

CROSSROADS™

REAL TIME CROSSMEDIA & CROSSDEVICE
MEASUREMENT OF AUDIOVISUAL CONTENT
AND RELATED BEHAVIORS

OmnicomMediaGroup



2018

**THE MEASUREMENT
OF AUDIOVISUAL
CONTENT AND
PLATFORMS
IT'S FRAGMENTED
AND NON
SISTEMATIC**

NETFLIX

7%

Loading



MOBILE

**IS THE MAIN DEVICE SHOWING VALUABLE
INFO ABOUT INDIVIDUALS**

Where converge both on & off audiences

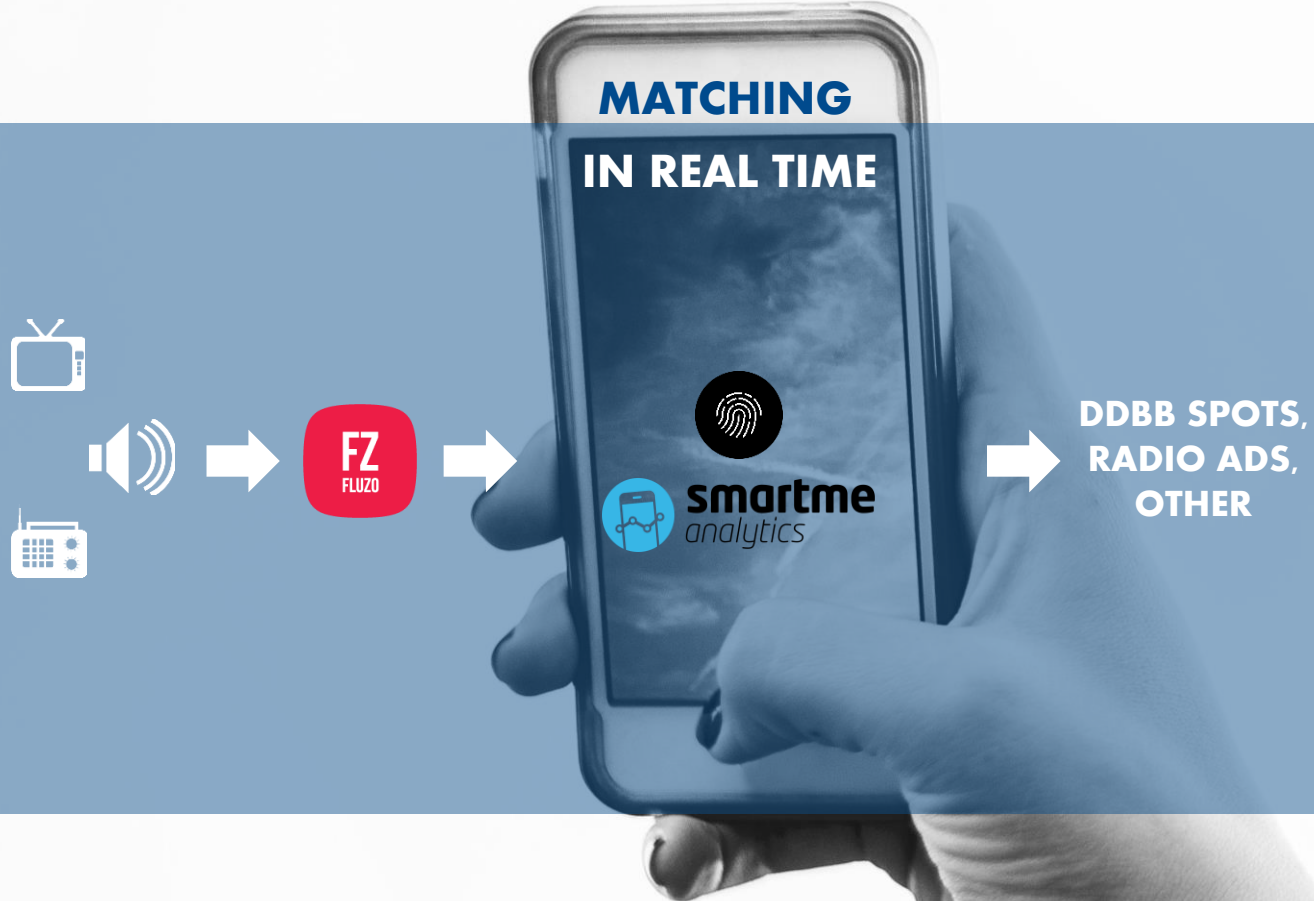


Presenting

CROSSROADS™

WHERE ALL CHANNELS CROSS IN REAL TIME.

