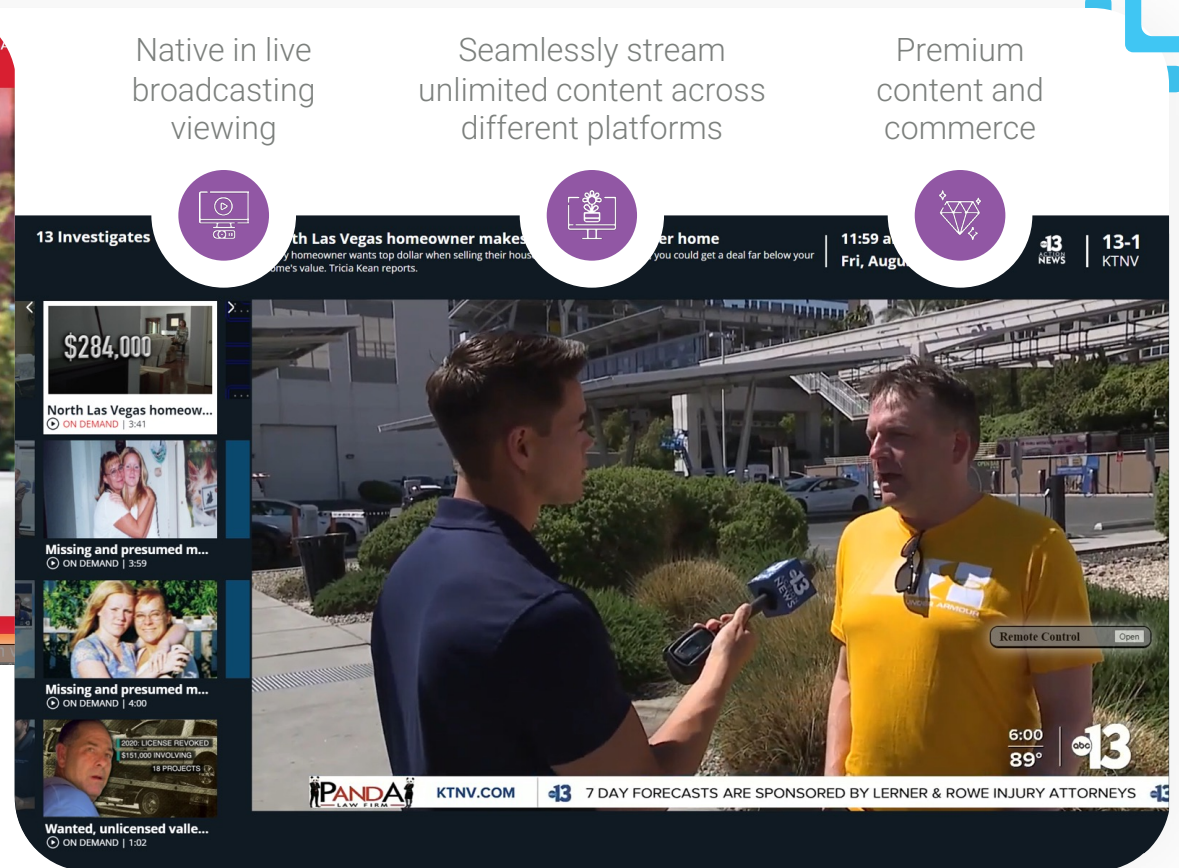
Value of the Application Framework

What Run3TV does for Broadcasters

Provides an application framework that enables broadcasters and their developers to efficiently build and deploy standards-compliant apps that run on a very heterogenous collection of TV chipsets and operating systems.

For developers, the Application Framework is an 'operating system of operating systems'
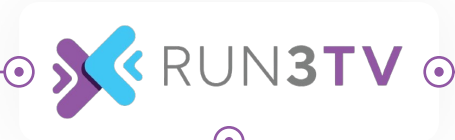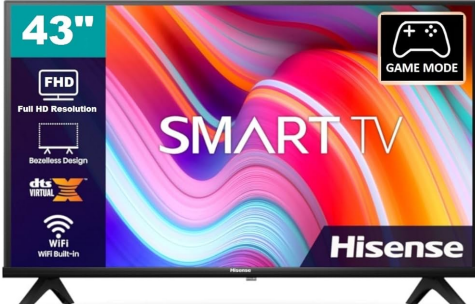

Run3TV Application Framework

Run3TV Application Framework

Run3TV Application Framework

Run3TV Application Framework

Value of the Application Framework

What Run3TV does for Broadcasters

With the framework, app developers can build/test once in the framework and then the app will run on all TVs that have integrated the framework

NBCU Olympics App

Run3TV Framework

NBCU Olympics App

Run3TV Framework

NBCU Olympics App

Run3TV Framework

NBCU Olympics App

Run3TV Framework

Framework Benefits to Broadcasters

Significant cost savings

Without the Run3TV app framework, each broadcaster would need to build versions of their app for each endpoint (e.g., TV OEM, set-top box OEM, dongle provider, etc.)

Significant time savings

OEMs run diverse TV operating systems and change chipsets frequently. Run3TV conformance testing allows for uniform testing across long list of past and present models for each OEM.

Only practical deployment of 3.0 by OEMs

Otherwise, supporting dozens of networks and station groups in the deployment process is too expensive and resource consuming.

Standardizes TV API and Library access providing uniformity in consumer experience, app-based interactivity and data collection across OEM OSs
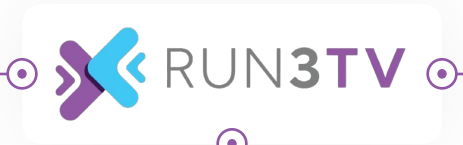
Run3TV Application Framework Widely Deployed

