

MEASUREMENT AND TECHNOLOGY
ERIC SALAMA





Technology Is Transforming The Survey Research Business

- We have continued to digitise our data collection. Even in Africa, over **60%** of our data is collected digitally now with goal to be 100% by summer of 2015. And a growing proportion of that will be mobile
- We are speeding up turn around times through automating processes and partnering with the likes of GCS
- We are moving into automated products and self-serve which is adding value to existing clients and opening up new uses and new users



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All of which will enable us to protect our existing business streams and margins, tap into new users and uses



And Our Use Of Social Data Is Opening Up New Opportunities

- We are using social data in place of survey metrics in a way that makes our work more real time, more predictive and enables shorter questionnaires
- We are able to enrich and deepen our panelist profiles through linking them with Facebook and other data
- We are developing new revenue streams e.g. through roll out of Twitter TV ratings



Kantar Twitter TV Ratings are the UK's official Twitter Social TV metrics.

Kantar Twitter TV Ratings leaderboards are ranked by unique audience and include the following four metrics for programmes and live football events:

- **Unique Audience** - the unique number of users that have seen a Tweet (or Retweet) about a particular programme
- **Impressions** - the total number of times that a Tweet (or Retweet) has been seen about a particular programme
- **Unique Authors** - the number of unique authors of Tweets about the programme in question
- **Tweets** - the total number of Tweets about a programme during the transmission window as well as 30 minutes prior and 30 minutes after. This includes both Unique Tweets and Retweets.

[Click here](#) to subscribe for weekly insights about the Kantar Twitter TV Ratings.

Daily UK Top 5 Programmes

Weekly UK Top 10 Programmes

Weekly UK Top 5 Football



Kantar Twitter TV Ratings Daily UK Top 5 Programmes 05 November 2014

[Subscribe](#)

RANK	PROGRAMME	CHANNEL	UNIQUE AUDIENCE	IMPRESSIONS	UNIQUE AUTHORS	TWEETS
01	The Apprentice 05 November 2014 21:00-22:00	BBC One	1.3m	12.9m	32.5k	66.0k
02	The Only Way Is Essex 05 November 2014 22:00-22:50	ITVBe	734.4k	8.7m	12.3k	21.0k
03	Daily Politics 05 November 2014 11:30-13:00	BBC Two	253.1k	1.4m	2.6k	7.3k
04	Waterloo Road 05 November 2014 20:00-21:00	BBC One	141.0k	676.7k	3.8k	6.8k
05	Broadmoor 05 November 2014 21:00-22:00	ITV	271.6k	1.4m	3.4k	5.2k



But The Most Interesting Part Is What We Can Do With Data...

Our goal is to drive measurable revenue for advertisers and media owners

By connecting media consumption (offline and online) with sales (offline and online)

And becoming the middleware which enables programmatic buying to flourish

Through the capture, analysis and fusing of respondent level survey, media and purchase data

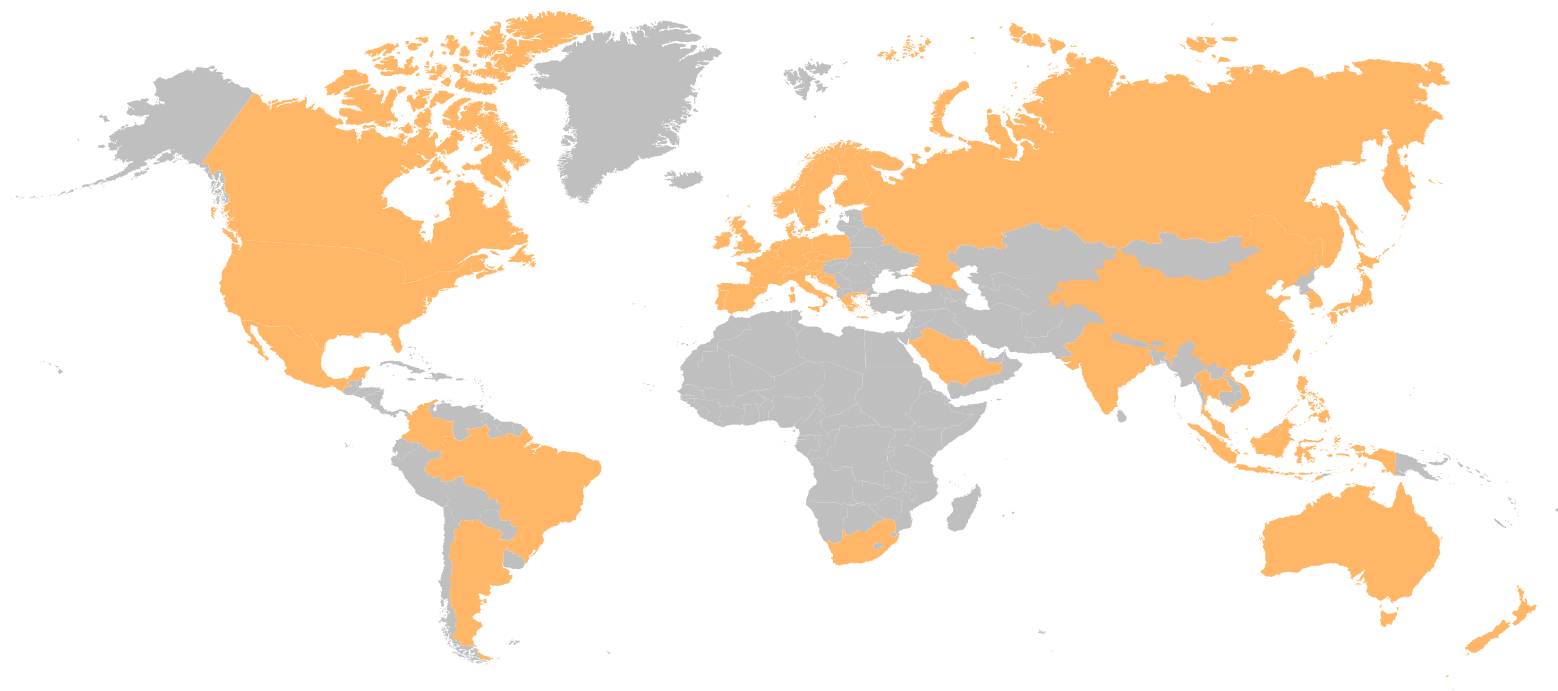
Globally.