METHODOLOGY – OPERATIONAL



POV OF CONTENT

WHO IS WATCHING/LISTENING

WHAT IS HE/SHE
WATCHING/LISTENING TO

FOR HOW LONG

HOW MANY TIMES
IN REAL TIME

ALONGSIDE WHAT OTHER
CONTENTS

SIMULTANEOUS USE OF MOBILE

TV & RADIO ACTING AS ANY
OTHER ANALYTIC MEDIA

POV OF MOBILE + APP

SOCIO-DEMO PROFILE

USE OF APP-MSM

USE OF OTHER APPS AND
SERVICES

SIMULTANEOUS / SUPPLEMENTARY
USE

USE OF SSMM

YOUTUBE AND VIDEO ONLINE

Real-time identification of channels listened through automatic content recognition

WE CONNECTED ALL THE PIECES THROUGH A PANEL

To obtain an holistic view of the user

CROSSROAD™ ROADMAP

JUNE'17 PILOT TEST

- 200 PANELISTS
- ACCEPTANCE OF MICROPHONE ACCESS
- SDK IMPLEMENTATION
- OPTIMIZATION OF MOBILE PERFORMANCE
- ANALYSIS OF BARRIERS

NOV'17-JAN'18 PANEL

- 2,015 PANELISTS INVITED
- 73% ACCEPT MICRO ACCESS
- N = 1,600 REPRESENTATIVE 14+
- 13 NOV - 17 JAN (24/7)
- WATCHED TV: 94,7%
- WATCHED TV ADS: 93%
- CONF. LEVEL 99%, MARGIN OF ERROR +/-2%

2018

- CAMPAIGN TRACKING
- DATA-APPS
- INTEGRATION ANNALECT 360

DIMENSIONS OF MEASUREMENTS

439.428

TOTAL AMOUNT OF MONITORED ADS

TOTAL DAYS OF USAGE	45.415
DAYS OF USE – WEEK DAYS	34.395
DAYS OF USE - WEEKENDS	11.020
TOTAL AMOUNT OF ACCESSES	3.843.523
ACCESSES WITH 3G/4G	1.298.675
WEEKEND ACCESSES	791.716
WORKING HOURS ACCESSES	1.964.399
ACCESSES THROUGH WIFI	2.544.848
WEEK DAYS ACCESSES	3.051.807
AFTERWORK ACCESSES	1.879.124

HOURS OF USAGE	
HOURS OF USAGE – WEEK DAYS	76.855
HOURS OF USAGE - WEEKENDS	22.288
HOURS OF USAGE – WORKING HOURS	44.268
HOURS OF USAGE - AFTERWORK	54.875
HOURS OF USAGE WITH 3G/4G	25.253
HOURS OF USAGE THROUGH WIFI	73.890
TOTAL HOURS OF USAGE	99.143

TOTAL AMOUNT OF ADS T5	74.908
TOTAL AMOUNT OF ADS A3	77.062
TOTAL AMOUNT OF ADS LA SEXTA	60.143
TOTAL AMOUNT OF ADS CUATRO	60.712
NO OF URLS BROWSING HISTORY	1.005.395
NUMBER OF USED APPS	5.752
NUMBER OF RELATED SEACHES	78.388