Run3TV: Deployment Status

- 507 ATSC 3.0 services live 76 markets

- 184 Run3TV applications live in last 30 days

- NBCU Start Over launched May 2024

- NBCU Olympics = major development

Platform Positioned for Growth

Receiver Penetration and NEXTGEN TV OTA Households

— HH With NEXTGEN TVs — OTA HH With NEXTGEN TV
— Shipped NEXTGEN TVs (CTA)
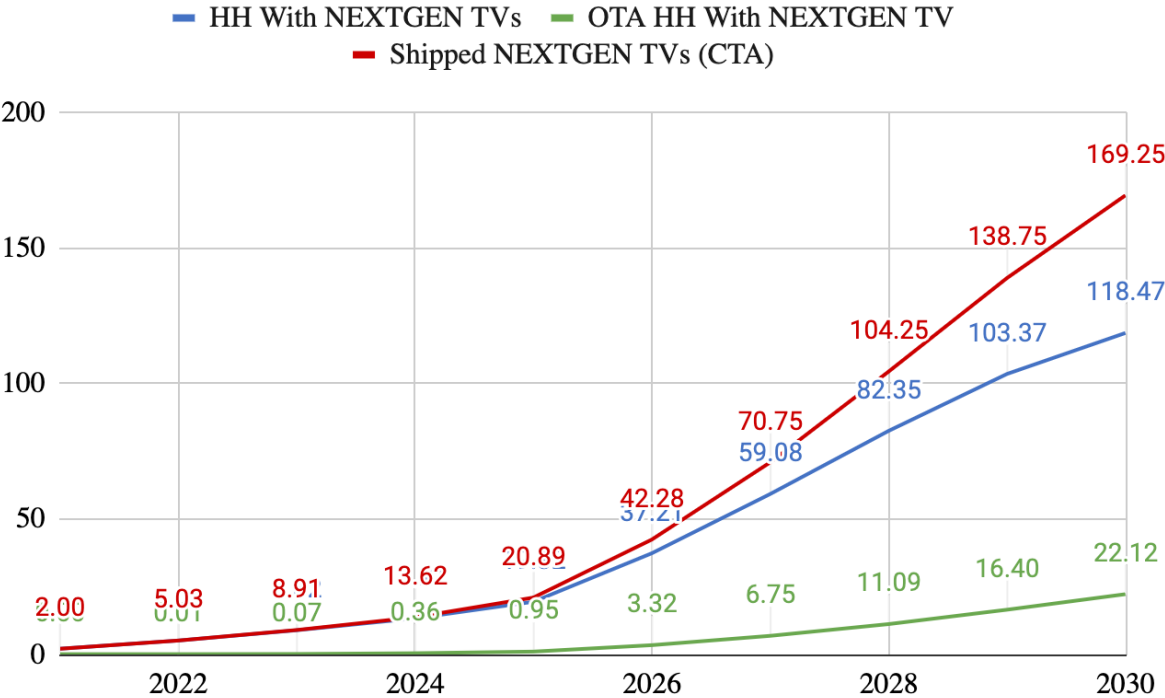
OTA and NEXTGEN TV Household Reach (HH M)

— US TV HH — OTA HH — NEXTGEN TV HH
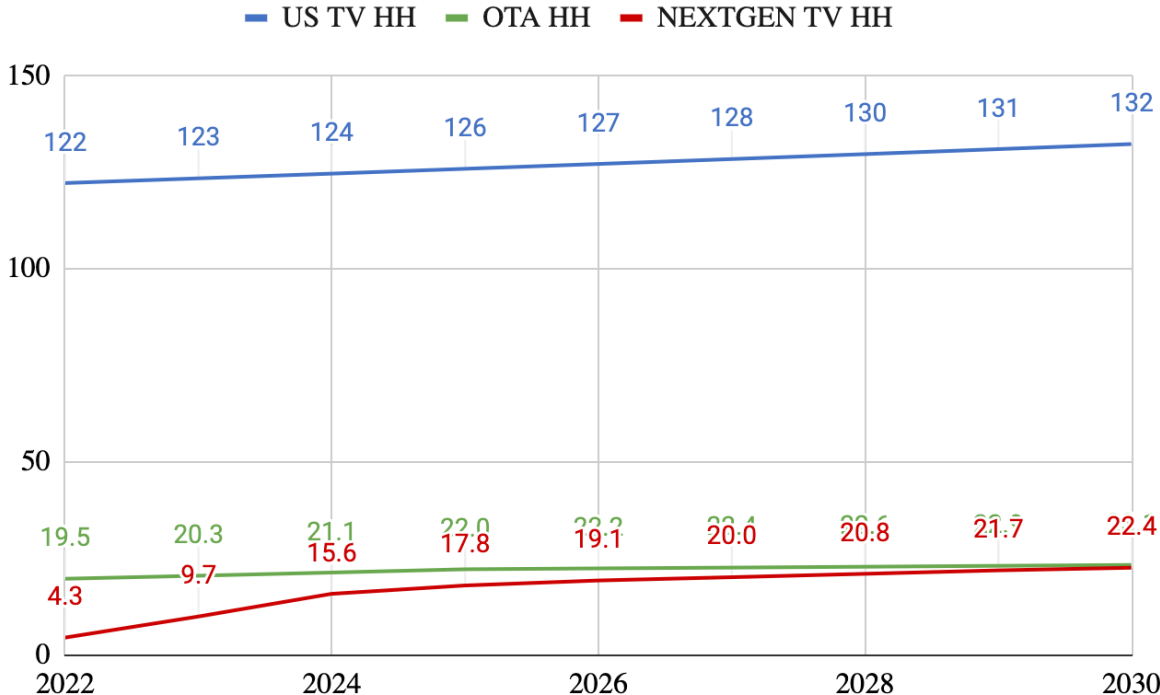
169mm
NEXTGEN TVs Shipped

118mm
TVHH Own a NEXTGEN TV

31mm
OTA TVHH

22mm
OTA NEXTGEN TV HH

By 2030...

The OTA Segment is a Key Cohort for Advertisers

66%
of OTA viewers have cut the cord to get hybrid Streaming + OTA

17-20%
of US HH are over-the-air TV users

3-4% / year
growing OTA TVHH

All OTA viewers were able to watch the 2024 Olympics for free

17%
use OTA often

13%
use it occasionally for special events

Cohort Characteristics

- ✓ More influenced by TV advertising
- ✓ Regular upscale diners
- ✓ Invest more, financially optimistic
- ✓ Travelers and vacationers
- ✓ Aware of cross-media advertising
- ✓ Beauty and health trends
- ✓ More financially secure

RUN3TV

Thank You

Measuring Multiscreen Attribution

Spectrum Reach partners with industry experts Innovid and Blockgraph to provide accurate attribution reporting using privacy-focused, aggregated and de-identified first-party data.

