



Behavioural Panel Synthesis™ (BPS™)

A New Horizon to Cross-Platform Measurement

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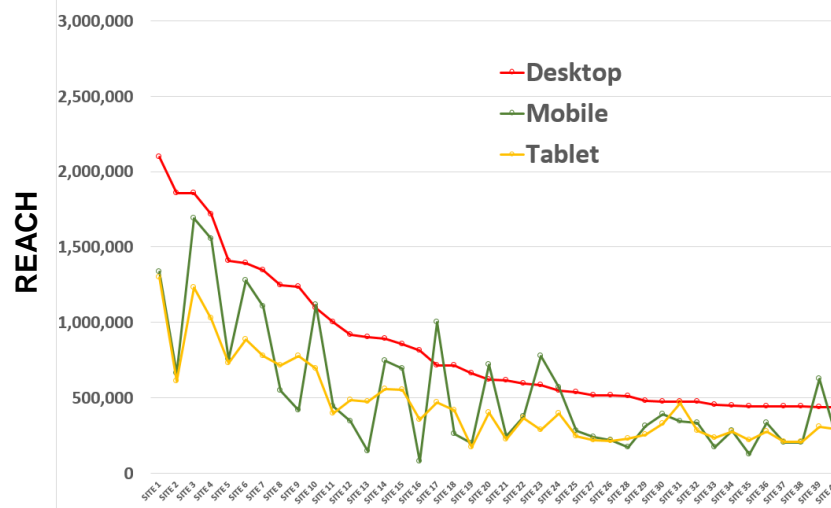
Audience Measurement Solutions

www.gemius.com

THE CHALLENGE

Hybrid Internet Audience Measurement (census + sample data):

- full traffic and profile information on **stand-alone platforms**



CHALLENGE: the glue is missing!

➔ how large is the TOTAL Deduplicated Reach of a certain content across the different platforms?

1. SINGLE-SOURCE PANEL:



- High Refusal Rate
- Lack of Stability
- Panel Size
- Costs



2. REGULAR FUSION (Socio-Demog):



- Lack of correlation between demography and duplication
- Results coherent with random model



ON THIRD TRY: GEMIUS COMBINED IT ALL



Single-Source
Subpanel
(for calibration)