CROSS-DEVICE MEASUREMENT OF AUDIOVISUAL CONSUMPTION

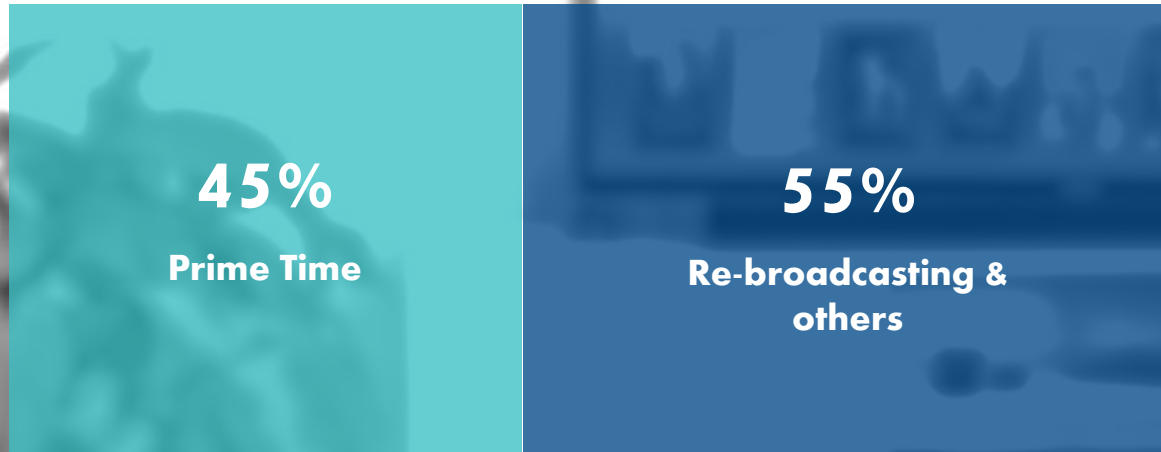
LINEAL TV / ON DEMAND

MEASUREMENT OF BEHAVIOR AND ADDED CONSUMPTION OF 'GOT TALENT SPAIN' CHAPTER 4 (V26 > X30)+

LINEAL TV

72%

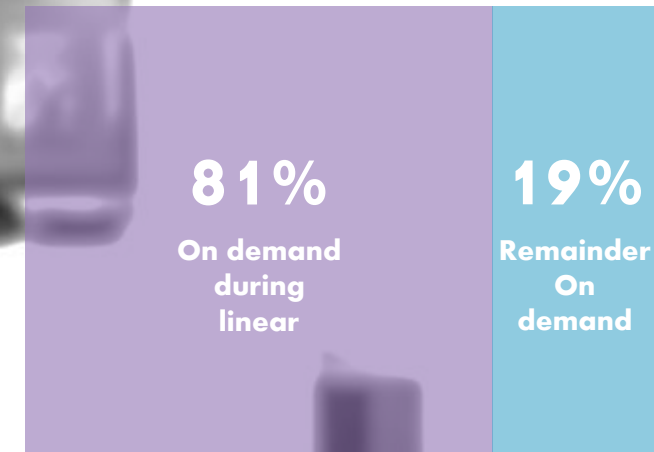
Total audience



TV ON DEMAND

28%

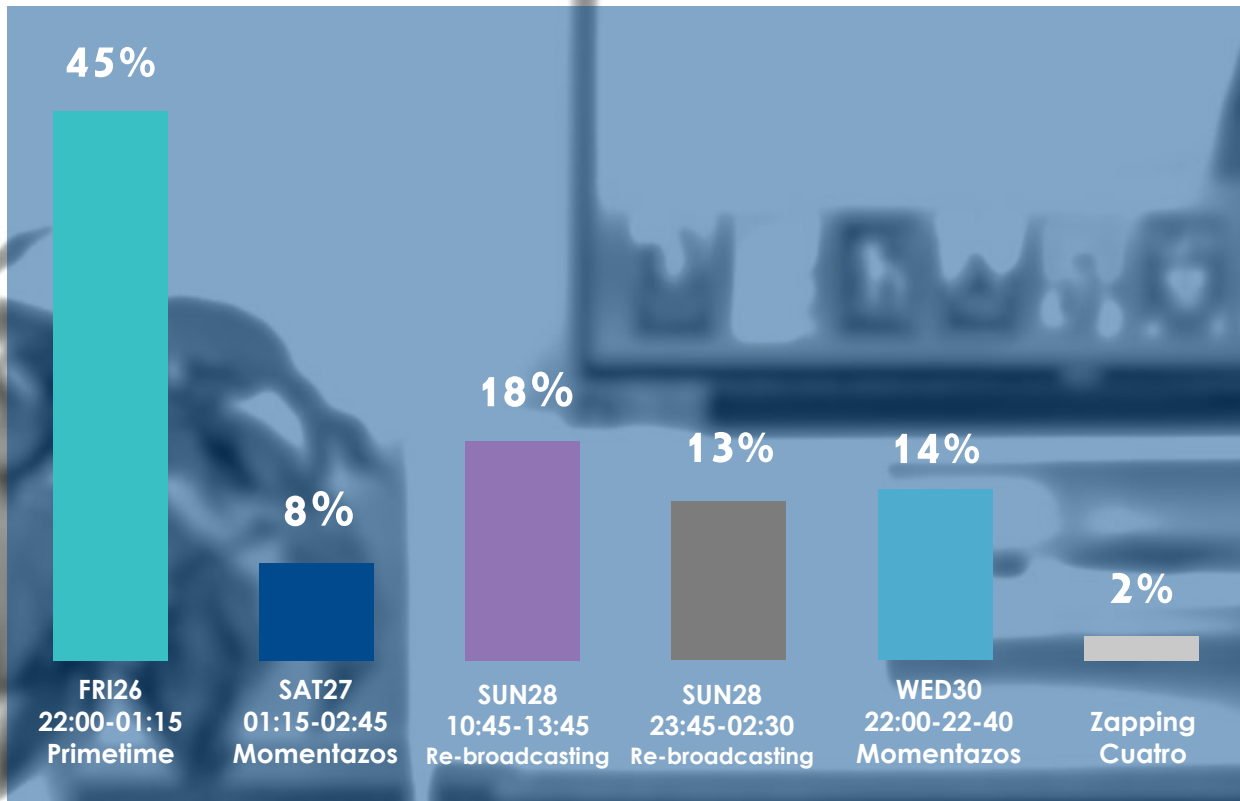
Total audience