How it works:

Viewer sees targeted **Traditional TV and Streaming TV** ad campaigns

First-Party Data

HH-level ad exposure data passes through Blockgraph and **de-identifies** for privacy compliance & matching purposes

First-Party Data

Viewer visits advertiser's website, and **HH is matched to ad exposure** using an InnovidXP tag and anonymized Blockgraph IDs

Multiscreen TV ad exposures are matched to website visits on a **1:1 basis using our first-party HH-level data**

First-Party Data

Analytics show the number of website visits driven to the advertiser's site **within 7 days of a Traditional TV or STV ad exposure**

MULTISCREEN ATTRIBUTION BENEFITS

Data That Paints the Full Picture

Actionable Insights: Our **first-party data** is collected from set-top boxes and connected streaming devices, in a privacy-compliant manner, and **accurately informs** what drove viewers to take action so you can optimize your message and media mix for **enhanced campaign effectiveness.**

Precise Measurement: Spectrum Reach partners with Innovid and Blockgraph to deterministically identify households that have viewed an ad and visited the client's website in a privacy-compliant and secure match, **ensuring a precise and direct correlation between ad exposure and consumer action.**

Multiscreen Reporting: **Holistic multiscreen reporting** identifies website visits and response rates for viewers exposed to ads **across** both **traditional TV and streaming TV** and allows for a more complete picture of viewer behavior to measure the impact of ad spend and **maximize your investment.**

BENEFITS

Precise attribution insights and the full scale of marketing strategy and support.

Comprehensive Multiscreen Reporting

Secure and Privacy-Compliant Data Handling

Maximize Your Investment

Enhanced Campaign Effectiveness

Accurate Measurement of Business Outcomes

Spectrum▶ REACH®

Daypart Insights Drive Results For Healthcare

Three Things a Healthcare clients learned from Multiscreen Attribution Actionable Intelligence:

Nearly **46% of website responses** for this Healthcare account are coming in the Daytime daypart

With nearly a **5x higher response rate** than traditional Primetime

Heavying up spending outside of prime can boost responses/response rate

Spectrum REACH®

Daypart Insights Drive Results For Auto Dealer

Three Things a Local Auto Dealer learned from Multiscreen Attribution Actionable Intelligence:

Nearly **40% of website responses** for this auto dealer are coming in the Daytime daypart

With nearly a **6x higher response rate** than traditional Primetime

Heavying up spending outside of prime can boost responses/response rate for auto dealers

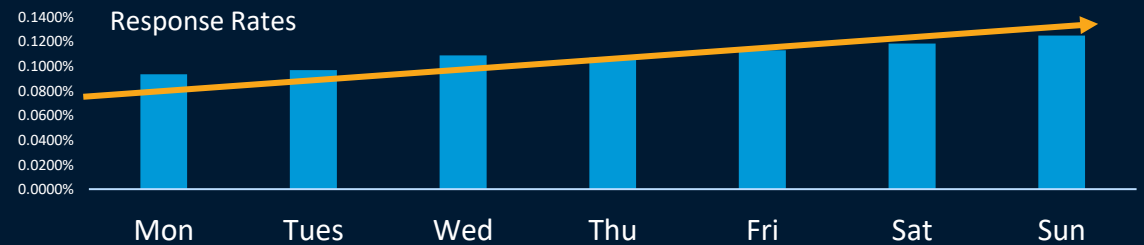*Source: Anonymized Spectrum Reach Attribution campaign Q3 2022, Data delivered from Innovid on 10/03/2023*

Spectrum REACH®

AUDIENCE-BASED TV RATINGS DRIVE CAMPAIGN INNOVATION AND IMPACT

TUNNL

MADE TO CONNECT

EXECUTIVE SUMMARY

Situation: Tunnl worked with a large trade association client advertising in the crowded energy and environment space with the goal in mind of improving ad dollar reach and advertising recall among a target audience of influential voters who are active in their community.

Solutions: Tunnl custom built audiences for this client, optimized TV audience-based ratings in place of typical rating points, and measured their advertising campaign and the other campaigns on the air at the same time. For situational awareness, our client used Tunnl's earned media monitoring tool to ensure their team could contextualize key industry issues and challenges during the campaign.

Results: The final campaign was a more than 20-week flight of TV and digital advertising across national media and in key local markets which showed excellent reach to the target audience, major efficiencies in campaign spending, and afterwards, an increase in ad recall.

Tunnl's Media Optimization & Measurement Process

1. CREATE
audiences specific to our client's needs for their TV ad campaign and scale the audiences for digital use.

2. ANALYZE
how the audience consumes media and work with their media buyer to optimize the buying strategy.

3. INTEGRATE
the audiences into the proprietary Tunnl platform for TV Ratings and push audiences into platforms for digital ad delivery.

4. MEASURE
how the audiences are being exposed to paid media and provide insights on campaign lift and how these audiences are exposed to earned media.

THE TARGET AUDIENCE

The Influentials audience built for this client was made up of individuals across the country who were more likely to turnout in elections, be engaged in their communities, and actively follow politics and news. It also included engaged community parents with school-aged children.
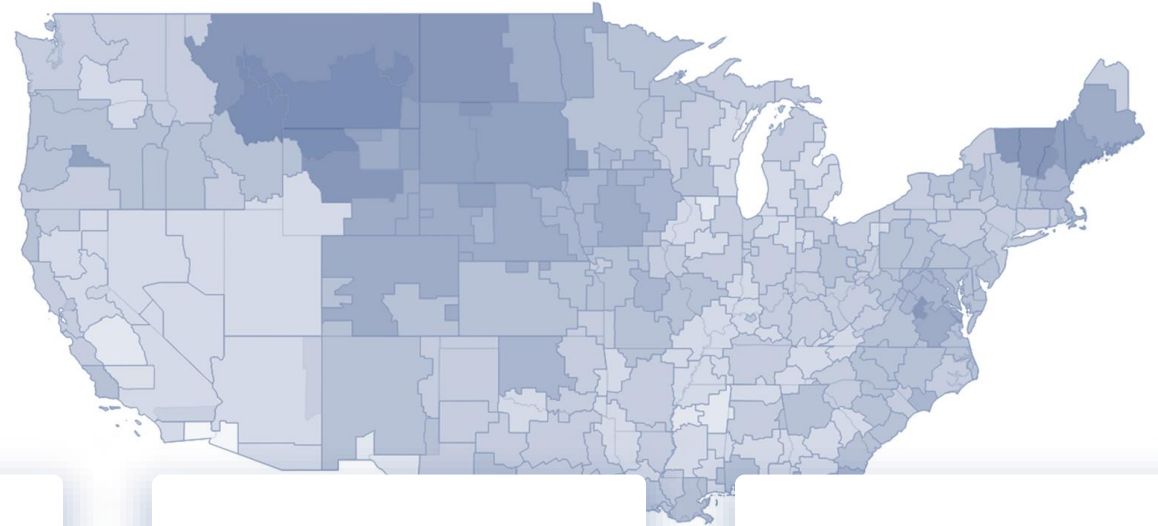
67% College Degrees

