

CROSS SCREEN PLANNING

A study of online video & TV



InsightGroup

insight | foresight | accountability

@OmnicomMediaGroup

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Online video impressions
split by demographics &
geography

Probability calculations
Map-reduce techniques
Demographics as a "relation"



TV impressions split by
demographics &
geography



Scope

102 campaigns in total
Advertisers across categories



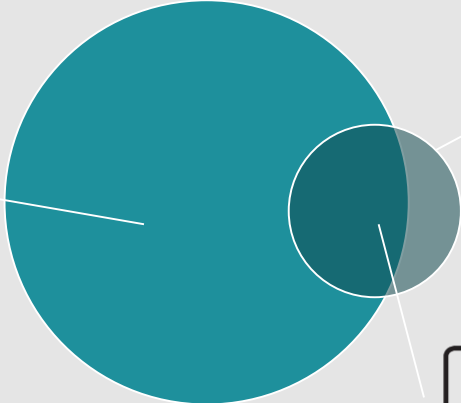
Data

Sources:
TV-meter data
Audience tracking via Web-Panel

DEFINITIONS



Reach



Incremental
Reach



Reach

TOTAL REACH FROM ONLINE VIDEO



Population*



7,3%

Max
observation

25%

Target
audience**



12%

Max
observation

41%

*+15

**Campaign specific

INCREMENTAL REACH FROM ONLINE VIDEO



Population



2,3%

Max
observation

10%

Target
audience



3,6%

Max
observation

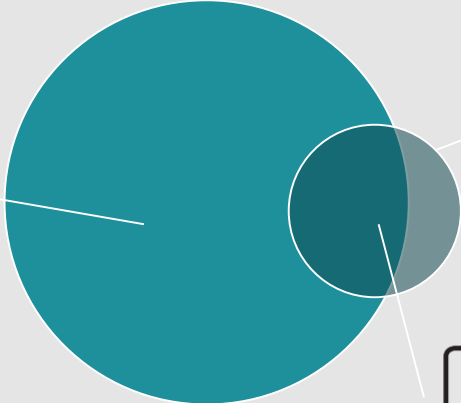
19%