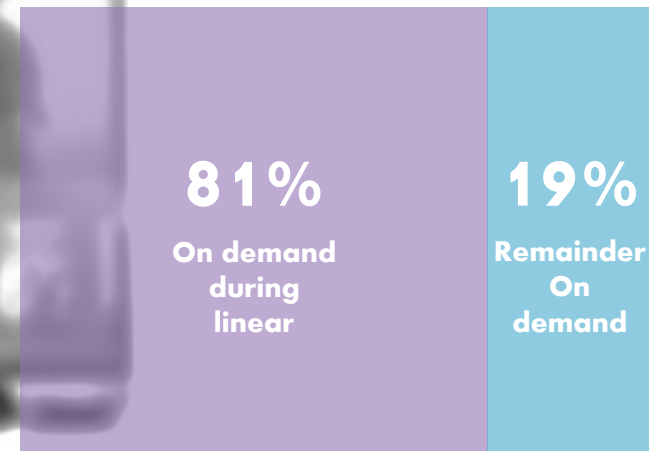
LINEAL TV / ON DEMAND

MEASUREMENT OF BEHAVIOR AND ADDED CONSUMPTION OF 'GOT TALENT SPAIN' CHAPTER 4 (V26 > X30)+

LINEAL TV AUDIENCE

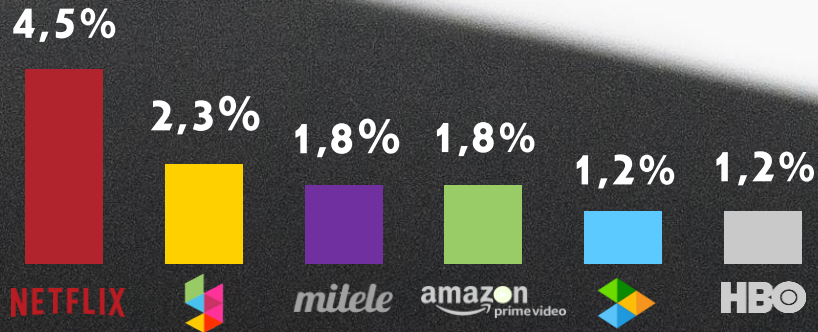


TV ON DEMAND AUDIENCE



MOBILE ON DEMAND TV

USERS WHO ACCESSED ON DEMAND TV VIA APPS

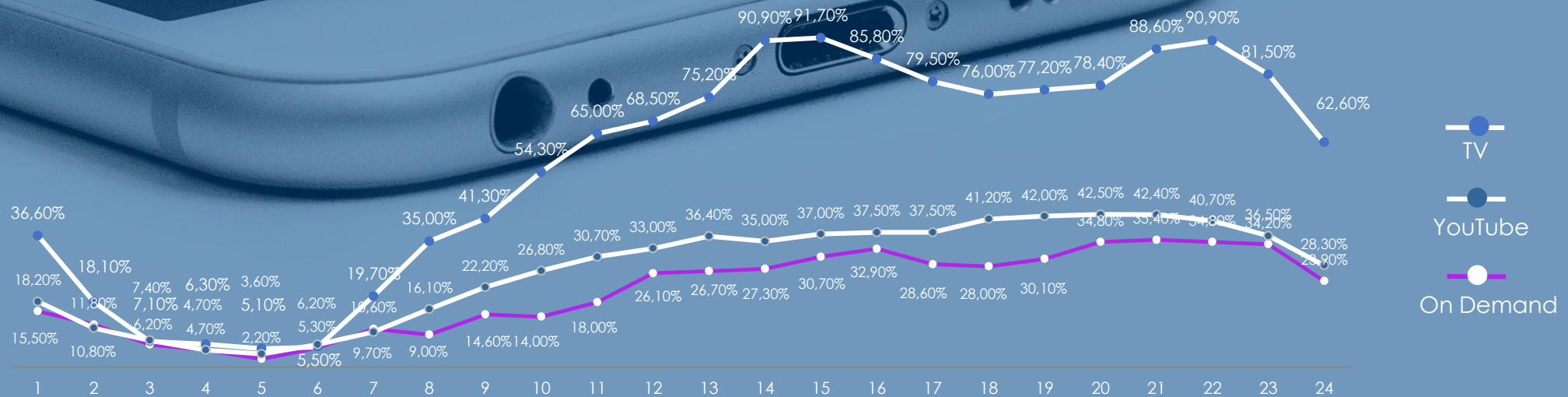


MOBILE ON DEMAND TV AUDIENCE PROFILE

