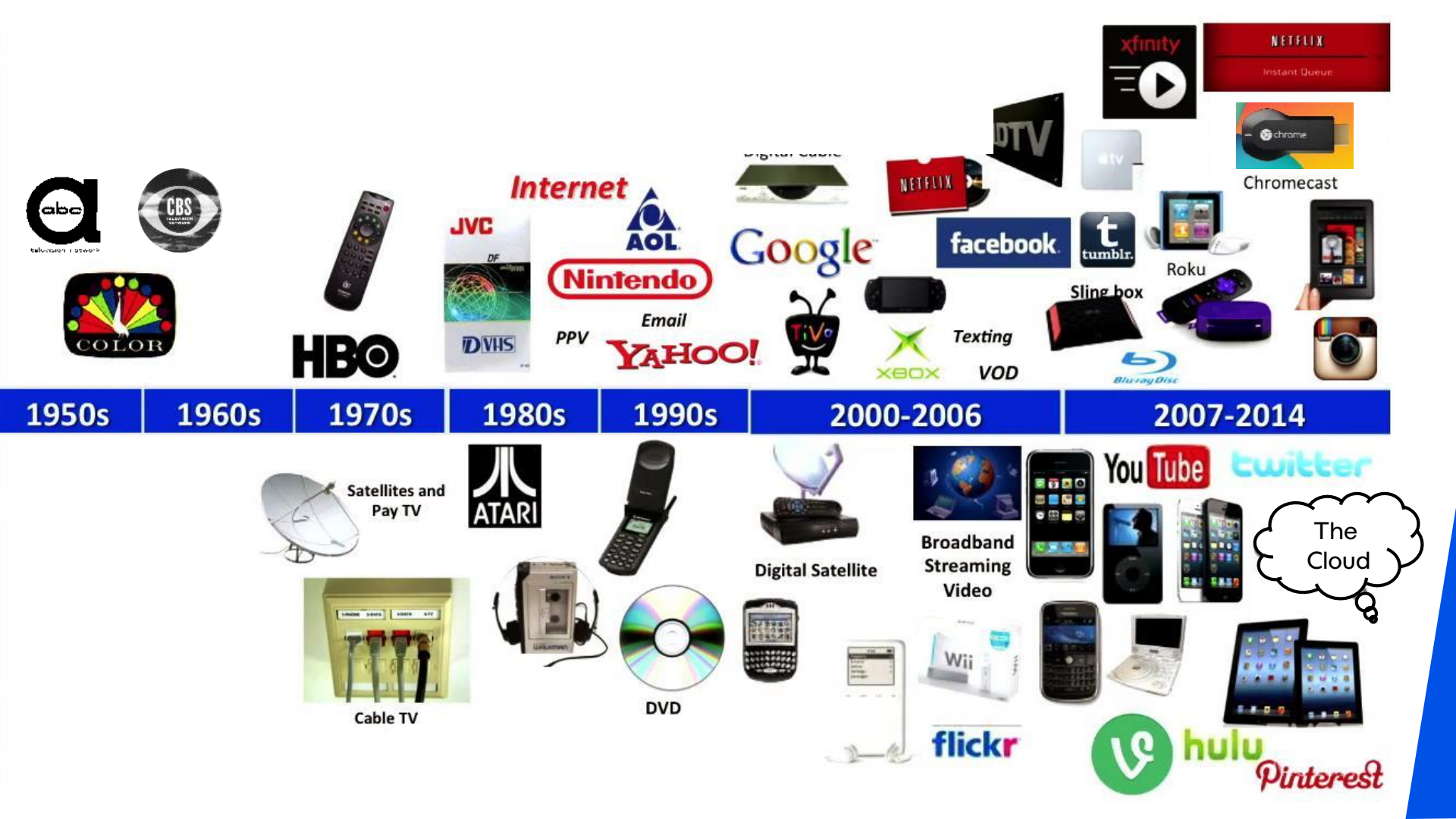
U.S. AUDIENCE MEASUREMENT

YESTERDAY, TODAY, TOMORROW

HOWARD SHIMMEL
Chief Research Officer
turner

GOOD MORNING

1979
abc
CBS
GIF.TV


1950s
1960s
1970s
1980s
1990s
2000-2006
2007-2014
Internet
AOL
Nintendo
Google
PPV
Email
YAHOO!
Texting
VOD
Satellites and Pay TV
ATARI
Digital Satellite
Broadband Streaming Video
Cable TV
DVD
Chromecast
Roku
Sling box
The Cloud
flickr
hulu
Pinterest