In 2014 Kantar Will Carry Out 80-90 million quantitative interviews around the world



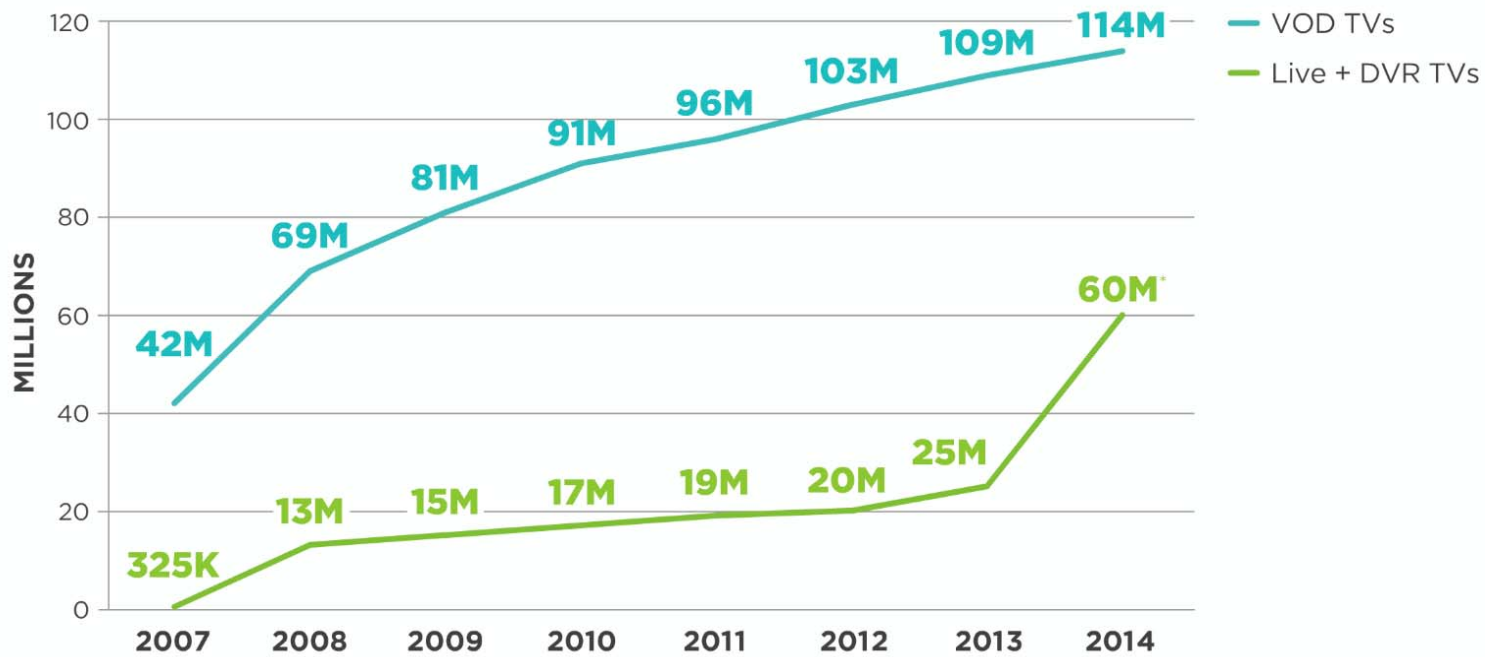
Lightspeed Panels



Rentrak



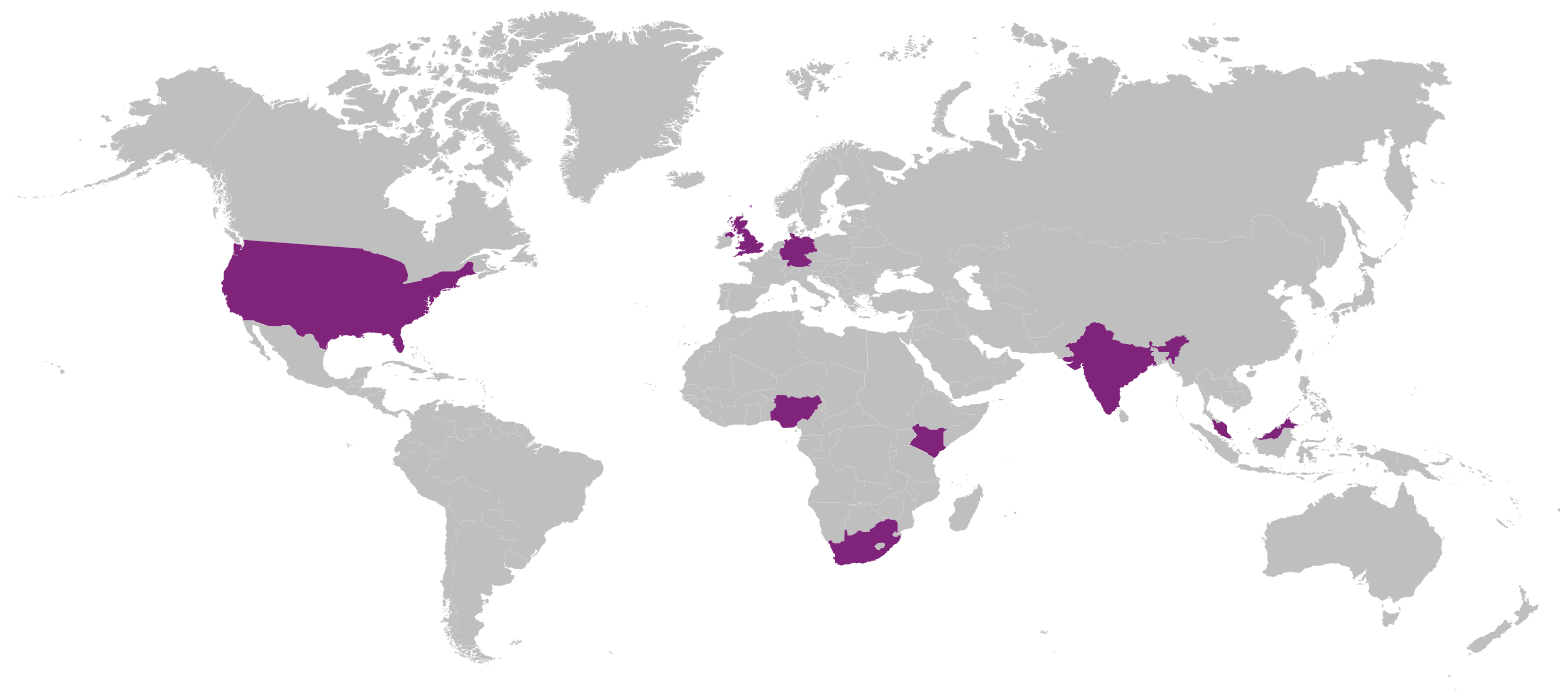