AUDIENCE SIZE AVERAGE AGE

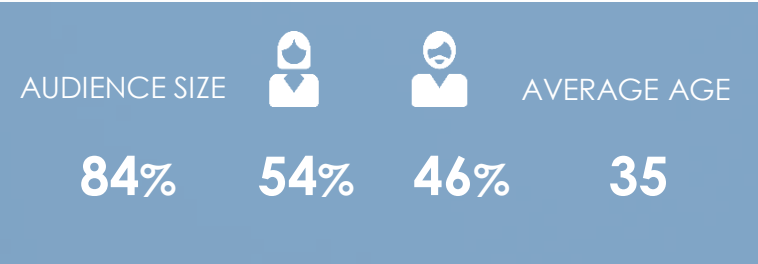
Platform	Audience Size	Female	Male	Average Age
On Demand Mobile	10%	47%	53%	38
YouTube	63%	52%	48%	37

WHEN DID THEY ACCESS: ON DEMAND APPS VS LINEAL TV

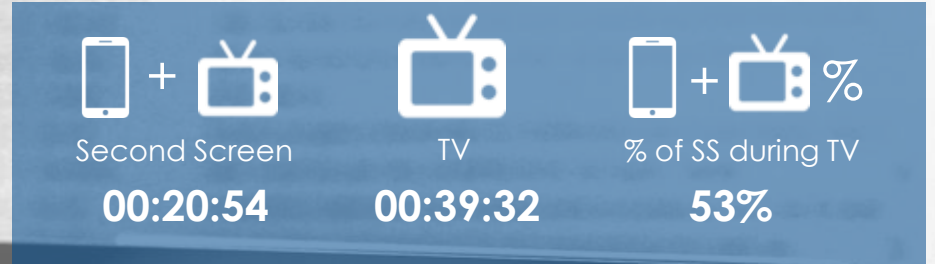


SECOND SCREEN

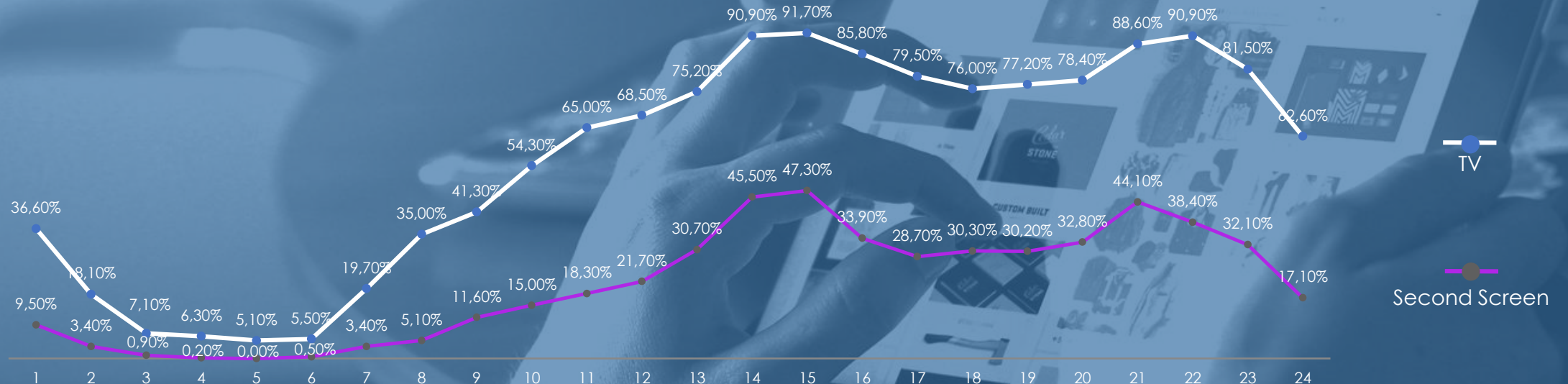
PROFILE OF AUDIENCES USING A SECOND SCREEN