52% Under Age 45

56% Are Female

78% Income > $50k

65% Are Married

22% Non White

TUNNL
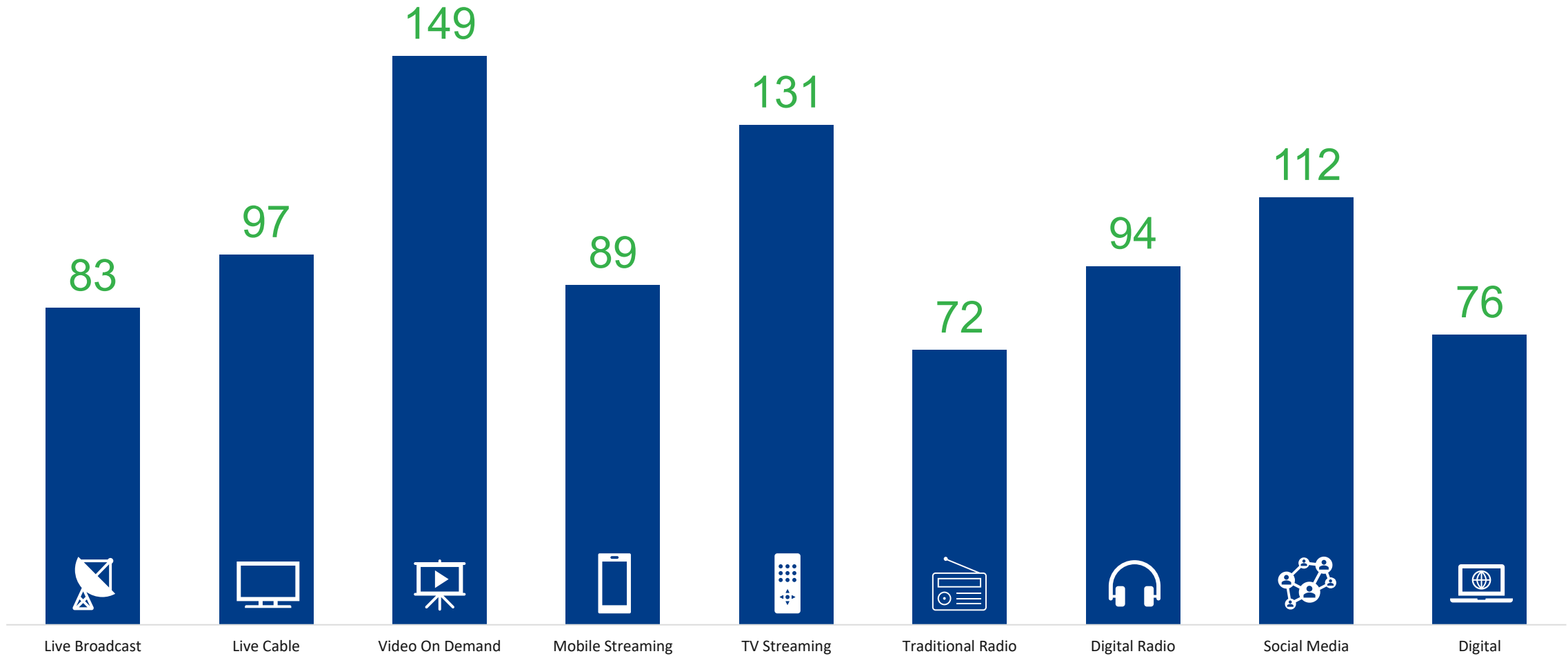
SUMMARY OF 100+ DAYS OF ADVERTISING

100.8M Cable Impressions

Almost 101 million impressions were reached among the Influentials audience from this ad campaign advertising on national cable. This includes advertising seen across CNN, MSNBC, and Fox News programming, among others.

MSNBC
36,554,731

CNN
54,034,719

FOX NEWS
10,303,055
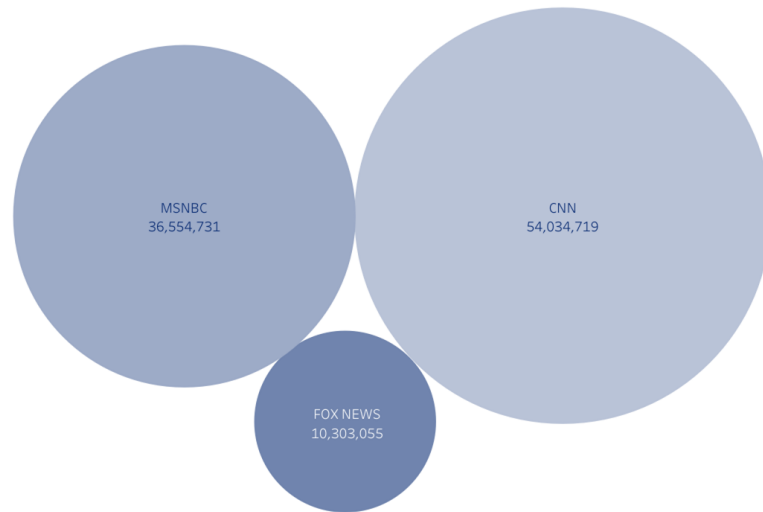
80.1M Broadcast Impressions

More than 80 million impressions were reached among the Influentials audience from this ad campaign advertising on local broadcast stations including ABC, NBC, CBS, the CW, and other stations.