Traditional :30 Spot

Native Spot

Brand Integration Spot

Integrated Marketing Spot

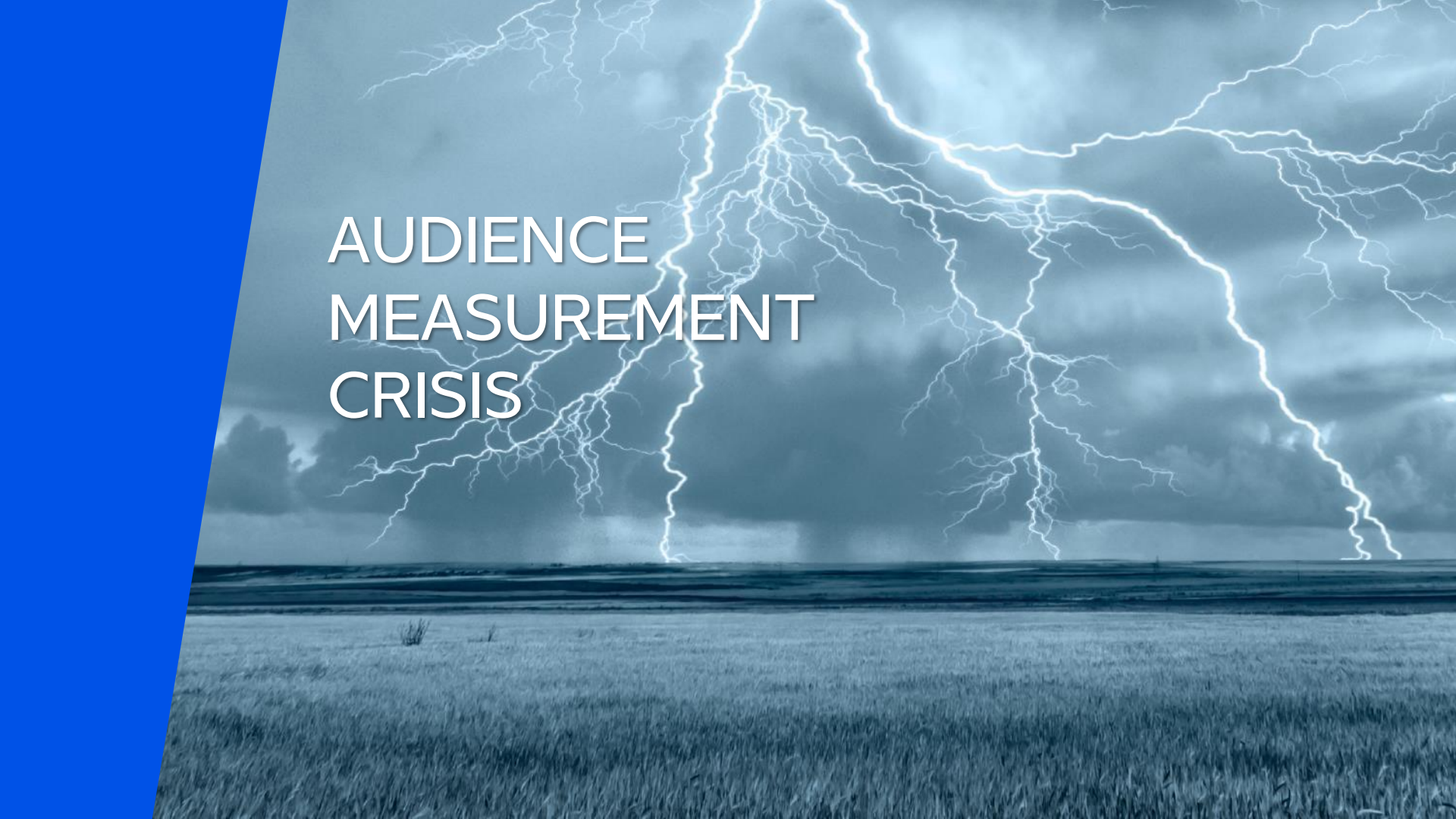
nielsen

comScore

CONSUMER
INSIGHTS
DATABASE

PLANNING
DATABASE

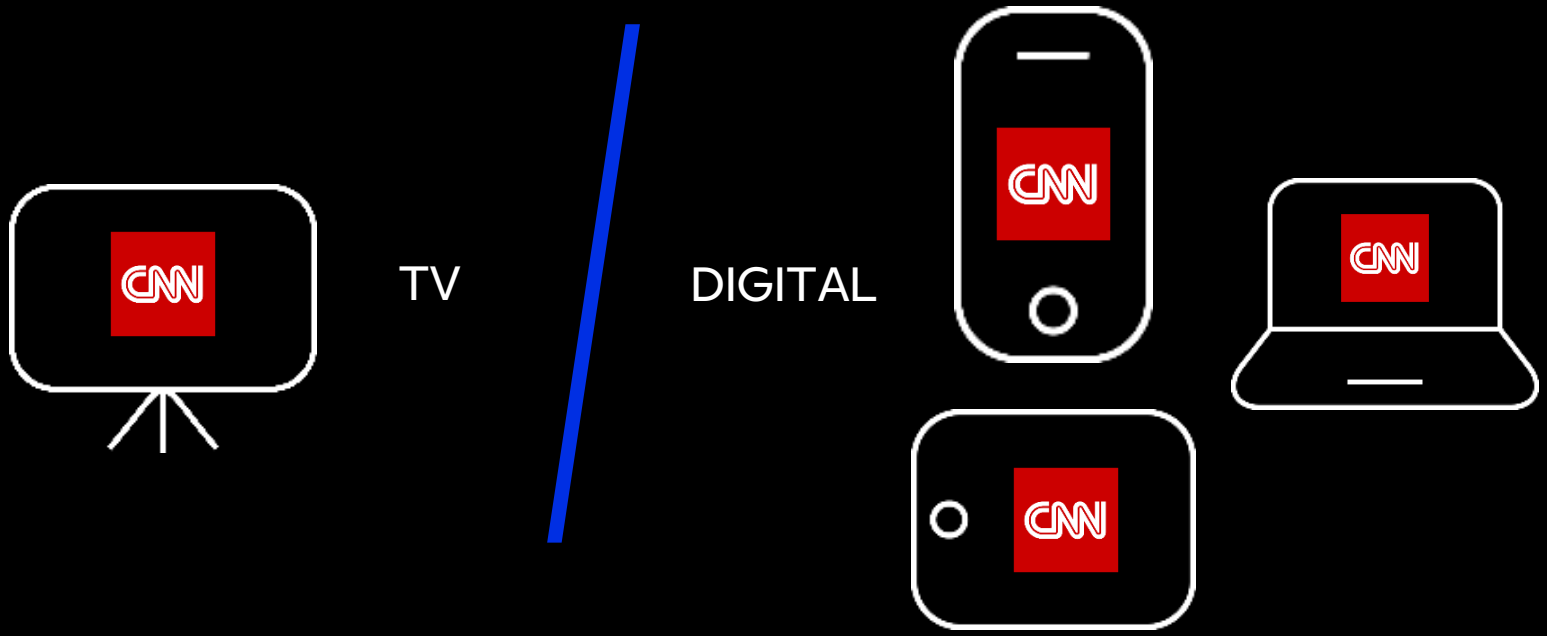
TRANSACTIONAL
DATABASE


AUDIENCE
MEASUREMENT
CRISIS

BLIND
SPOTS

Millennial
18-49 audience

=


CNN
TV
DIGITAL
CNN
CNN
CNN