SECOND SCREEN VS TV – TIME SPENT

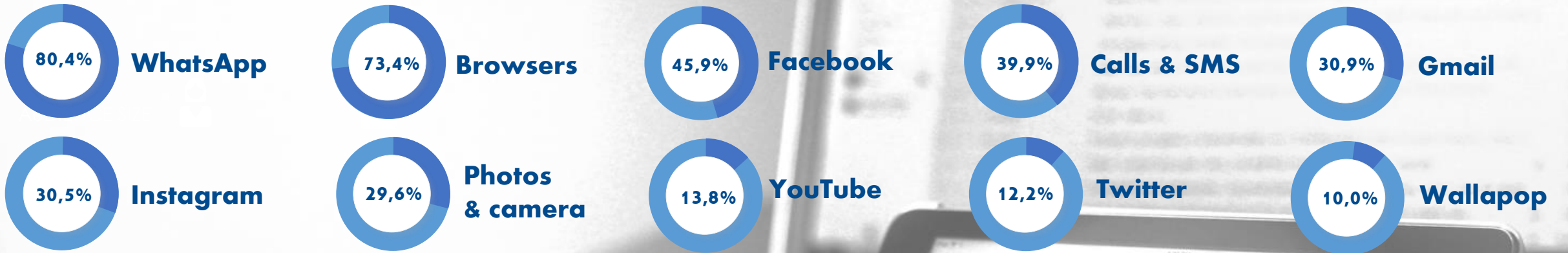


WHEN DID THEY USED A SECOND SCREEN

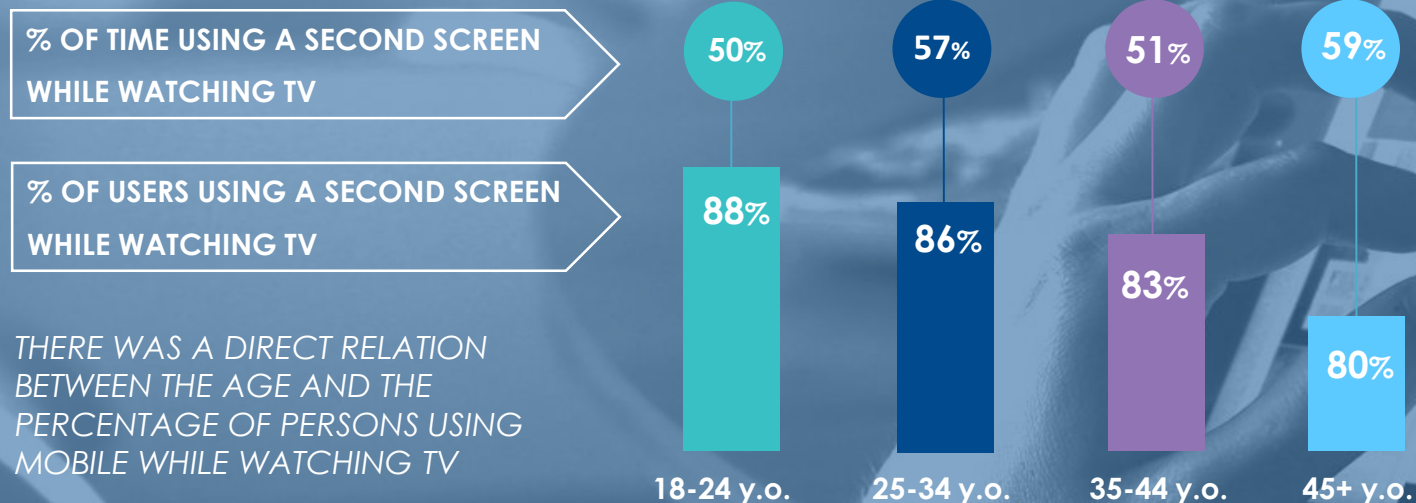


SECOND SCREEN

TOP 10 MORE USED APPS IN SS



% OF USERS AND TIME SPENT USING SECOND SCREEN IN TV, BY AGE

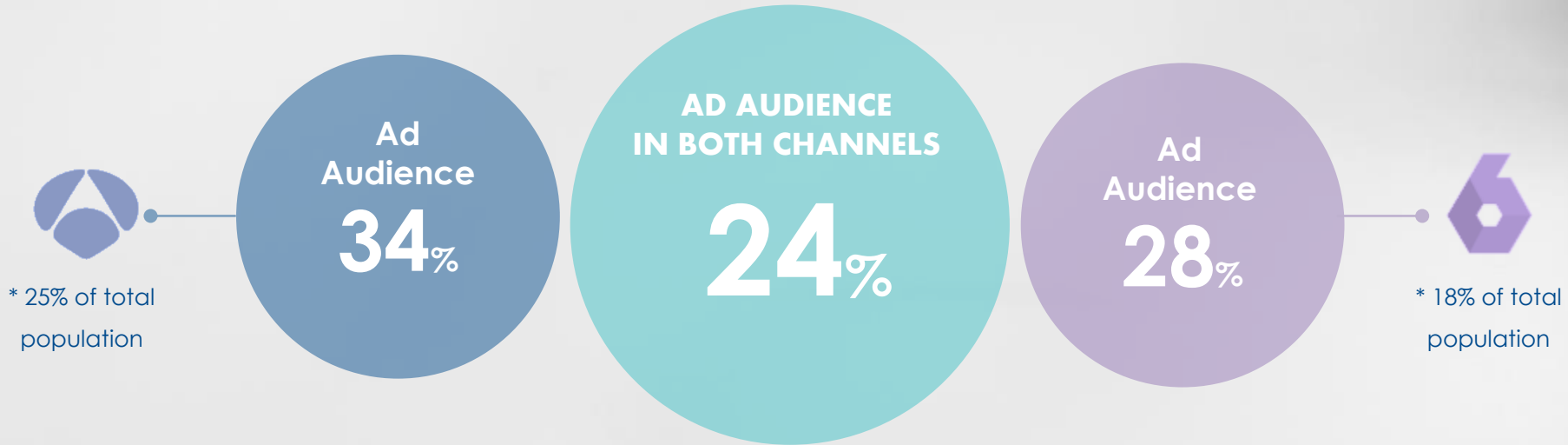


THERE WAS A DIRECT RELATION BETWEEN THE AGE AND THE PERCENTAGE OF PERSONS USING MOBILE WHILE WATCHING TV

HOW IS THIS APPLIED TO REAL CAMPAIGNS?

KRUSTY TELCO LTD

MEASUREMENT OF THE IMPACT ON A REAL CAMPAIGN AIRED IN ANTENA3 & LA SEXTA



Real names of the brands subject to non-disclosure agreements

OmnicomMediaGroup



KRUSTY TELCO LTD

MEASUREMENT OF THE IMPACT ON A REAL CAMPAIGN AIRED IN ANTENA3 & LA SEXTA

% OF RECALL AFTER WATCHING THE COMMERCIAL



CLIENTS VS NON CLIENTS: BEHAVIORAL DATA AFTER WATCHING THE COMMERCIAL

	Searched for related content in Google	visited krustytelco.com	Used its app
KRUSTY TELCO	6%	7%	65%
KRUSTY TELCO	94%	93%	35%

* % of audience being clients and non clients of Krusty Telco

Real names of the brands subject to non-disclosure agreements



ERASING THE FRONTIERS BETWEEN DIGITAL AND PHYSICAL WORLD