FOX
5,764,628

IND

NBC
39,588,327

ABC
22,345,889

CBS
7,834,027

CW
3,655,220
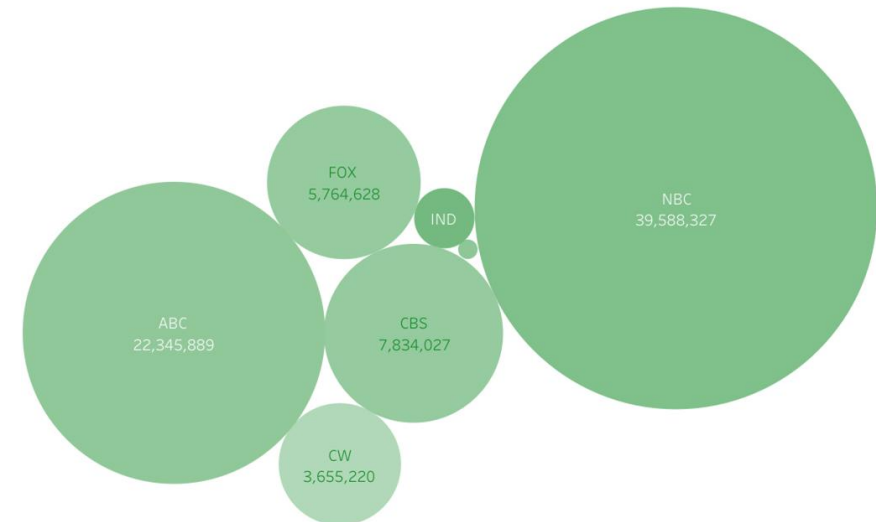
HOW AUDIENCE RATINGS IMPROVE REACH

During the weeks that our client was up with their buy in key markets the almost 15,000 Gross Rating Points bought were equivalent to more than 23,000 Tunnl Audience Target Rating Points for the Influentials audience. By reaching a more targeted audience, **the buy saw a lift in every market**, with the best reach in Market L (212% lift) and in Market N (119% lift).

LIFT %													
87%	75%	39%	44%	83%	64%	79%	17%	5%	99%	36%	212%	30%	119%

GRPs: all markets 1040 except Market N 280

TRPs: Market A 1943, Market B 1825, Market C 1449, Market D 1498, Market E 1900, Market F 1711, Market G 1864, Market H 1214, Market I 1091, Market J 2072, Market K 1414, Market L 3240, Market M 1355, Market N 612

MARKET A · MARKET B · MARKET C · MARKET D · MARKET E · MARKET F · MARKET G · MARKET H · MARKET I · MARKET J · MARKET K · MARKET L · MARKET M · MARKET N

■ GRPs   ■ TRPs

7

TV SPEND VALUE

The television ad buy from our client included more than $10 million in advertising. That $10 million in advertising resulted in more than $18 million in advertising value by reaching a more targeted audience. Put another way, our client added a bonus spend of just over $7.7 million due to better reach with the ad buy.

Market	Spend	Bonus Spend	Total Value
MARKET A	$ 250,485.93	$ 217,556.67	$ 468,042.60
MARKET B	$ 78,320.30	$ 59,087.39	$ 137,407.69
MARKET C	$ 489,711.82	$ 192,649.81	$ 682,361.63
MARKET D	$ 541,652.07	$ 238,602.94	$ 780,255.01
MARKET E	$ 633,442.38	$ 523,540.13	$ 1,156,982.51
MARKET F	$ 316,121.17	$ 203,837.36	$ 519,958.53
MARKET G	$ 1,036,653.91	$ 821,727.64	$ 1,858,381.55
MARKET H	$ 82,770.32	$ 13,829.01	$ 96,599.33
MARKET I	$ 1,428,855.31	$ 69,395.66	$ 1,498,250.97
MARKET J	$ 289,791.09	$ 287,581.43	$ 577,372.52
MARKET K	$ 299,851.13	$ 107,747.47	$ 407,598.60
MARKET L	$ 56,440.21	$ 119,392.22	$ 175,832.43
MARKET M	$ 978,822.92	$ 296,912.76	$ 1,275,735.67
MARKET N	$ 3,850,000.00	$ 4,567,062.50	$ 8,417,062.50

Spend…………...$ 10,332,918.56
Bonus Spend…..$ 7,718,922.98
Total Value……..$ 18,051,841.53

$217,556.67 — MARKET A
$59,087.39 — MARKET B
$192,649.81 — MARKET C
$238,602.94 — MARKET D
$523,540.13 — MARKET E
$203,837.36 — MARKET F
$821,727.64 — MARKET G
$13,829.01 — MARKET H
$69,395.66 — MARKET I
$287,581.43 — MARKET J
$107,747.47 — MARKET K
$119,392.22 — MARKET L
$296,912.76 — MARKET M
$4,567,062.50 — MARKET N

Spend Bonus Spend
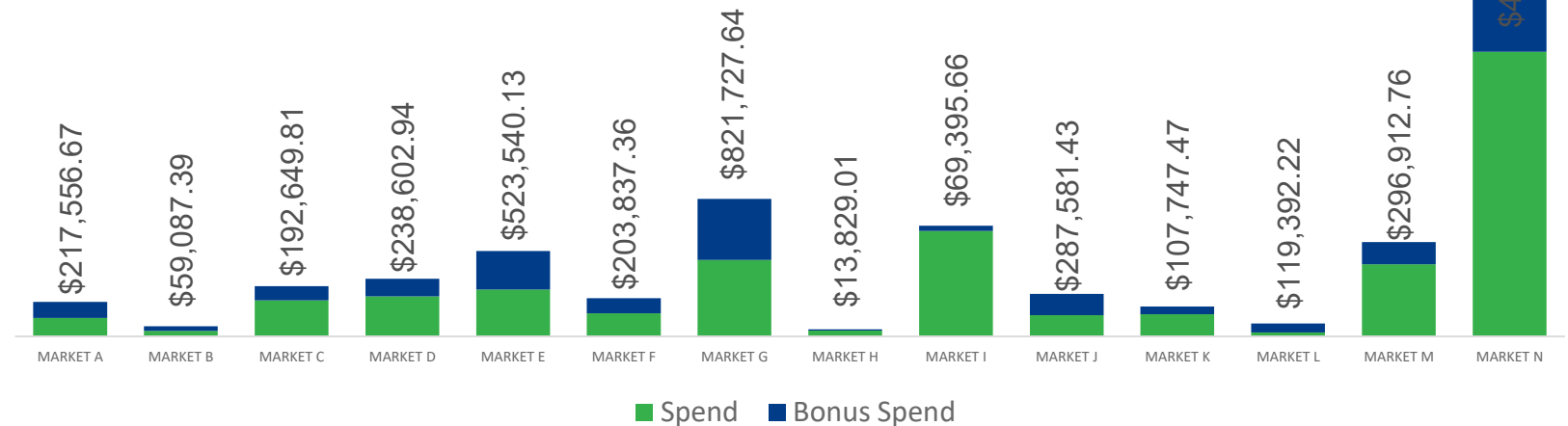
AD RECALL & MOVEMENT

Because of the excellent ad creative and content, the strategic placement of the buy, and the added layer of optimized data, the ad saw a recall of 47% among the target audience. Additionally, our client saw positive movement from pre to post test on key metrics that were important for their campaign.