Rentrak's National TV Footprint



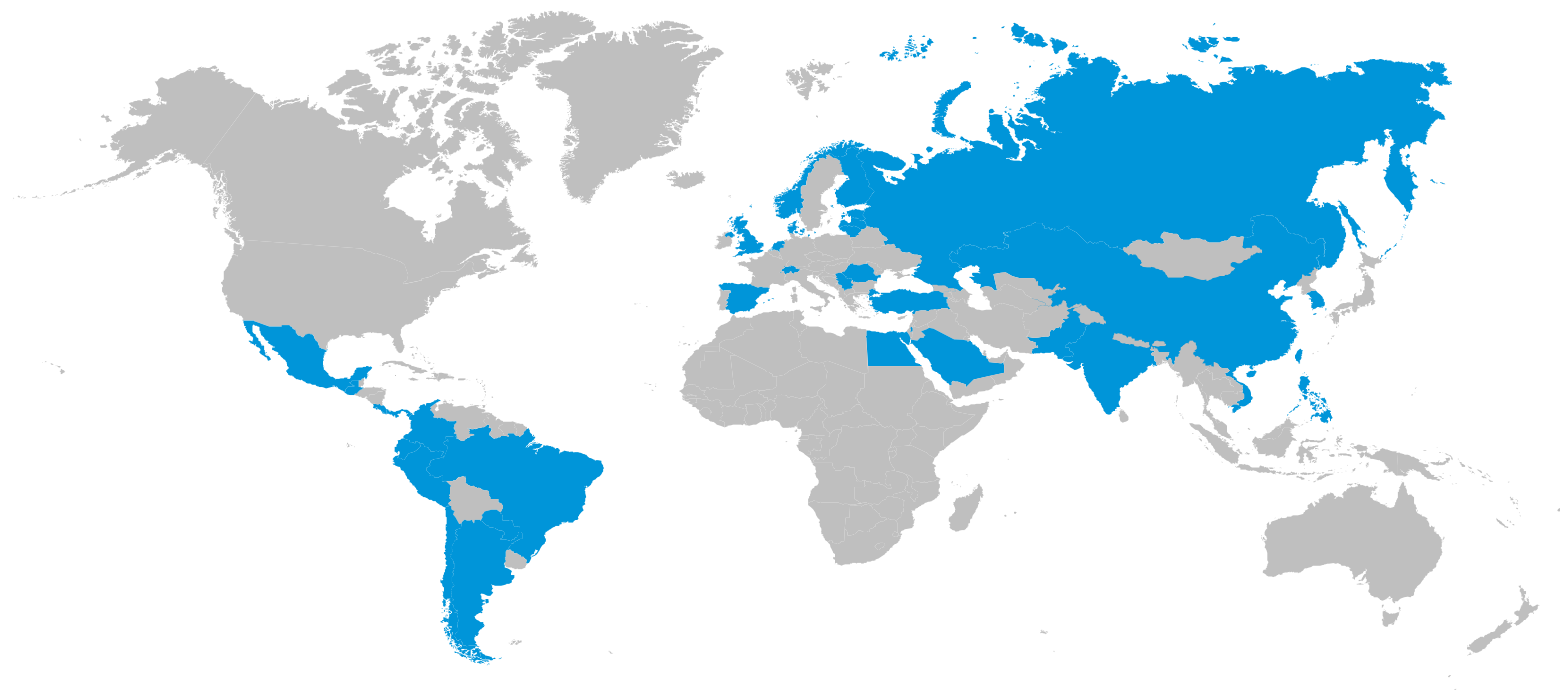
**After anonymized and aggregated viewing information from Cox and DIRECTV is fully integrated in 2015*