A new path to conversion

KRUSTY BURGER: UNDERSTANDING USERS' CONTEXTS

A DEEP DIVE WITH TWO INDIVIDUALS

PANELIST ID

#95



29th of october
20:34h
AD VIEWING



29th of october
21:12h
USES THE APP



31st of october
20:58h
SEARCHES IN GOOGLE:
KRUSTY BURGER



31st of october
21:34h
IS LOCATED AT A KRUSTY
BURGER (BY COORDINATES
AND BY USAGE OF ITS WIFI)

PANELIST ID

#2.037



30th of october
19:58h
AD VIEWING



30th of october
20:01h
SEARCHES IN GOOGLE:
DELIVERY FOOD



30th of october
20:42h
USES GLOVO APP

EL KRUSTY INGLÉS

HOLISTIC ON&OFF CUSTOMER JOURNEY

OF THOSE WHO BOUGHT AT EL KRUSTY INGLÉS: WHAT DID THEY DO BEFORE?

THE ANALYSIS OF THE CASES ACCORDING TO THE PREVIOUS VARIABLES HAVE DETERMINED THE 3 MOST FREQUENT CUSTOMER JOURNEYS

BEHAVIORAL DATA AFTER WATCHING THE COMMERCIAL

BUYS AT EL KRUSTY INGLÉS

AD
VIEWING

33%

RECALL THE
ADVERTISING

80%

HAVE VISITED
THE SHOP
PREVIOUSLY

3,4%

HAVE VISITED
ITS WEB

8%

ADS
VIEWED

1,2

EXAMPLE: 13% OF THOSE WHO HAVE BOUGHT AT EL KRUSTY INGLÉS, HAD VIEWED MORE THAN 2 ADS ON TV, SPECIFICALLY IN ANTENA 3





A GLOBAL MEASUREMENT OF THE ROI

MEASUREMENT OF CROSS IMPACT. KPIS AS A WHOLE.