PRE-TEST **POST-TEST**

47

33

Prior Ad Recall

Optimized Ad Recall

Believe this industry is taking key actions on the issue we asked about.
33
63

Believe this industry is committed on this issue.
24
42

Believe this industry cares about this issue.
19
38

Believe this industry is developing new products to address consumers concerns on these issues.
22
41
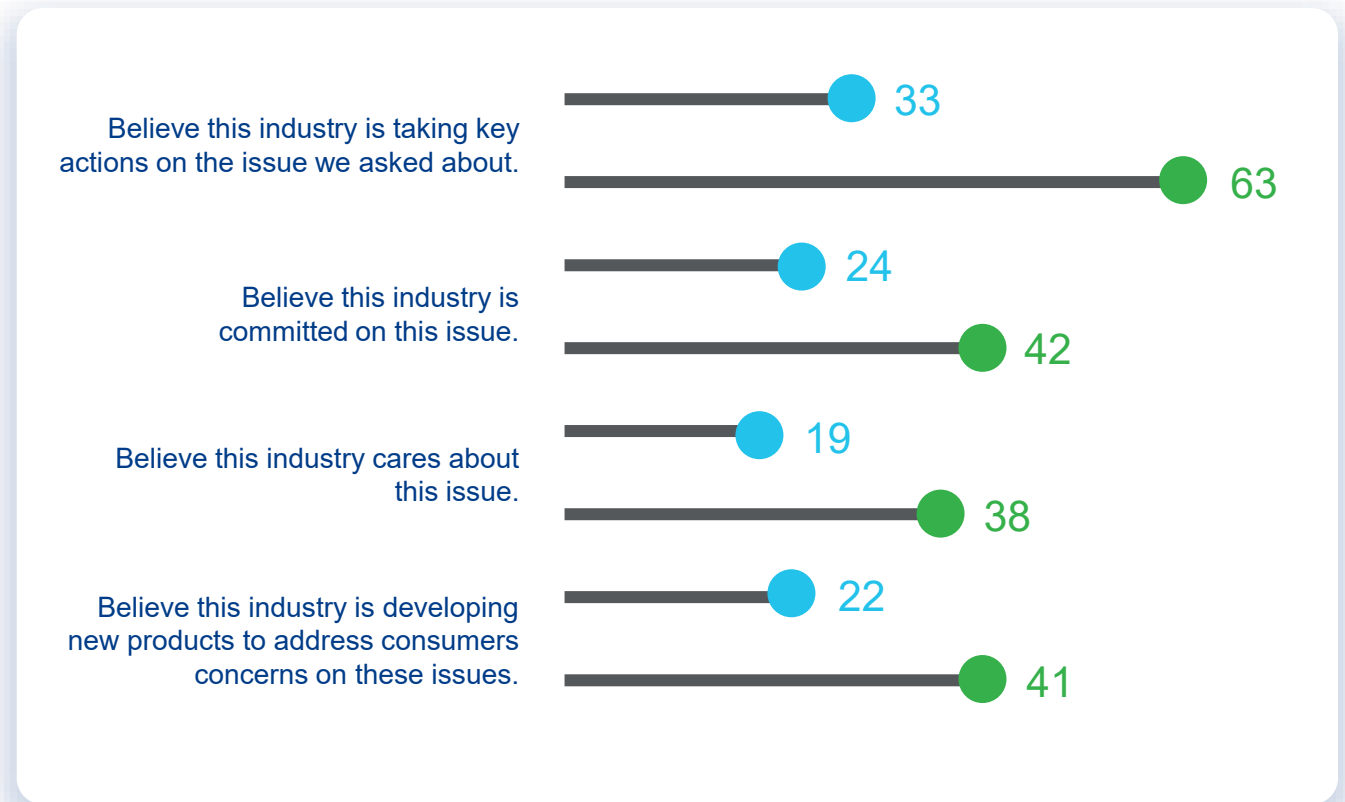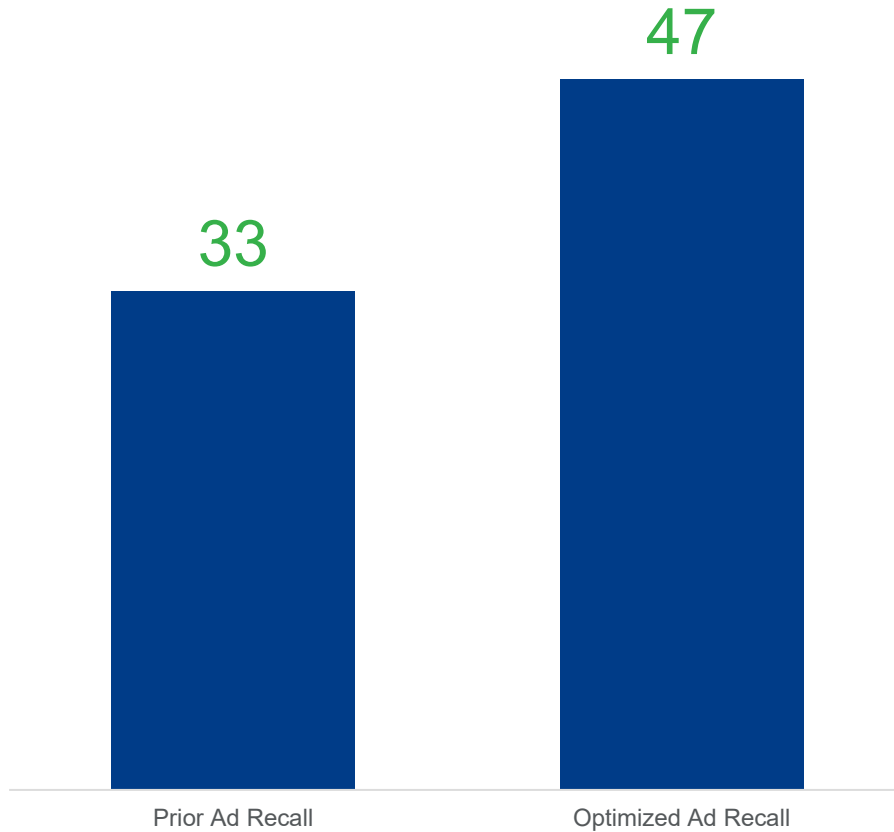
Who's Watching TV:
Local TV/Video Innovations