Figures are displayed in %-points

DEFINITIONS



Reach
65%

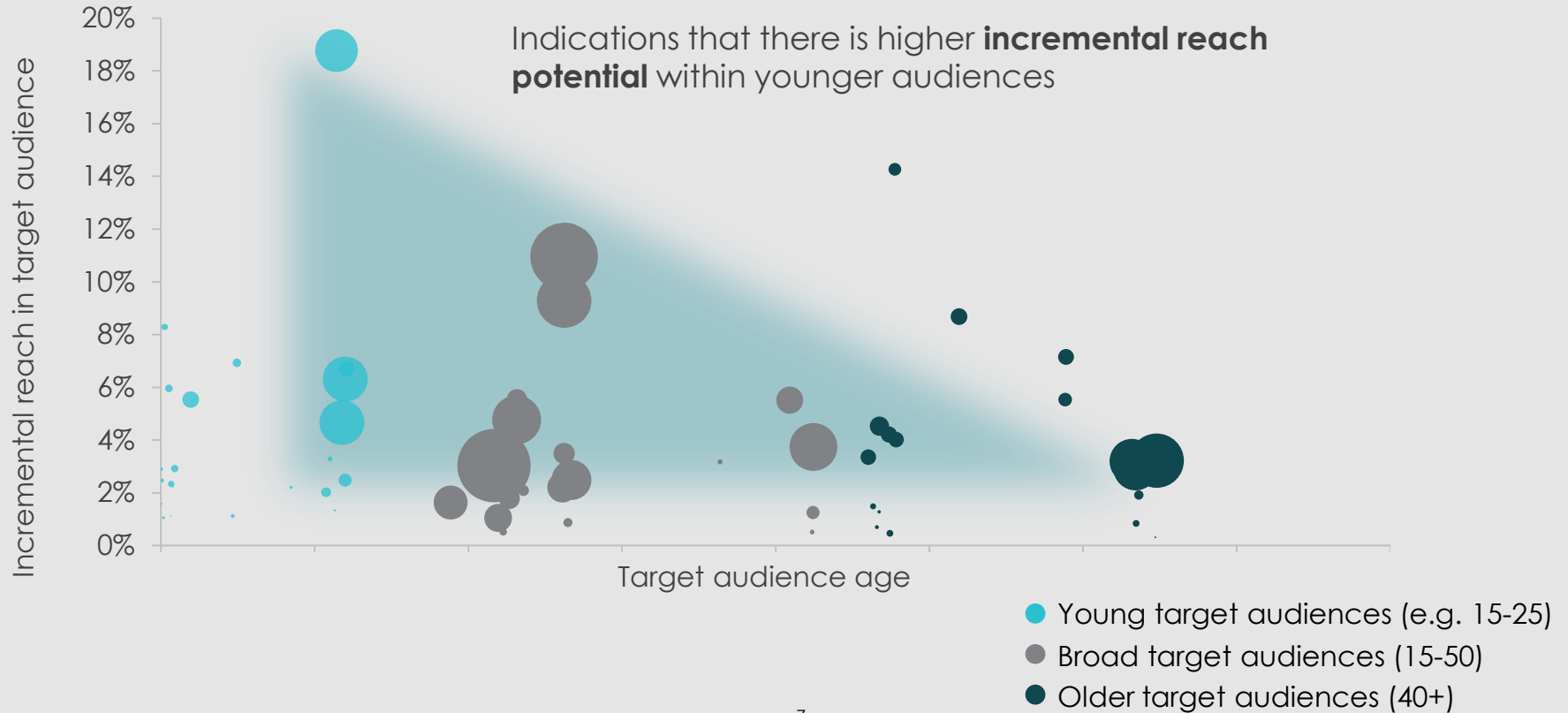


Incremental
Reach
3,6%



Reach
12%

INCREMENTAL REACH FOR DIFFERENT AUDIENCES

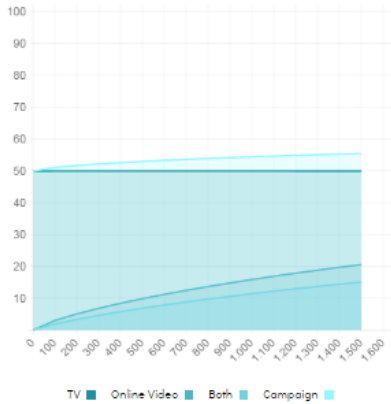


BUILDING A TOOL TO CONVERT RESULTS TO PLANNING

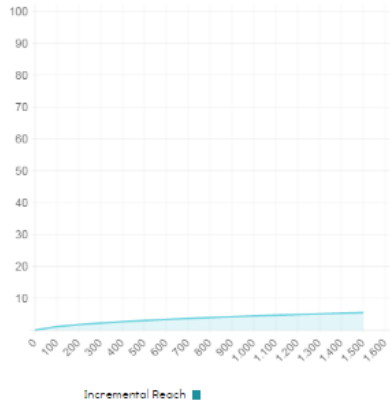
CSP Tool

Campaign	<input type="text" value="55%"/>	Incremental Reach	<input type="text" value="5%"/>
Web Reach	<input type="text" value="20%"/>	TV Reach	<input type="text" value="50%"/>

Estimated Reach
Impressions/Reach(x)



Estimated Incremental Reach
Impressions/Reach(x)



Settings

TV		Web	
TRP	<input type="range" value="150"/>	IMPRESSIONS	<input type="range" value="1420120"/>
TARGET GROUP	Male	DAYS	<input type="range" value="20"/>
	FROM 15 TO 35		



Thank you for your time

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INSIGHTS

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