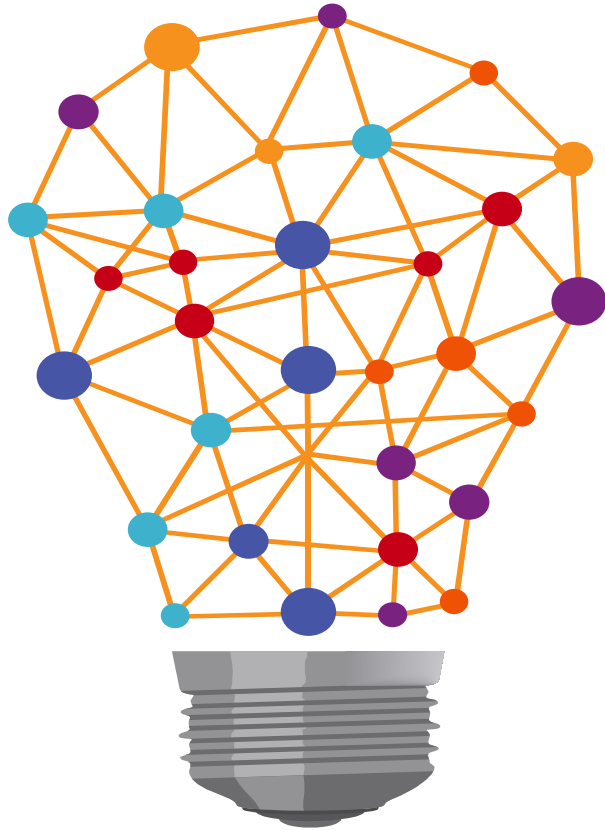


**KANTAR TNS**

**Internet audience and content measurement CMeter**

# **Content measurement approach**

# Internet Audience Measurement



We offer you a comprehensive **Internet Audience Measurement Study**, which consists of:

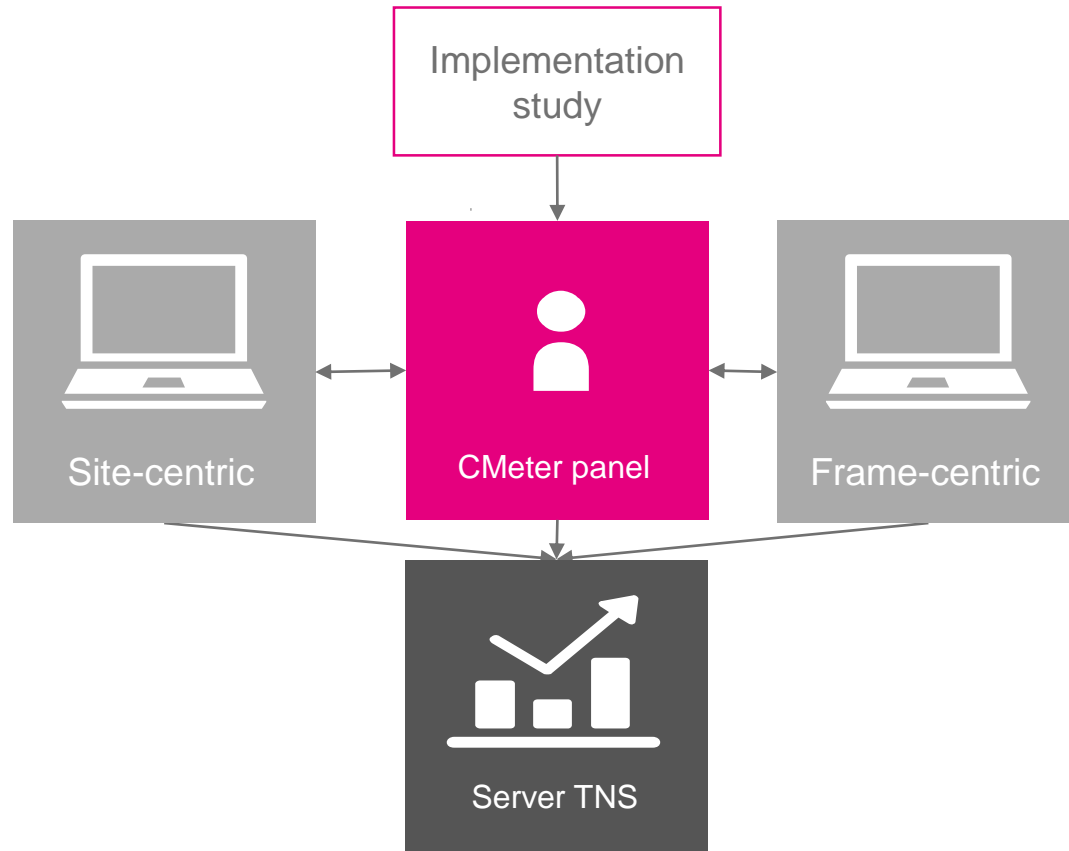
- **KANTAR Content Meter (CMeter)**– KANTAR TNS unique technology of independent measurement of **content** on the Internet