Contents

- Who's Watching TV: Introduction

- Use Cases By Client Type

- WWTV Technical Architecture

- Recent Innovations: Problem-Solving For The Local Media Industry
  - "As-Run Report"
  - Title Resolution
  - Voluminous Data Reporting

Who's Watching TV: Introduction

- Entrepreneurial software solution provider offering modern tools for analysis of multiple television industry data streams

  - Software solution provider processing local Nielsen and Comscore data
    - Nielsen local dailies & local monthlies, Comscore local monthlies
    - Expanding to report Nielsen local Hispanic data and multi-source streaming data

  - Provider of TV schedule data to the general media/entertainment industry
    - Various data partner relationships

  - Custom software builds for a range of clients: agencies, station owners, MVPDs, entertainment guilds, sports leagues

- In business 25 years
  - Principals: Steve Knapp/General Manager and Rama Raghava/CTO

- http://www.whoswatching.tv

WWTV Use Cases By Client Type

For media (sell-side):
Buy delivery monitoring
Discrepancies
Programming analyses

Benefits:
Time-saving
Custom views by owner footprint

For agencies (buy-side):
Buy delivery monitoring
Discrepancies
Programming analyses
Post-buy analyses

Benefits:
Time-saving
Mistake avoidance

For industry bodies*:
Rights-holder analyses
Residual calculation
Programming analyses

Benefits:
Time-saving
Custom views by business need

*sports teams and leagues, entertainment guilds
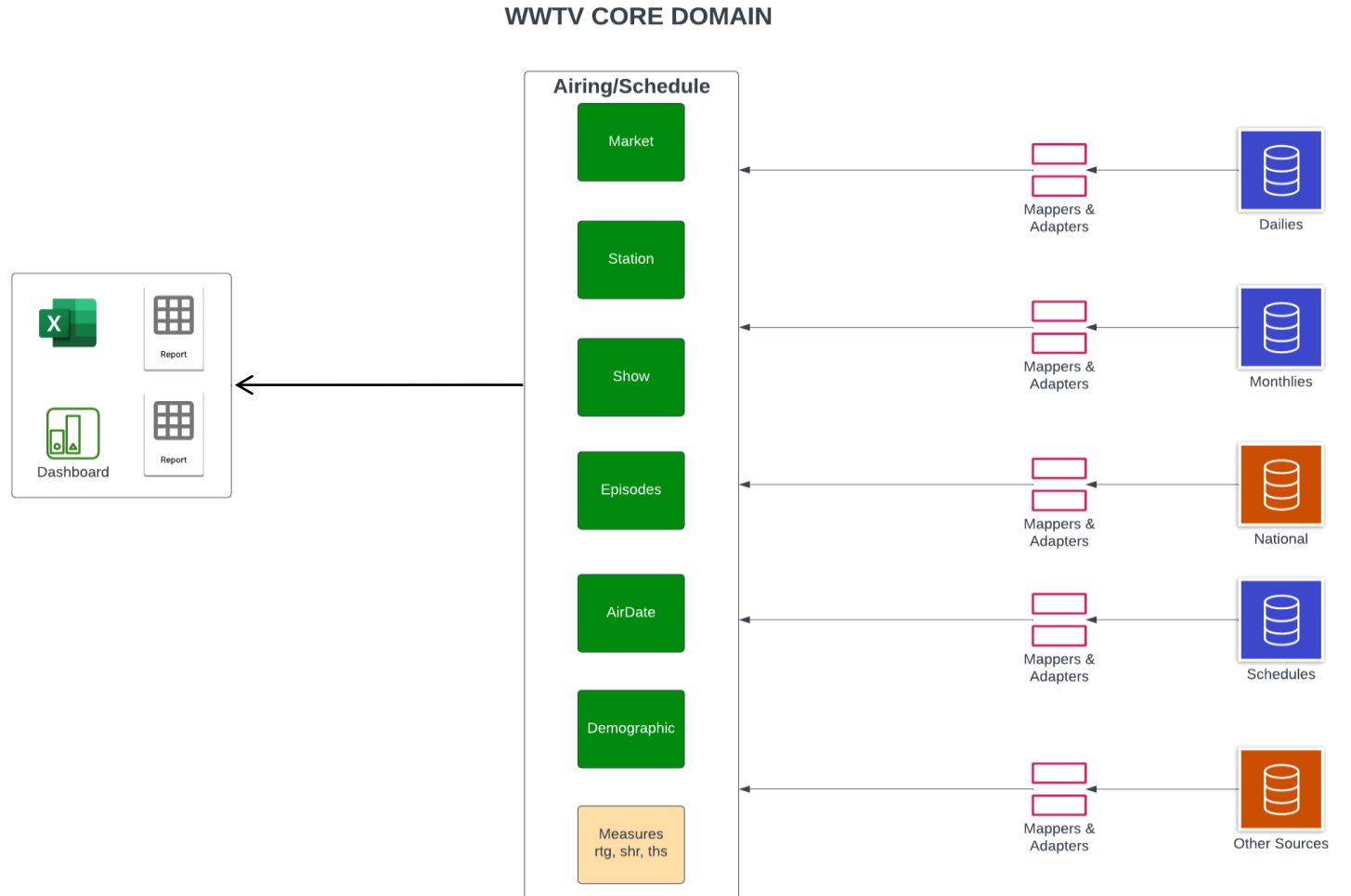
WWTV Technical Architecture

Who's Watching TV's platform was built from the ground up for today's data era, not repurposed from the mainframe era. We are constantly modernizing our structure and offerings. We lead the industry in customer-focused innovations and custom solutions.

WWTV's key capability is enabling data presentation in a usable way so it can be readily analyzed by constituents. We manage data and data functions so users can quickly arrive at useful business insights.