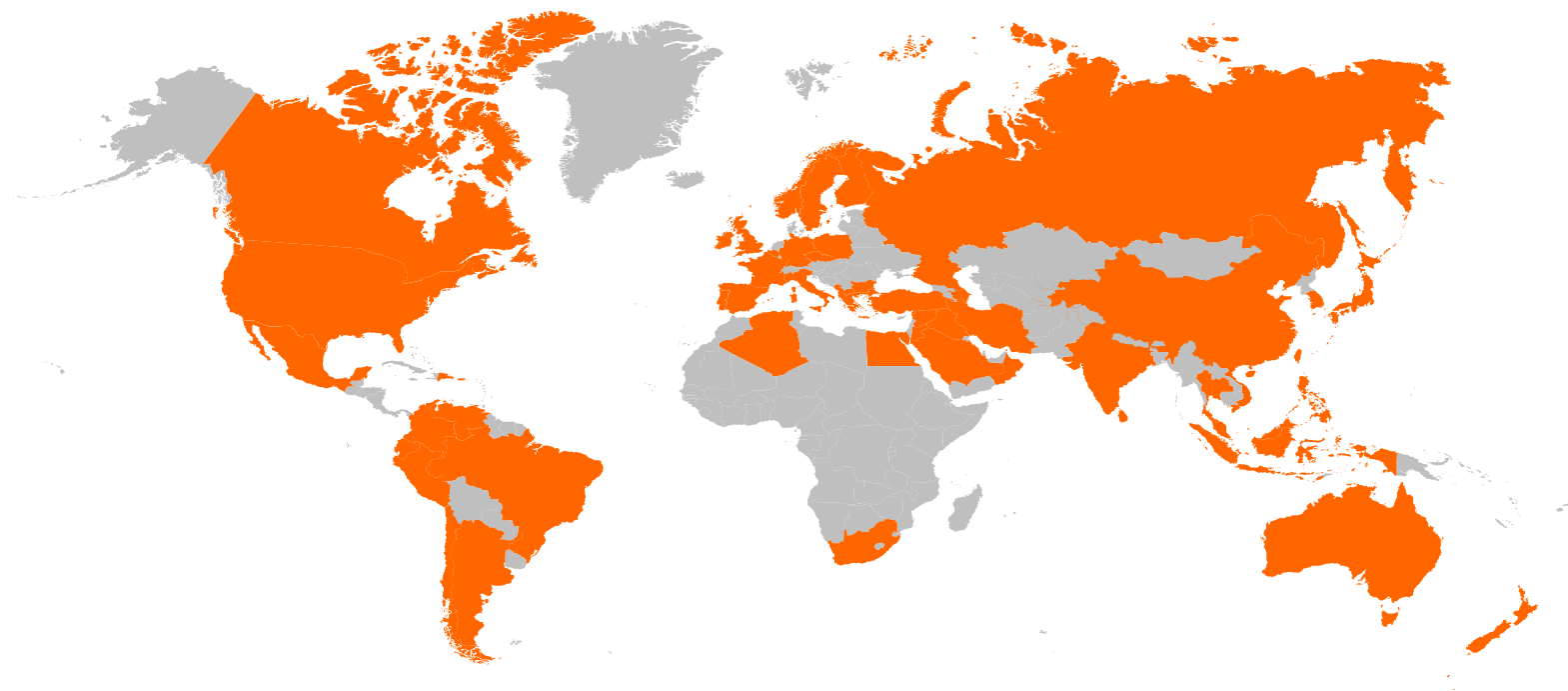
Return Path Data Panels



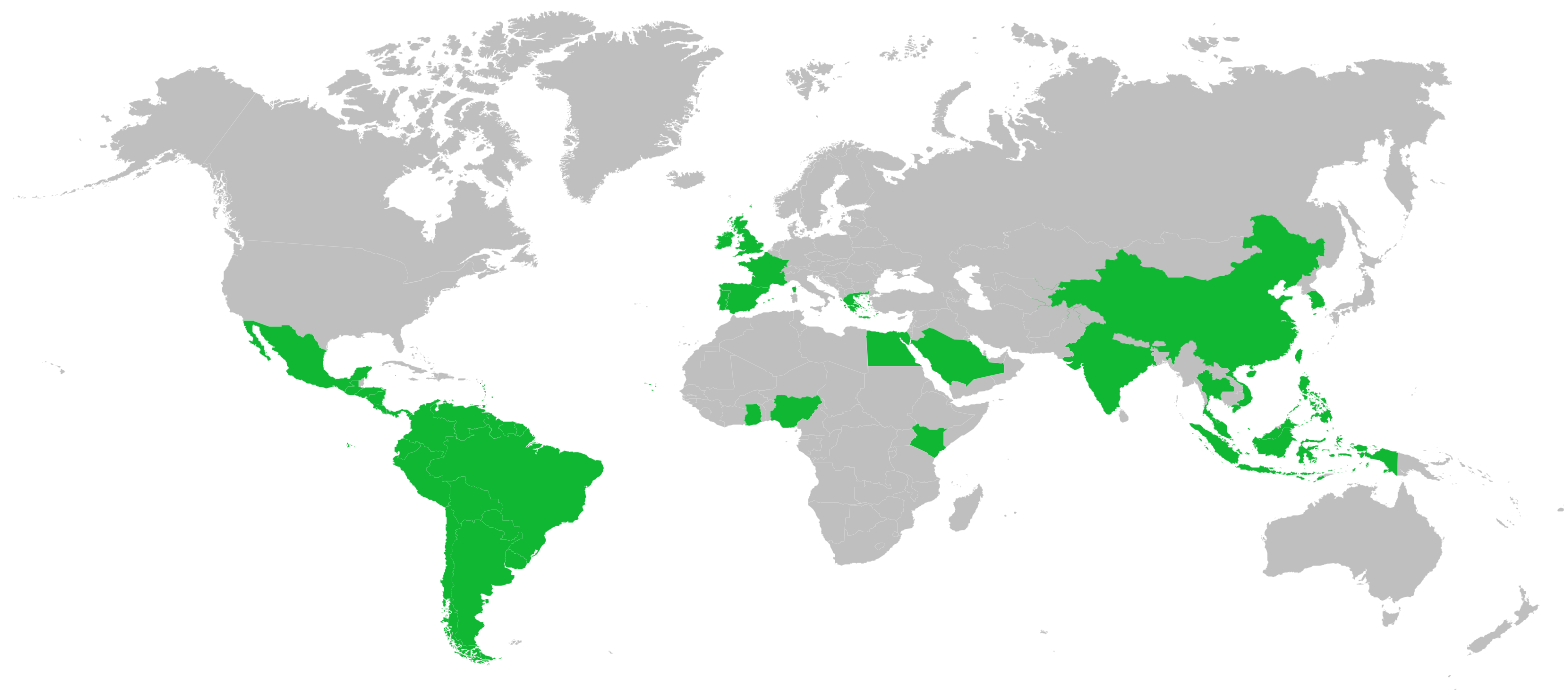
