



gemiusAudience Overnight™

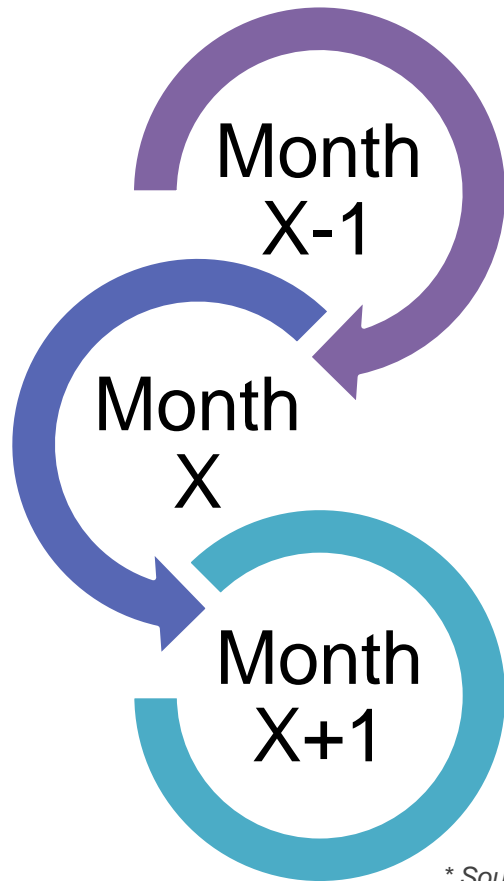
Revolution in Delivering Final and Complete Internet Audience Results

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www.gemius.com






Delivery Cycle Standard in last cca. 10-12 years:

MONTHLY CYCLE (at best) to Markets / JICs

HOWEVER, STRONG CHANGES IN MARKETS:

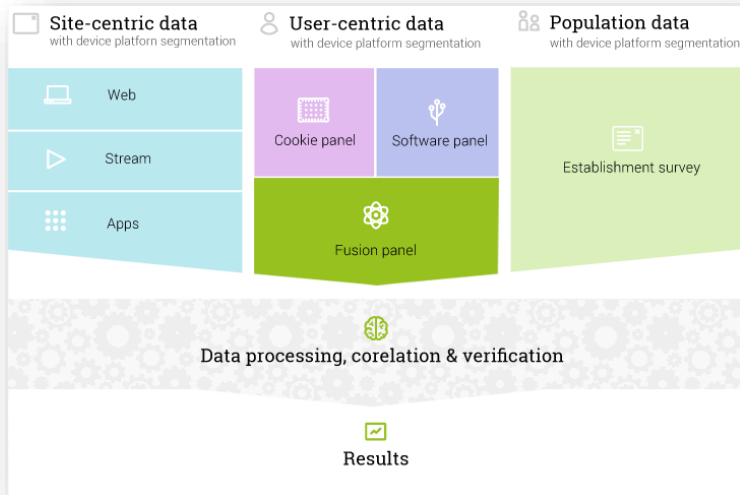
- **Traffic grew** immensely in last decade:
 - monthly users in 2004 \approx daily users in 2015 
- **Faster decisions** required for both **Publishers** re content management & competition, and **Agencies/Advertisers** re planning/optimizing ads
- **TV-Online Cross-media** fusion/deduplication

* Source: PBI-Gemius Megapanel – Poland: 2004 vs 2015



MONTHLY CYCLE

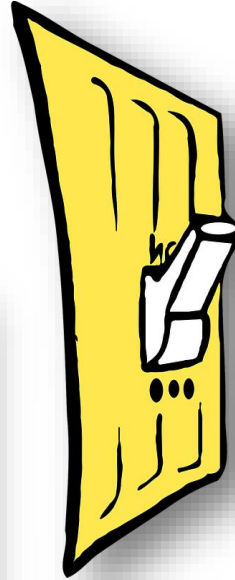
Gemius pioneered in developing Hybrid methodology in 2003



OVERNIGHT CYCLE

Gemius started to develop Overnight™ methodology back in 2014, completion **took nearly 2 years**

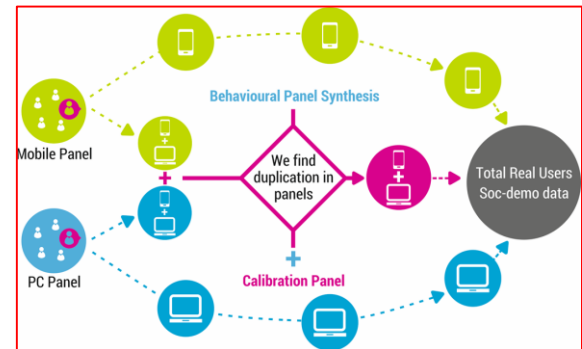
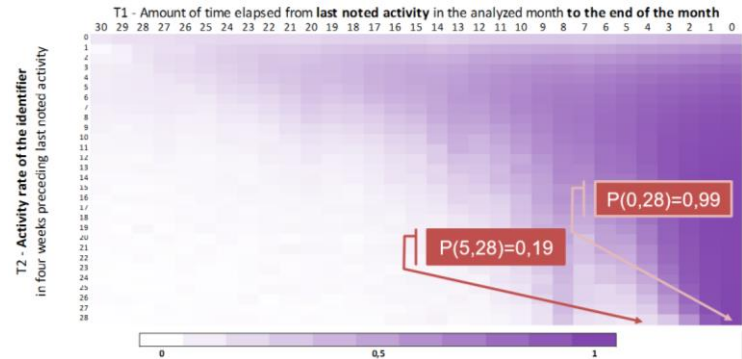
OBJECTIVE: All known features from Monthly Cycle measurement adapted to Overnight™