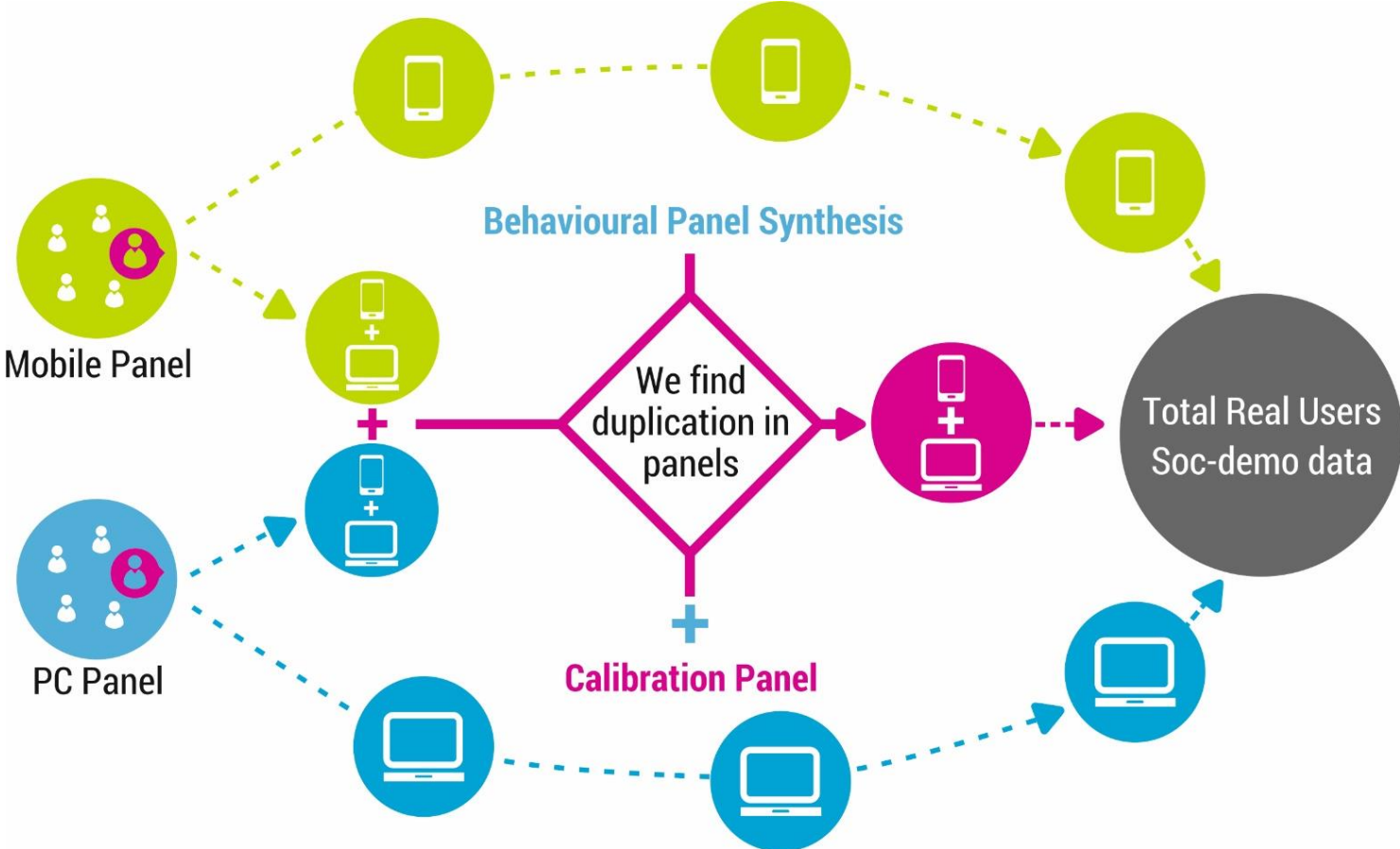
Fusion



Behavioural
Patterns



BEHAVIOURAL PANEL SYNTHESIS™ (BPS™)



DATA USED IN BPS™ PROCESS

ID	PANEL	DEVICES	GENDER	AGE	...	krak.dk	dr.dk	tv2.dk	...
123	PC	PC only	Female	14	...	No	Yes	Yes	...
456	PC	PC & Tablet	Female	45	...	Yes	No	Yes	...
789	PC	PC & Mobile	Male	28	...	Yes	Yes	No	...
456	Tablet	PC & Tablet	Female	45	...	No	No	Yes	...
101	Mobile	PC & Mobile	Male	32	...	Yes	No	Yes	...
...

Devices

Socio-Demog

Behavioural Patterns

vast amount of behavioural data

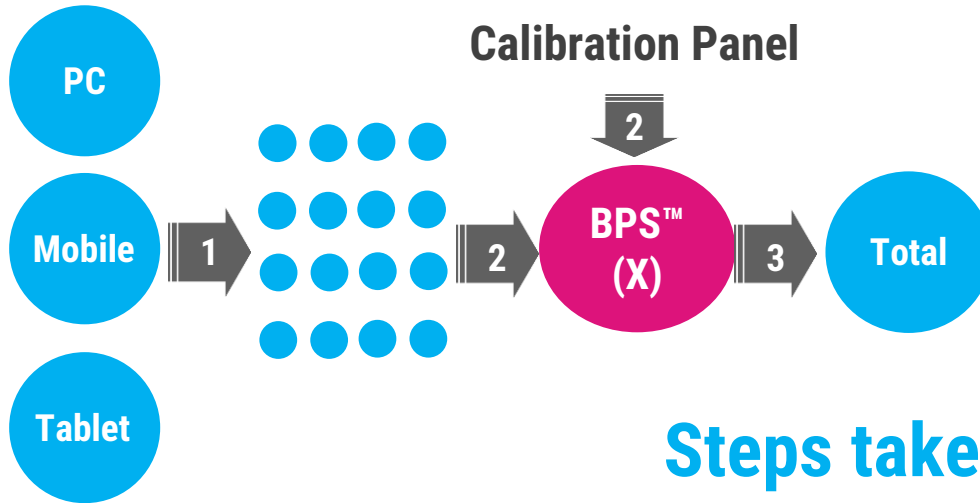


Knowledge about the behaviour of the calibration panelist between devices →

		ID1	ID2	W1	W2	W3	...	Join?	ID1	ID2	W1	W2	W3	...	Join?		
Positive patterns	}	123	123	0	0	1	...	Yes	123	456	0	0	1	...	No	}	Negative patterns
		456	456	1	0	0	...	Yes	456	123	1	0	0	...	No		
		789	789	1	0	1	...	Yes	789	101	1	0	1	...	No		
		101	101	0	0	1	...	Yes	101	789	0	0	1	...	No		
			

→ we create a **probability model** to connect two panelists from separate studies





Steps taken during BPS™:

1. Metrical clustering
2. Logistic regression
3. Nearest neighbour merging



SUMMARY

Results:

- are well within Confidence Interval vs. Calibration Panel based results
- show strong stability
- have gone through numerous additional rigorous tests by different JICs

TOTAL REAL USER (TRU)
OFFICIAL CURRENCY BY JIC ALREADY:



SCHEDULED TO LAUNCH IN:

