

Future TV 2009



Lundi 9 novembre



2010 – 2012

Audience Measurement context

Multiplication of broadcasting channels



Multiplication of screens



Live & Catch-up



Mobility



2010 – 2012

Audience Measurement context

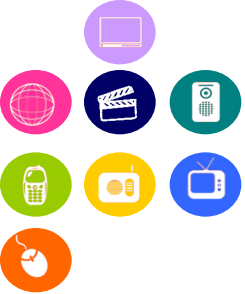
- **Advertising effectiveness**
- **Brand Strategy of medias (multichannel)**



2010 – 2012

Audience Measurement context

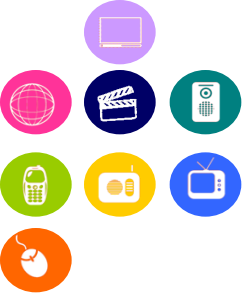
- To anticipate the **digital mutation**
- The **end** of air broadcasting
- Increasing “**aTaWaD**” behavior



1 + 2 + 3

A response in 3 levels





Environment

- **44+** media & multimedia contacts per day

Media In Life

- People with DTT equipment **x8** in 3 years

TV HD **x5** in less than 3 years

REM with GfK

- **+4.3%** medias & multimedia expenses **2,324 €**

OD2M



New behaviors

- o **Live TV on personal computer**

13% of 15+

Global TV

- o **Catch up television**

21% **3'**

45% of 15-24 yrs **7'**

Global TV



New behaviors

To closely follow

with ad hoc automatic audience measurement

- o TV programs watched on Internet
eStat Streaming + profiling
- o P.M.T. – Personal Mobile Television
Technical solution is ready





To complete TV audience measurement system

o The **Sample** → **Size is increasing**

o The **technology** → **Watermarking**

100 channels already “watermarked”

25% panelized households are equipped

Measurement system becomes independent from

- **broadcasting channels**
- **equipments in order to watch a program**

o **The rules**





To complete TV audience measurement system

Delayed viewing programs

**VOSDAL (View On Same Day As Live)
D+7**

2011 / 01 / 01





To complete TV audience measurement system

+ The TV programs watched on **personal computer**

2012 / 01 / 01