TAM Panels



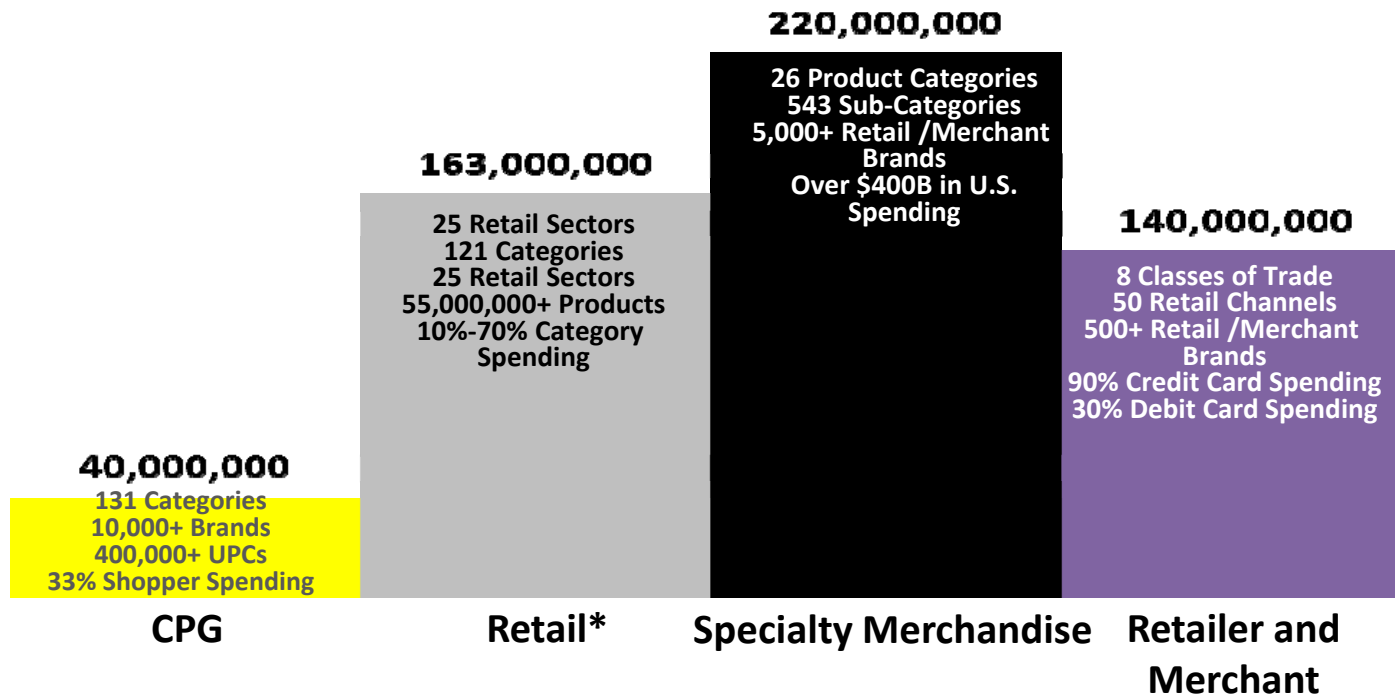
TGI Panels



Kantar Worldpanel