+

- **Global KANTAR TNS** media research experience



# CMeter measurement approach methodology



- CMeter measurement combines data from 3 sources: **site-centric, frame-centric and user-centric**
- Data from all 3 sources is combined in real time mode which guarantees completeness of gathered data
- The complete record of all the user's contacts with advertising content is done, considering an active windows, scrolling and actual creative downloading
- Profile data is built on the basis of CMeter panel, which contacted with content/page/player during measured

# A meter to measure content can be started from both, a website or user's computer. That allows combining User- and Site-centric methods

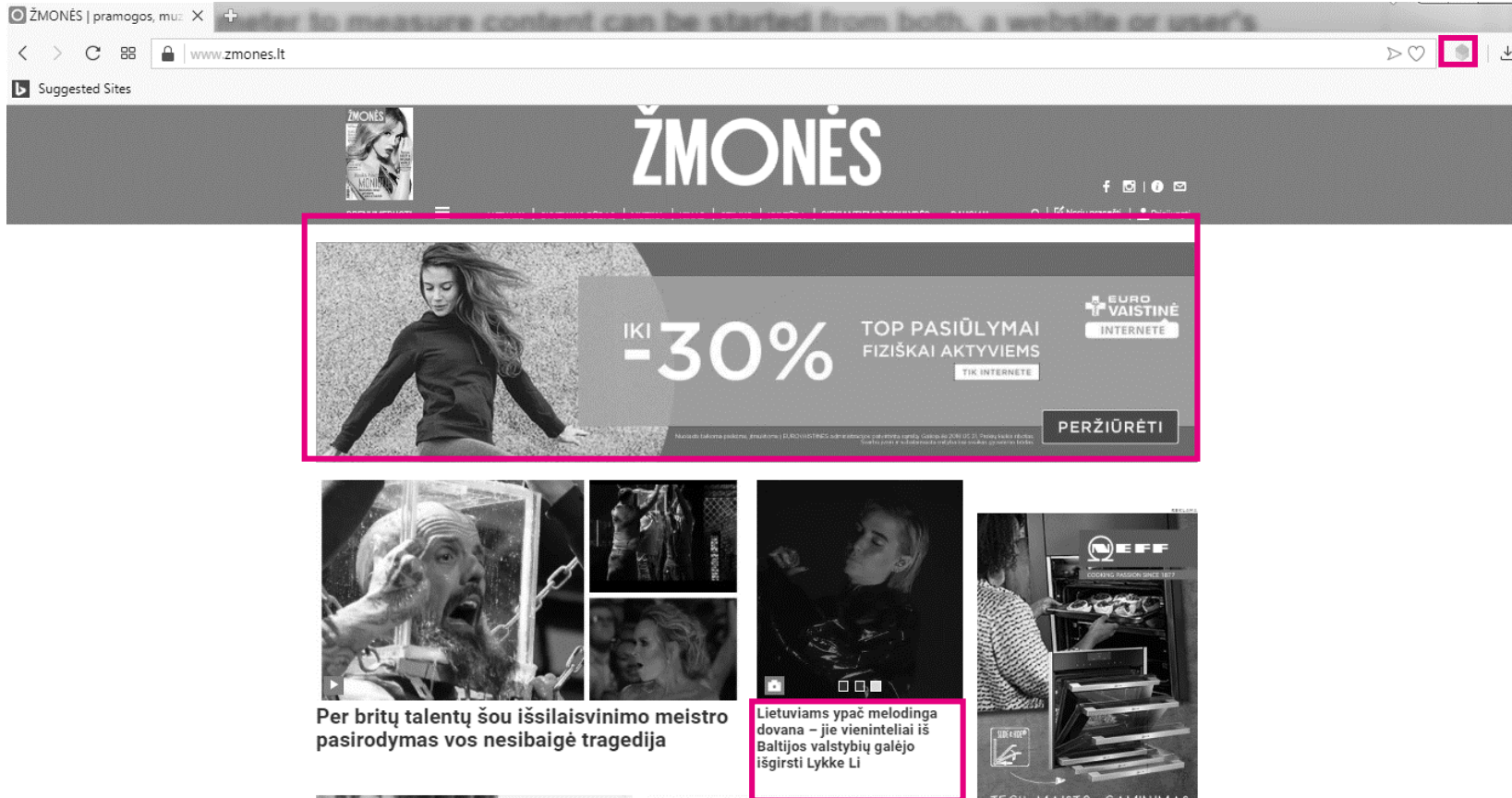


1. CMeter counter is installed on the user's browser as **browser plugin** (user-centric)

2. Counter in a **frame** of ad-system (frame-centric)

3. Counter on a **web-site** (site-centric)

# This approach allows to measure user's contact with all major types of content



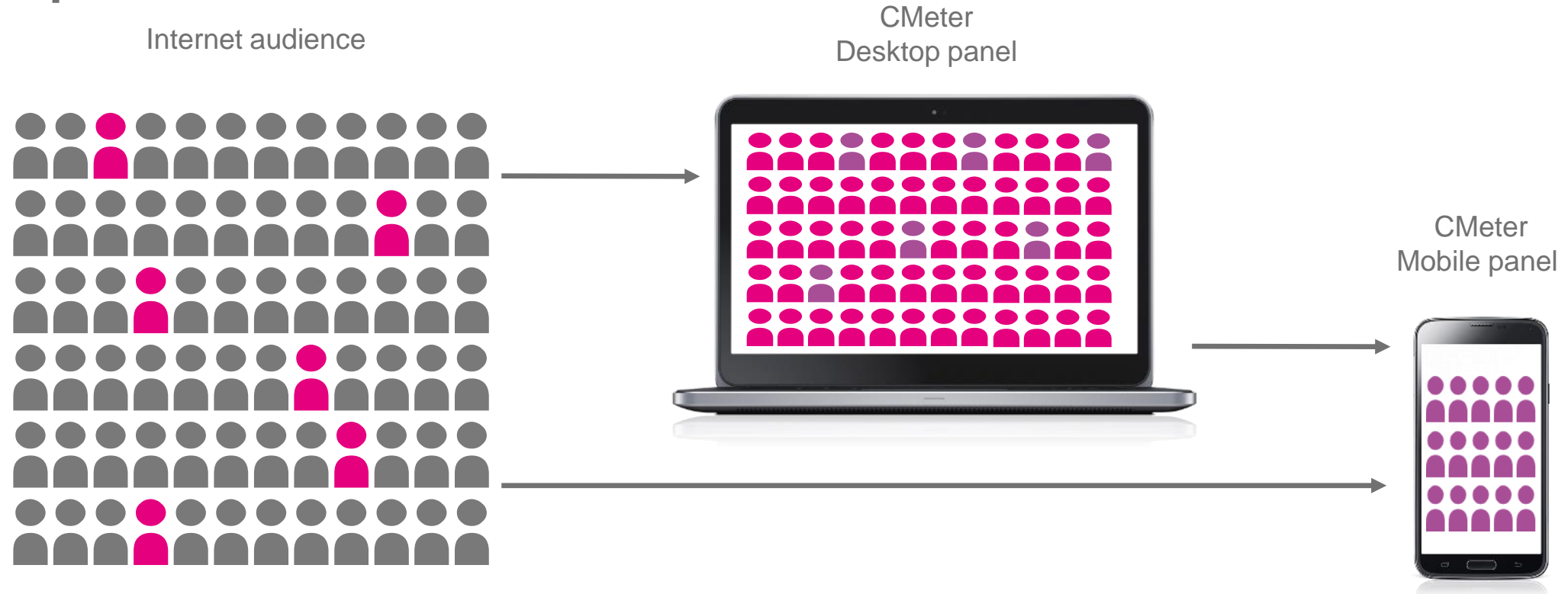
Contact with web-sites

Demonstration of display and video ads