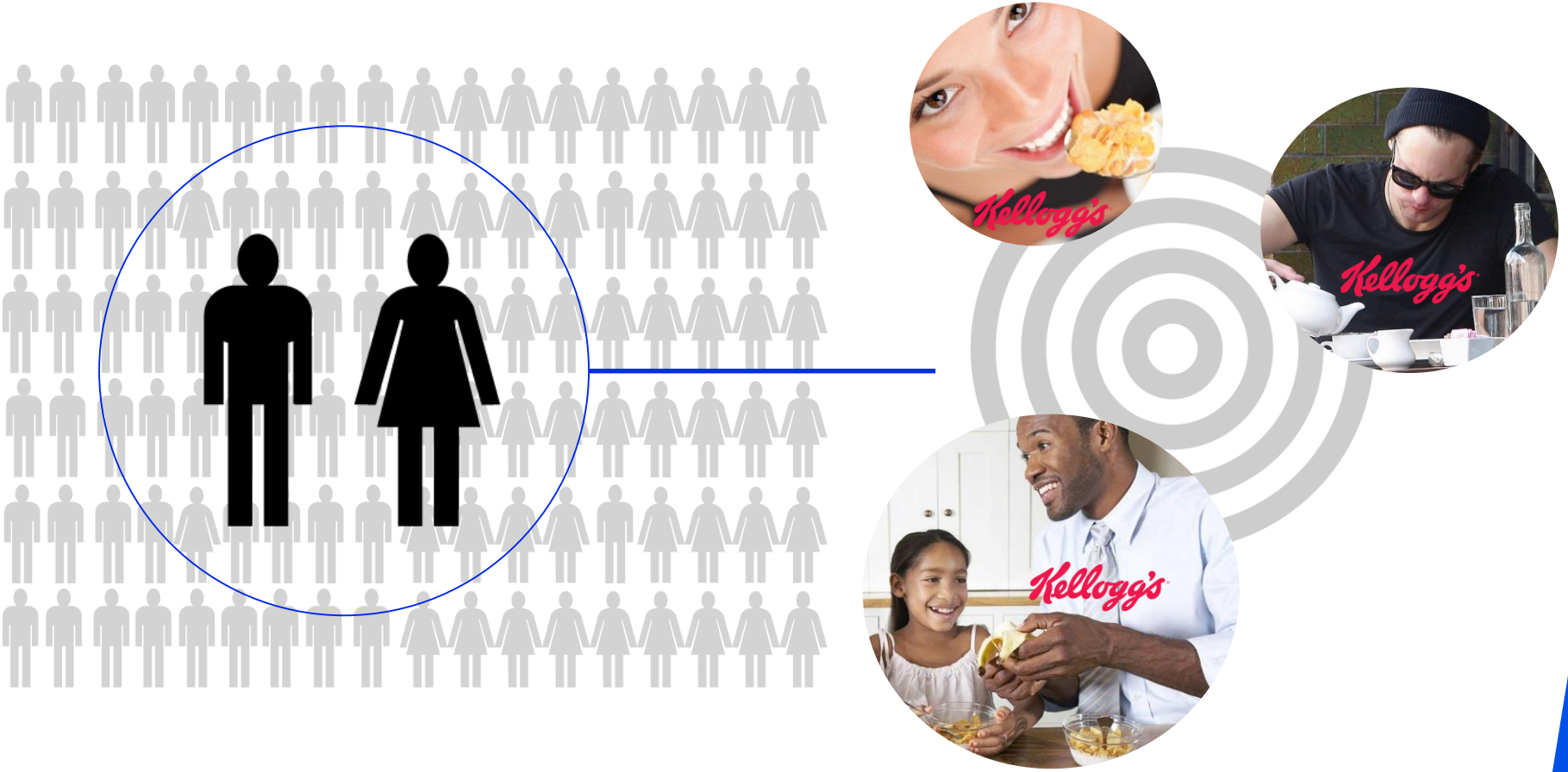
NETFLIX
popcornflix
BLOCKBUSTER
sling
tru TV
amazon instant video
dishworld
vevo
cnet
Google play
CN CARTOON NETWORK
daily burn
PANDORA
MGO PREMIUM Movies + TV
Roku
3:52 pm | Options
42 Channels
My Channels
Movies
TV Shows
News
Search
Channel Store
Settings
NETFLIX
amazon instant video
huluPLUS
HBO GO
CNN
PANDORA
vevo
rdio
tbs
YouTube
TED
Ideas worth spreading
HSN
HBO GO
TNT
HISTORY
GAIAMTV
TWC TV
- MOVIES & TV -
VUDU
PBS
Smithsonian CHANNEL
Spotify
WATCH ESPN
CRACKLE
A&E BE ORIGINAL
PLEX

AIR DATE

C3

C7

∞


Kellogg's
Kellogg's
Kellogg's

nielsen

comScore

CATALINA

IHS AUTOMOTIVE
driven by POLK
IHS

RENTRAK

- MRC accreditation
- Faster delivery
- Data controls
- Data covering more verticals

WHAT DO WE DO NEXT?