THIS CAMPAIGN WAS MEASURED DURING BLACK FRIDAY



EXPOSED

45 %



FREQUENCY

3,6



RECALL

79 %



VISITED WEBSITE

32 %



APP USAGE

+81 %



GOOGLE SEARCHS

6 %



EXPENSE

134 €

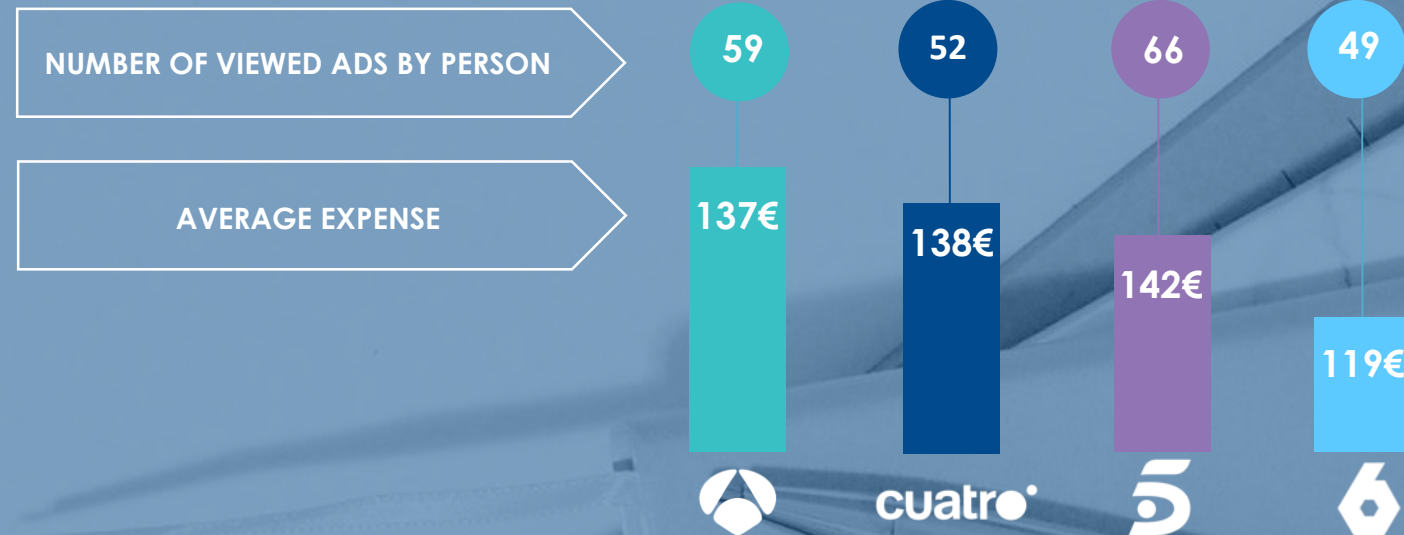
AVERAGE EXPENSE DIFFERENTIATED BY PROFILE

AVERAGE EXPENSE BY PROFILE


IN TERMS OF GENDER, MEN MADE A HIGHER AVERAGE EXPENSE DURING BLACK FRIDAY, WITH NO MEANINGFUL VARIATIONS ACORDING TO AGE. THE MOST MEANINGFUL VARIATION IN AVERAGE EXPENSE IS OBSERVED AMONG MOBILE HEAVY USERS COMPARED TO THOSE OTHER USING IT LESS.



AVERAGE EXPENSE BY TV CHANNEL



TELECINCO LOOKERS-ON SHOWED THE HIGHEST AVERAGE EXPENSE DURING BLACK FRIDAY AND THE HIGHEST NUMBER OF ADS VIEWED, WHILE LA SEXTA AUDIENCES FEATURED THE LOWEST AVERAGE EXPENSE.



MEASUREMENT OF INDIVIDUAL AUDIENCES

MEASUREMENT OF INDIVIDUAL AUDIENCES

EXPOSURE OF A USER TO THE MULTIPLE CHANNELS/APPS AIRING ADVERTISING



Panelist id
#2.037



07:30H

TV - ANTENA 3

HE WAKES UP AND
WATCHES A3

- 27' SESSION -



08:15H

TWITTER

HE OPENS THE APP
WHILE ON THE
SUBWAY ON HIS WAY
TO WORK

- 8' 22" SESSION -



11:37H

MARCA

HE OPENS MARCA
APP DURING A BREAK

- 1' 13" SESSION -

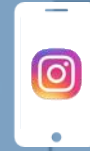


14:16H

TV - LA SEXTA

HE WATCHES LA SEXTA
WHILE LUNCH BREAK
AT WORK

- 43' SESSION -



18:44H

INSTAGRAM

BACK AT HOME HE
USES INSTAGRAM

- 3' 49" SESSION -



19:38H

MIS MARCADORES

HE OPENS AN APP
FEATURING BET
ADVERTISING

- 37" -



19:57H

TV - BEIN SPORTS

TURNS ON BEIN SPORTS
TO WATCH THE GAME

- 1H 58' SESSION -



20:02H

WEB - BET 365

VISITS BET 365 ONLINE
TO BET

- 49" SESSION -



MEASURING AN AUDIENCE OF INDIVIDUALS

BEYOND THE AUDIENCE OF MEDIA