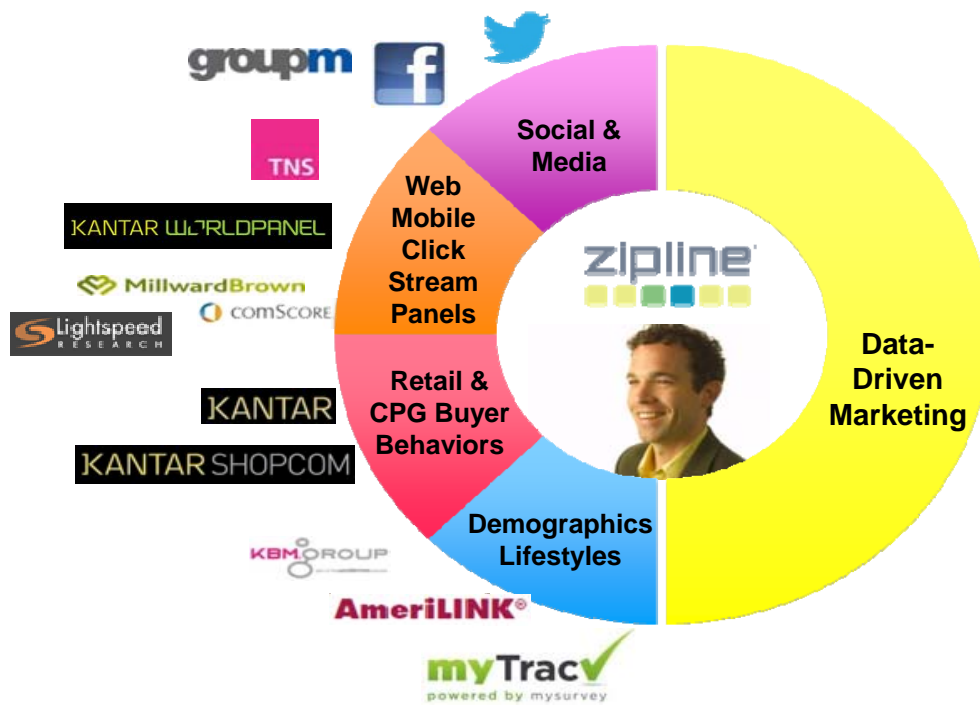
US Purchase Data Overview (unique shopcom ids)