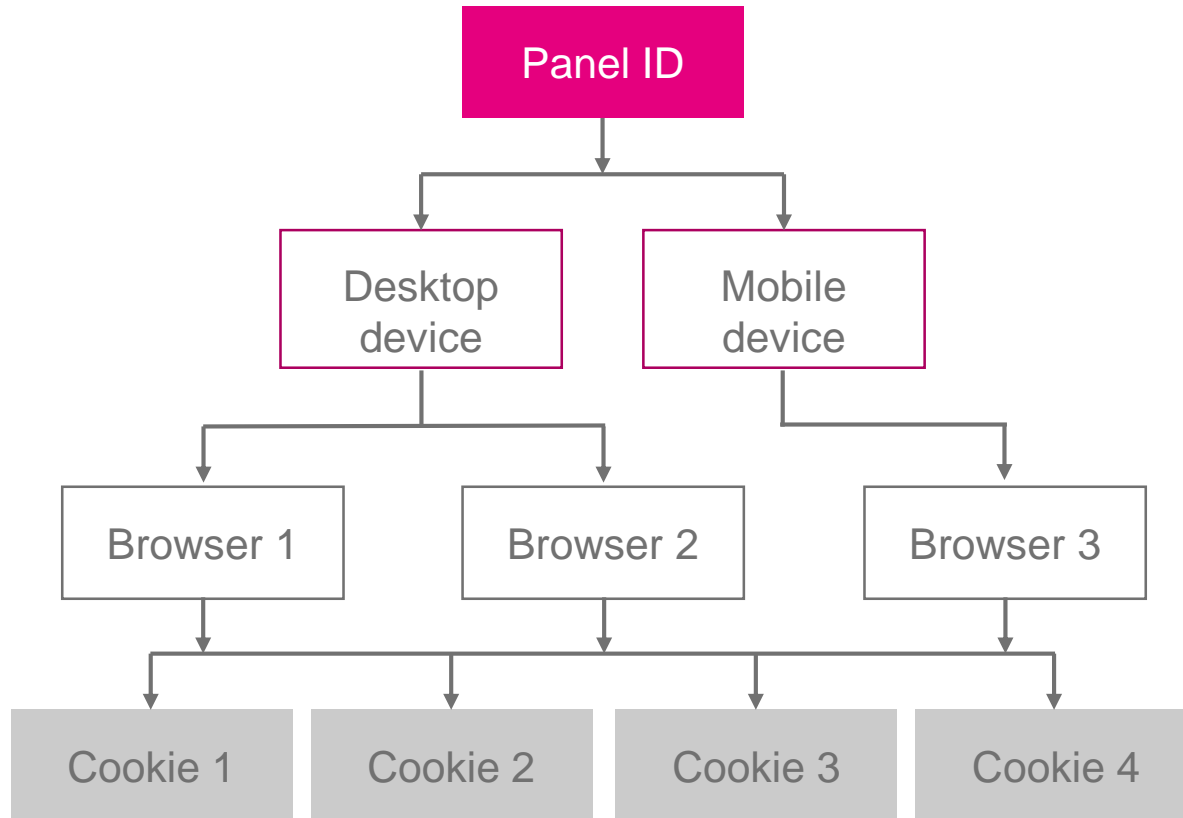
Contact with any content on website

Watching Stream and On-demand videos, online-radio\*

**CMeter has own longitudinal desktop and mobile meter panels – highly profiled, validated and engaged. Installation of specialized software at devices is required**



# Key advantage – person-based measurement approach. Data on devices, browsers and cookies has secondary value



Panelist registers on the website. Personal panelist ID is assigned to each panelist. Data of each panelist is gathered and processed in Panel Management System

Profiling polling is also available via the website

CMeter plugin is installed on each browser of all desktop devices of certain panelist. Remote update is provided. Installation procedure is quite easy as web-site is automatically recognize plugin and offers to install it in case of failure

Statistics on every website visit per panelist is gathered and recorded in Panel Management System

# CMeter panel data quality

## Panel registration, online and offline verification



### Special site for panel

CMeter panel – community of those, who have logged to Panel site are verified as habitants of Lithuania with confirmed socio-demographics, Internet users who met parameters required due to Installment Study findings



### Email address verification

An automatically generated message with link is sent to panelist's email indicated. Each new-coming panelist has to follow the link indicated in the received log-in message in order to proceed with confirmation on the first log-in stage



### Registration data verification

Panel operator gets a log-in inquiry containing full data on certain completed questionnaire



### Check for uniqueness

The operator checks up telephone numbers, indicated addresses and other data on duplication.

If the data indicated by the respondent are not duplicated with the current respondents' database, the potential participant can be qualified for the panel



### Offline control

Operator selectively contacts respondents and asks specifying questions and, based on respondents' replies, takes decision on the verification of the respondent as a participant of the panel. Communication is done both via phone and by email.



### IP control

The IP-address and cookies are also checked up if they fit

**CMeter modules**

# KANTAR Content Meter modules

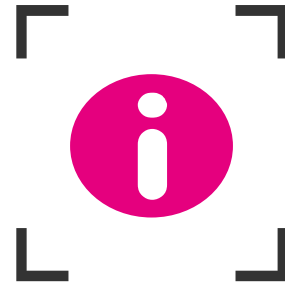
Site Audience



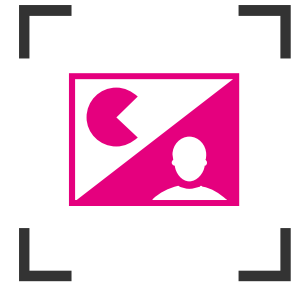
Mobile apps  
measurement



Monitoring



Pixel Audit



**Site audience measurement**

# Sites categories

Auction Sites

Moms

Work

Betting

Dating

Entertainment

**Search**

Banks

Video

Maps

Other

Food

Kids

Telecommunications

Chats and Forums

Post

Lottery

Price comparison sites

**Government and Budgetary Institutions**

Games

**Social Networks**

Cooking

**Media and Information**

Portals

**E-commerce**

Radio

Regional Sites

Photo

Torrent

Ads

Companies

**Automotive**

Science and education

Cinema

Movies

Tourism and rest

Sport

For Adults

Services

Business & Finance

Blogs

**Weather**

Music and mp3

Programs

# Key indicators of site audience measurement



## Basic Metrics

- Page Views (LT) (000)
- AF
- Rch (000)
- Rch %



## Metrics for the Target Audience

- TA Page Views (LT) (000)
- TA AF
- TA Rch % base
- TA Rch %
- TA Rch (000)
- Affinity Index
- Composition %



## Metrics of contact with the site for more than 5 seconds

- Page Views (LT) 5s (000)
- TA AF5s
- TA Rch 5s % base
- TA Rch 5s %
- TA Rch 5s (000)
- Affinity\_5s
- Composition\_5s



# Target Audience

## Demography

---

- Gender
- Region
- Education
- Marital Status
- Occupation
- Income per person
- Children
- Nationality
- Language at home

## Other

---

- Availability of villa/ country house
- Pets
- Main income earner
- Purchase of food and daily necessities
- House ownership
- Main shopper
- The amount of money per shopping
- Accommodation type

## Banking Services

---

- Banking services (DTD)
- Banking services contracts
- Openness to apply for a loan/ credit online
- Leasing services usage

## Insurance contracts

---

- Life insurance
- Accident insurance
- Pension insurance
- Health insurance
- MTPL
- Mandatory MTPL
- Credit insurance
- Property insurance
- Other insurance
- None

## Food Products

---

- Dairy products
- Sweets
- Drinks
- Hot Drinks
- Other Products

## Beauty and Health

---

- Remedies
- Hygiene products usage
- Visiting pharmacies

## Traveling

---

- Trips in 6 months
- Travel destinations
- Travel vehicle

## Smoking

---

- Yes/ No

## Media

---

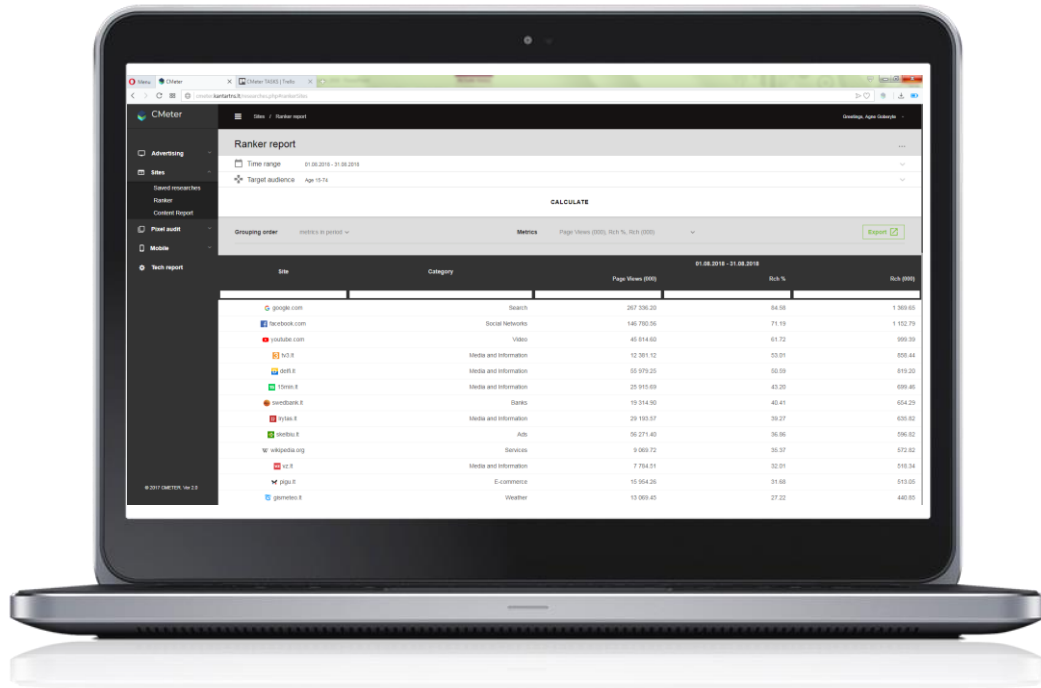
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- TV viewing
- TV watching in the last month
- Recorded TV shows watching in the last month
- TV: by TV channels
- TV: by TV genre
- Radio listening
- Reading Newspapers
- Reading Magazines
- Outdoor Advertising sighting
- Cinema attendance
- Indoor advertising notice