- **BID**
(BrowserID)
... and not Cookies only

- **BEAST**
(Best Estimation Algorithm Standard)
... to predict good browsers

- **BPS™**
(Behavioural Panel Synthesis)
... for Multiplatform & Cookie-Software Panels



Audit

- Media trees
- Streams
- Drzewko tematyczno-funkcjonalne
- Internet

Audit

Sort by: Section name Page views: Matching page views

Search

| Section name | Page views | Matching page views |
|-----------------------|------------|---------------------|
| Internet | 1m | 98.83% |
| 24opole | 1m | 0.03% |
| 5fantastic | 1m | 0.00% |
| Advision | 1m | 0.00% |
| Agora | 1m | 1.46% |
| AgroFoto | 1m | 0.02% |
| agrofoto.pl | 1m | 100.00% |
| Aplikacja Agrofoto | 1m | - |
| Alibaba Group Holding | 1m | 0.01% |

agrofoto.pl

Path: Internet/AgroFoto/agrofoto.pl

- Yes Visible in gemiusAudience results
- Yes Audit

Matched URLs

| Url | Events |
|-----------------|--------|
| www.agrofoto.pl | 361 |

PC

Matched URLs

| Url | Log | PV |
|-----------------|-------------|--------------|
| | PV% / UU | PV% / UU |
| www.agrofoto.pl | 100.00% / 8 | 100.00% / 24 |

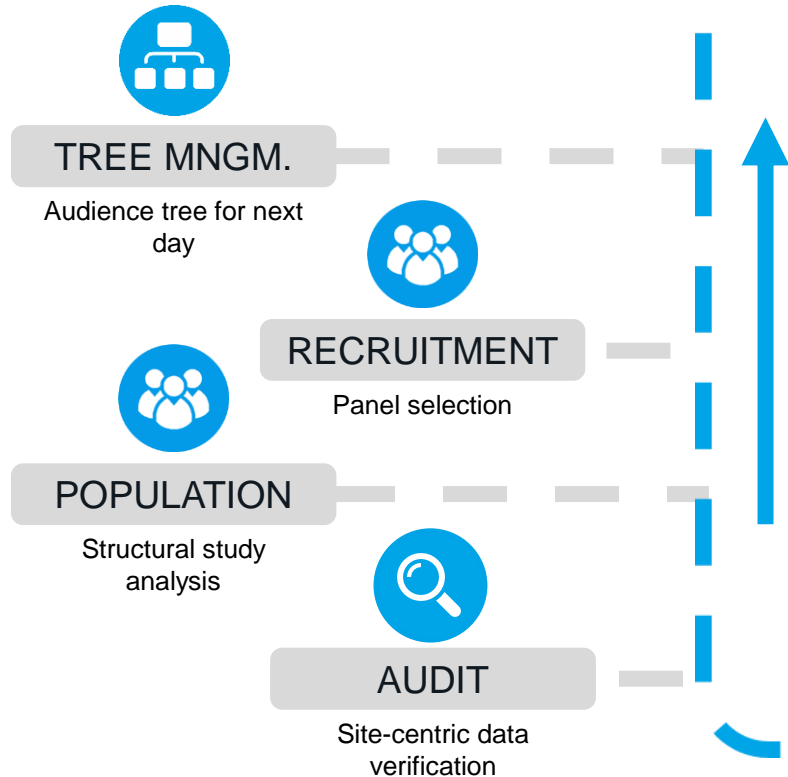
Section definition

Included URLs
agrofoto.pl (Domain with its subdomains)

**New Tree Management Tool
Integrated with gemiusPrism
Site-Centric Tool**

Overnight™ Production Cycle

REPORTING DAY



NEXT DAY

0:00am

6:00am

2:00pm

GEMIOUS AUDIENCE
Overnight™ Production System

INTERNAL QUALITY CONTROL

LOCAL QUALITY CONTROL

PUBLICATION



FINAL AND COMPLETE DATA OVERNIGHT™:

1. Both **Tagged & Non-Tagged** Content (Cookie & Software Panel)

2. **Multiplatform (6+1):**

- Desktop – Desktop/Home – Desktop/Work
 - *New HOME&WORK Multilocation Model !*
- Mobile – Mobile/Smartphone – Mobile/Tablet



3. **Total Platform (Panel) by BPS™**

4. **Content:**



WEBSITES



**MOBILE
APPLICATIONS**



**STREAM
(VIDEO, AUDIO)**



POLAND:

- Overnight™ first version delivered to stakeholders Jul, 2015
- Overnight™ official JIC-currency since May, 2016



A LIST OF MARKETS TO LAUNCH:



TBC





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