nielsen

comScore

MEDIA™

BUILD FOR 2020 AND BEYOND

turner

PROVABLEROI

Cereal Brand: Cartoon Network- 23% $ Sales Lift

Beer Brand: truTV- 30% $ Sales Lift

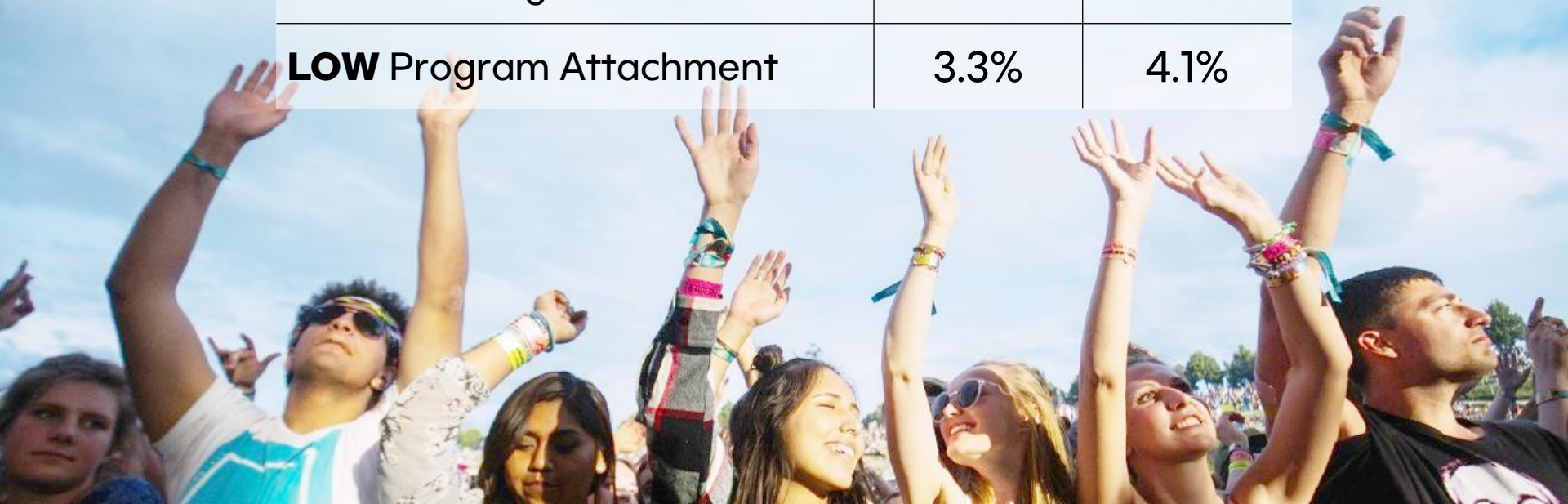
QSR Brand: Adult Swim- 5% $ Sales Lift

IDENTIFY WHAT REALLY MATTERS

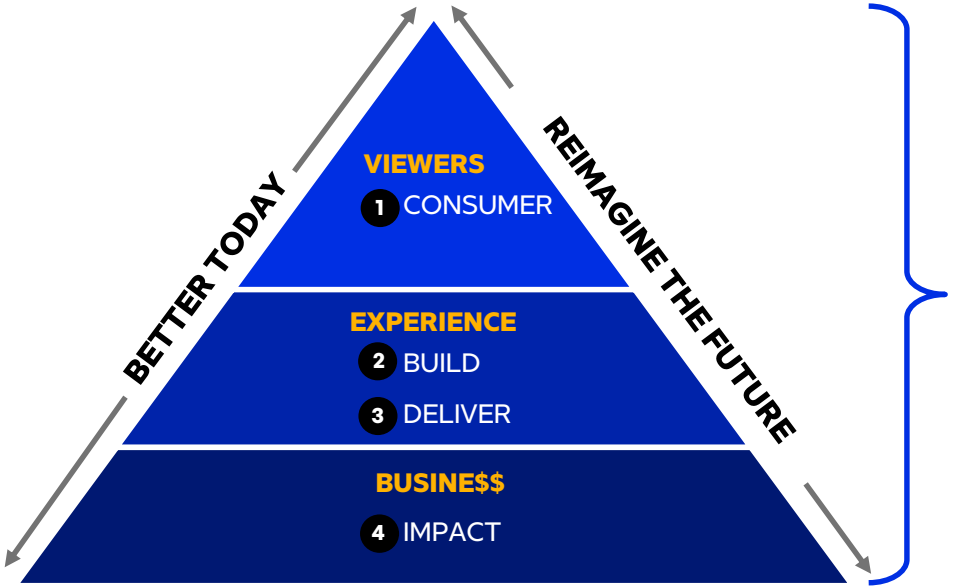
Viewer **Program** **Brand** **Platform** **Creative**

SALES LIFT PER EXPOSURE HOUSEHOLD

	BRAND A	BRAND B
HIGH Program Attachment	4.2%	5.2%
MEDIUM Program Attachment	4.0%	4.9%
LOW Program Attachment	3.3%	4.1%



Turner adlab



Consumer: Personalization of ads and content

Build: Creative optimization

Deliver: Data & technology to improve ad experience

Impact: Rethinking ROI / KPIs

THANK YOU.