WWTV's web-based technical architecture is light and flexible by design. Our platform is arranged to enable maximum data access, speed and performance, and user productivity. Our GUIs are user-focused at the front- and back-end for maximum usability regardless of user-level industry experience.

WWTV combines different market tools with our own engineered code. Our process and products foreground platform longevity plus modernization with data partner collaboration and constant user feedback loops.

Notable features include: multi-directional permissions management, universal unique logins across client businesses, data harmonization, title resolution, purpose-built business intelligence tools.

WWTV CORE DOMAIN

Airing/Schedule

- Market
- Station
- Show
- Episodes
- AirDate
- Demographic
- Measures rtg, shr, ths

Report

Dashboard

Report

Mappers & Adapters — Dailies

Mappers & Adapters — Monthlies

Mappers & Adapters — National

Mappers & Adapters — Schedules

Mappers & Adapters — Other Sources

Recent WWTV Innovations For Local TV/Video Constituents:

1. **"As-Run Report" (Proof-of-Concept Product)**
2. Enabling Title Resolution
3. Streamlining Voluminous Data Reporting

INNOVATION:	"AS-RUN REPORT" (PROOF-OF-CONCEPT PRODUCT)
Improvements	Eliminating the weekly Excel file with order-in-progress details every TV seller sends to every TV buyer in America.
Description & Details	Web-based interface connecting buy-side order details (dates, dayparts, demos, units) with sell-side order implementation data (air times) enriched with audience details (multi-currency), to enable weekly buy oversight and management. Fully TIP-compliant. Meets the description of the "Audiences" report in the TIP workflow.
Inception & Context	WWTV conceived the "As-Run Report" as a solution for the marketplace when we joined the TIP Initiative in early 2024. Different businesses have worked on realizing the TIP workflow vision to varying degrees; when WWTV learned of the slow progress made to date on the Audiences step of the workflow, we perceived an opportunity for ourselves and decided to build a Proof-Of-Concept. Today we have two agencies and one station group operating our "As-Run Report" Proof-Of-Concept.
Problems Addressed	The "As-Run Report" addresses a forever inefficiency in the local TV/video marketplace, the weekly order stewardship tracker. Major software solution providers have been slow to work towards integrating their systems despite the efforts of TVB and desires of other market leaders and media owners. WWTV is ready to step into the gap between buy- and sell-side entities, most of which are already WWTV clients, and play a new key role connecting critical local TV business operations. A key benefit of the WWTV "As-Run Report" solution is data security. The Excel files that have been exchanged weekly by email between buyers and sellers until now can contain sensitive business operation data, including schedule performance, audience ratings and unit costs. WWTV's secure web-based platform allows control of sensitive data, and protects both buyers and sellers from data loss and other security risks.
Outcomes & Results	To date, successful implementation on both buy- and sell-side of our Proof-Of-Concept.
Next Steps & Future Plans	We are approaching all our current buy- and sell-side clients to introduce our "As-Run Report" product. We plan to showcase the "As-Run Report" at the next TIP Forum in 4Q 2024.

INNOVATION:	ENABLING TITLE RESOLUTION
Improvements	Data tools that resolve different titles from different sources for the same content, specify episode/sports event-level content name with additional relevant adjacent data (home & away team name, etc), and fill gaps in content titling, to illuminate reality, enable understanding, and facilitate business activity (market analysis, audience trending/projections and buy stewardship).
Description & Details	WWTV combines multiple data sources – local TV currency data plus data from other sources including content owners – in order to supply accurate and specific title information on all content episodes aired on local TV/video distributors. (bcast, cable) In addition to ingesting all local market syndicated audience data WWTV maintains daily contact with sports leagues and local media distributors to obtain and display real-time updates to on-air program data in local markets.
Inception & Context	WWTV's business began in part with its capability to provide titling detail currency providers and other TV data companies could not supply. Title resolution is a key local TV market data problem WWTV has solved for a wide range of media business constituents. As content distribution has exploded and sports programming has become ever-more highly valued, WWTV's ability to label content accurately and quickly has made it an indispensable tool for buyers, sellers and programmers alike.
Problems Addressed	How local data are structured by currency providers. Gaps in data labeling produce the dreaded "Various" label when analysts run multi-day reports, preventing understanding of what content aired when on what platform.
Outcomes & Results	Market knowledge, constituent understanding.
Next Steps & Future Plans	Explore relationships with more and new sources of content labeling (streaming, international, etc) for potential incorporation into the WWTV platform.

INNOVATION:	STREAMLINING VOLUMINOUS DATA REPORTING
Improvements	WWTV's technical architecture allows its platform to streamline voluminous data reporting – for multiple-market owners, content syndicators, sports teams and leagues – enabling constituents to analyze otherwise-unanalyzable data, discover insights, and maximize business productivity.
Description & Details	The Who's Watching TV platform is a combined hardware and software solution designed to keep its database lightweight. WWTV employs database normalization processes so its data structures are maximally flexible and fast, and its performance is outstanding – multi-year/multi-market reports are generated in a few seconds. WWTV's performance far outstrips that of any other local TV data provider or processor, and WWTV customers say they have capability with our platform that is not available from anyone else.
Inception & Context	The local TV business requires voluminous data to operate: programming data, audience data for multiple demographic groups, 24-hours/day, 365 days/year, for 210 DMAs, historical and projected, plus historical and projected ad unit cost data. All data must be combinable and re-combinable and analyzable quickly for all kinds of businesses to operate. Users cannot drown in data; they must be able to produce analyses and find answers to questions quickly. WWTV's original industry solutions date to early 2000s when Nielsen launched its Local Dailies product. Today we find more different kinds of customers and use cases for our solutions than ever before because of the explosion in local TV data. The Peak TV/streaming era has produced ever-more entertainment, news and sports content which must be analyzed at ever-more sophisticated and granular levels for performance and monetization potential. Notably, WWTV has clients among all the entertainment guilds that participated in 2023 labor strikes.
Problems Addressed	Customer needs for fast, intuitive, customized granular AND summary-level analysis of ever-expanding data volumes.
Outcomes & Results	Customer visibility into otherwise-unanalyzable data critical to their business operation.
Next Steps & Future Plans	Ingesting local streaming data for analysis.

WWTV Capabilities

- Accurate & Agile, effective and efficient reporting
- Creative report customization
- Intuitive and easy to use reporting tools
- Web-based & automatic updates
- Multi-source data integration