*Retail = Non-CPG



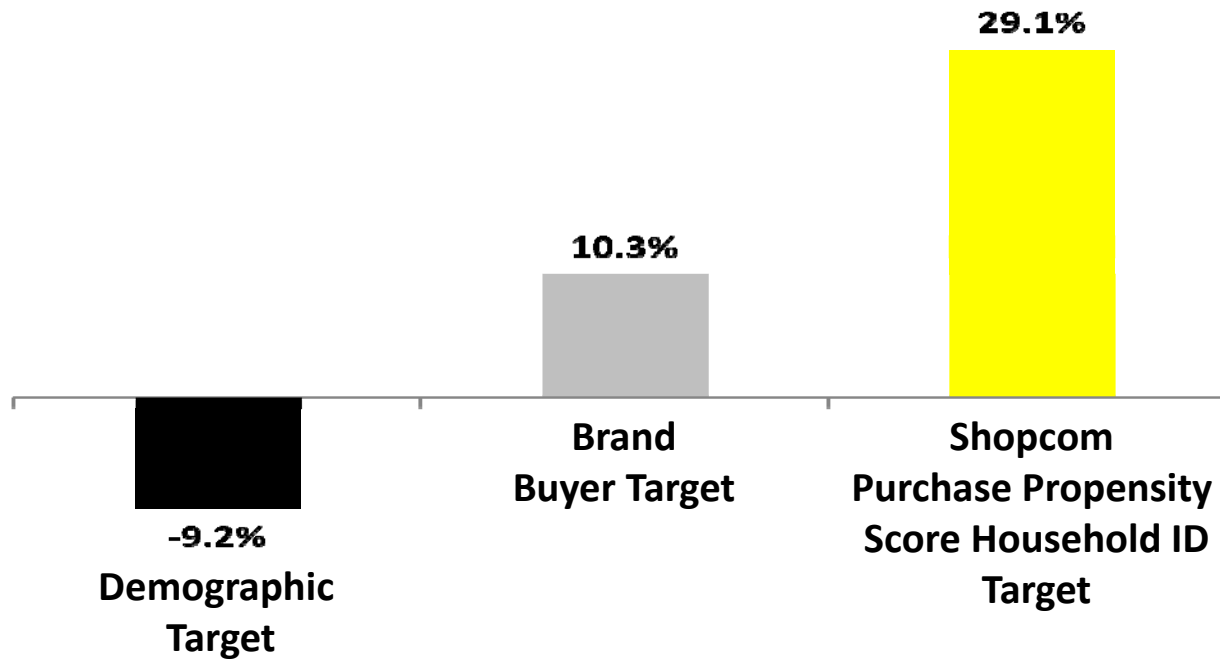
We are building these amalgamated profiles



Omni Channel Reach



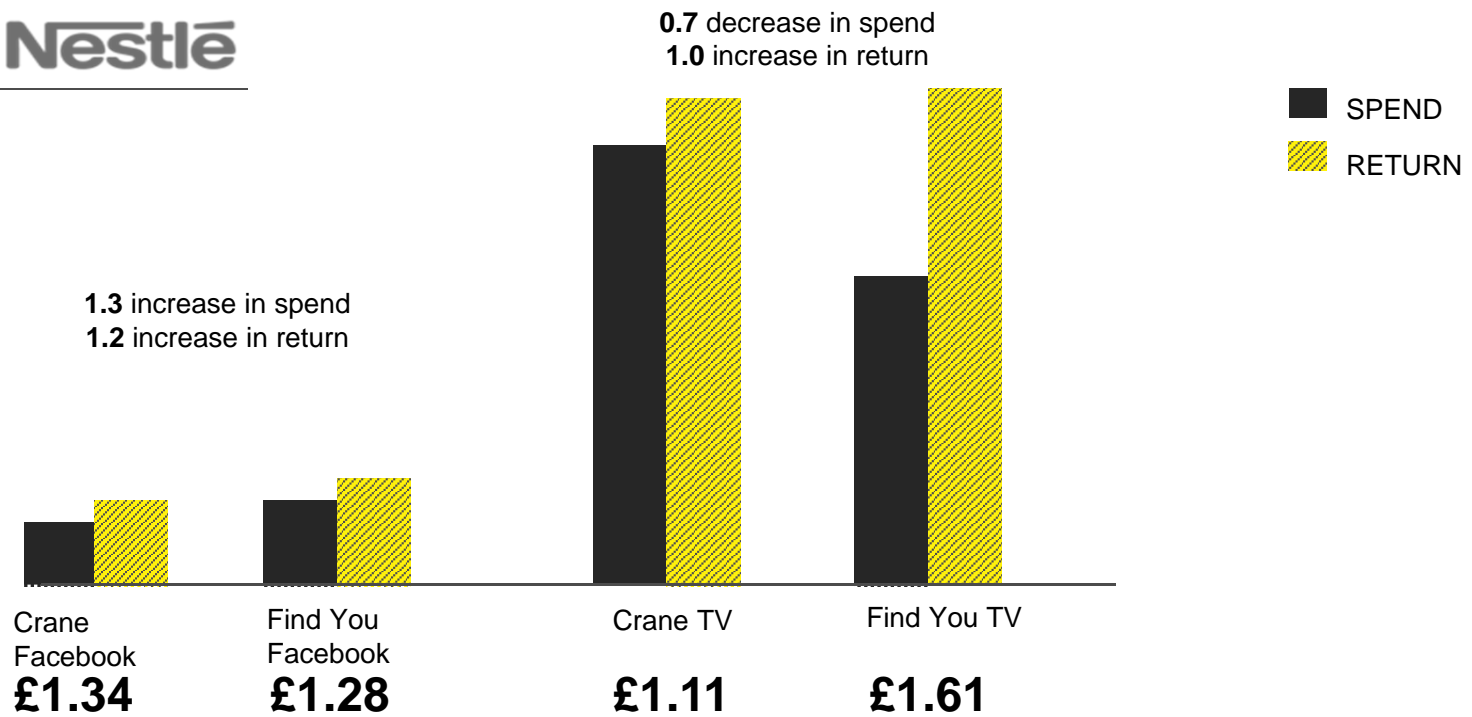
Shopcom ID's consistently outperform Demos & brand buyer targets:



*Results averaged across 30+ campaigns measured during 2013/2014



Optimising Multi-Channel Spend for Nestle



Optimising Video Spend For L' Oreal

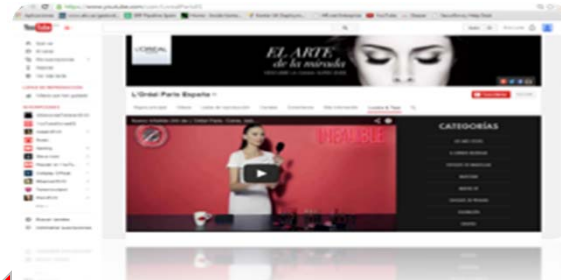


KANTAR WORLD PANEL

individuals (n: 1.700)

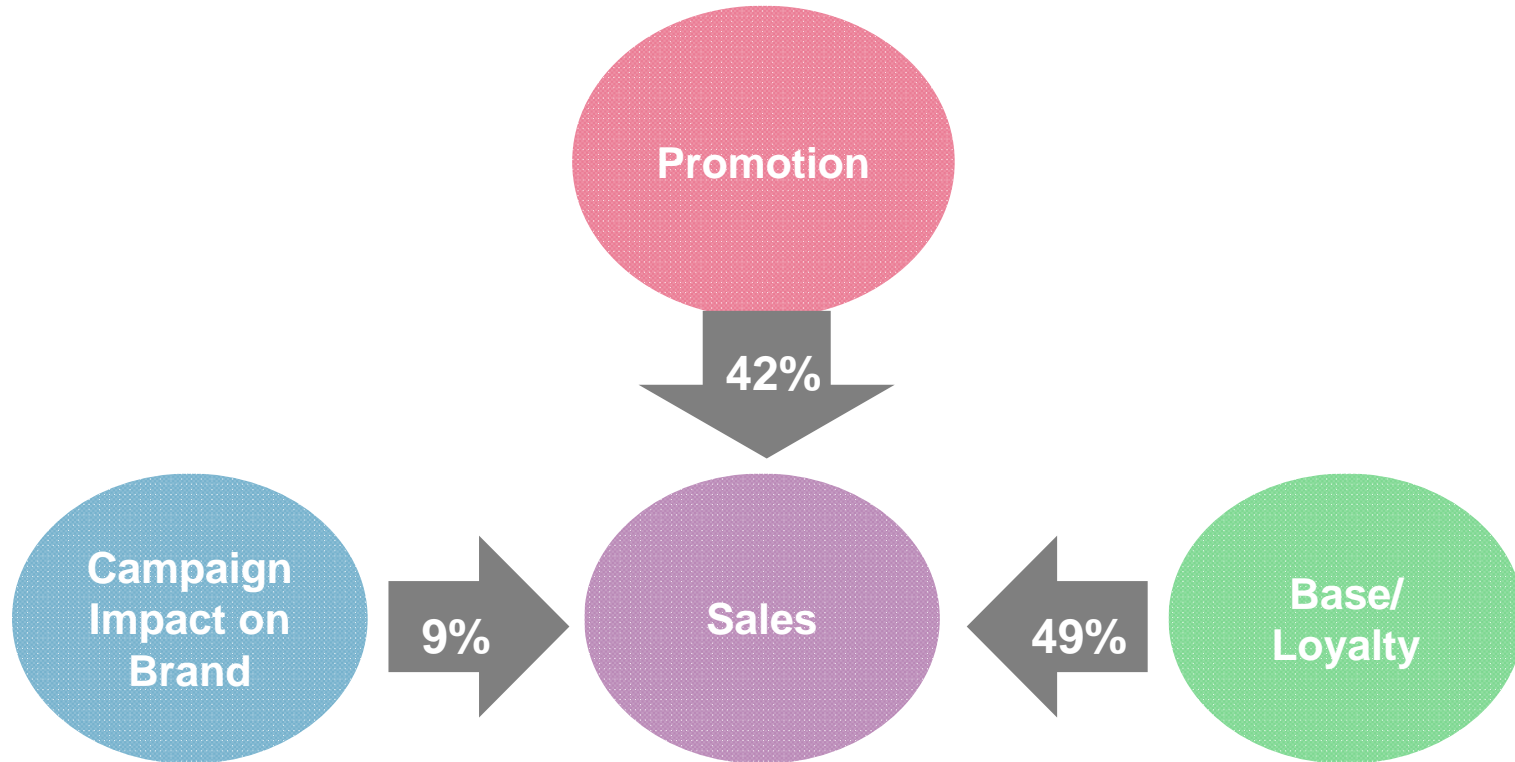
WEB AUDIENCE
Individuals with DCA on your PC.
Through the IP we measured the cookies and internet audience

L'Oreal Videos on YouTube



← Total YouTube videos of L' Oreal
496 →

Redistributing Spend For Unilever



Linkages With WPP

Data Alliance to drive data partnership deals

Technology to make data move freely and fuse (eg Zipline)

Partnership with likes of Xaxis and Wunderman to make insights and data real time and useable

Joint pitching e.g. Coke Mexico, P&G Latam

Some Questions I Would Ask If I Were You?

Q What's the advantage of owning data rather than brokering it? Is it a sustainable model?

Q Are you really global?

Q What's the barrier to scaling?

Q How do Google, Facebook, Twitter et al feel about this?

Thank you
Eric Salama

KANTAR