## Shopping

---

- Shopping Online – 6 months
- Shopping Offline – 6 months
- Online shopping resources
- Shopping Online (abroad)
- Payments methods

# Types of reports in Cmeter Sites



**Ranker** – TOP (Rating) of internet sites / categories of sites for the period of interest for any target audience

**Content report** – It is used for more detailed analysis of the audience of sites (wide social profile of contacting users)

**Saved researches** – Most often used reports by user.

# CMeter Mobile app measurement

# Key indicators of Mobile app measurement



## Basic Metrics

- AF
- Median daily minutes
- Total avg median time
- Rch Mobile, %
- Rch Mobile (000)



## Metrics for the Target Audience

- TA AF
- TA Rch Mobile % base
- TA Rch Mobile %
- TA Rch Mobile (000)
- Affinity Index
- Composition %
- TA Median daily minutes
- TA Total avg median time



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# Mobile apps measurement examples

**Ranker report**  
Time range: 01.08.2018 - 31.08.2018  
Target audience: Age 18-35

Grouping order: metrics in period  
Metrics: RM Mobile (RM), RM Mobile %, UA Rich Mobile

Category	RM Mobile (RM)	RM Mobile %	UA Rich Mobile (RM)	UA Rich Mobile %	Composition %	Affinity Index	AE	Median daily relevance	Total avg number times	Sample	UA Sample	AE	UA Rich Mobile % seen
Systems	1 316.26	99.98	1 316.26	99.98	100	100	30.55	20.00	611.89	94	94	30.55	99.98
Utility Service	1 316.26	99.98	1 316.26	99.98	100	100	30.77	4.00	123.96	94	94	30.77	99.98
Messaging	1 313.92	99.90	1 313.92	99.90	100	100	29.85	3.00	143.25	93	93	29.85	99.90
Email	1 313.92	99.90	1 313.92	99.90	100	100	29.04	1.00	29.04	93	93	29.04	99.90
Browser	1 305.02	99.12	1 305.02	99.12	100	100	29.50	10.00	205.63	92	92	29.50	99.12
Social Networks	1 263.89	98.94	1 263.89	98.94	100	100	29.99	40.00	1 343.77	91	91	29.99	98.94
Photos	1 254.67	98.34	1 254.67	98.34	100	100	29.99	3.00	77.97	90	90	29.99	98.34
Youtube	1 202.90	97.44	1 202.90	97.44	100	100	25.42	7.00	142.93	89	89	25.42	97.44
Maps	1 210.06	91.91	1 210.06	91.91	100	100	17.26	2.00	34.32	86	86	17.26	91.91
Documents	1 180.14	89.64	1 180.14	89.64	100	100	13.60	0.00	0.00	81	81	13.60	89.64
Weather	1 108.55	84.20	1 108.55	84.20	100	100	28.91	0.00	0.00	80	80	28.91	84.20
Games	1 080.76	82.85	1 080.76	82.85	100	100	26.70	0.00	0.00	78	78	26.70	82.85
Video	1 071.77	81.41	1 071.77	81.41	100	100	13.40	0.00	0.00	75	75	13.40	81.41

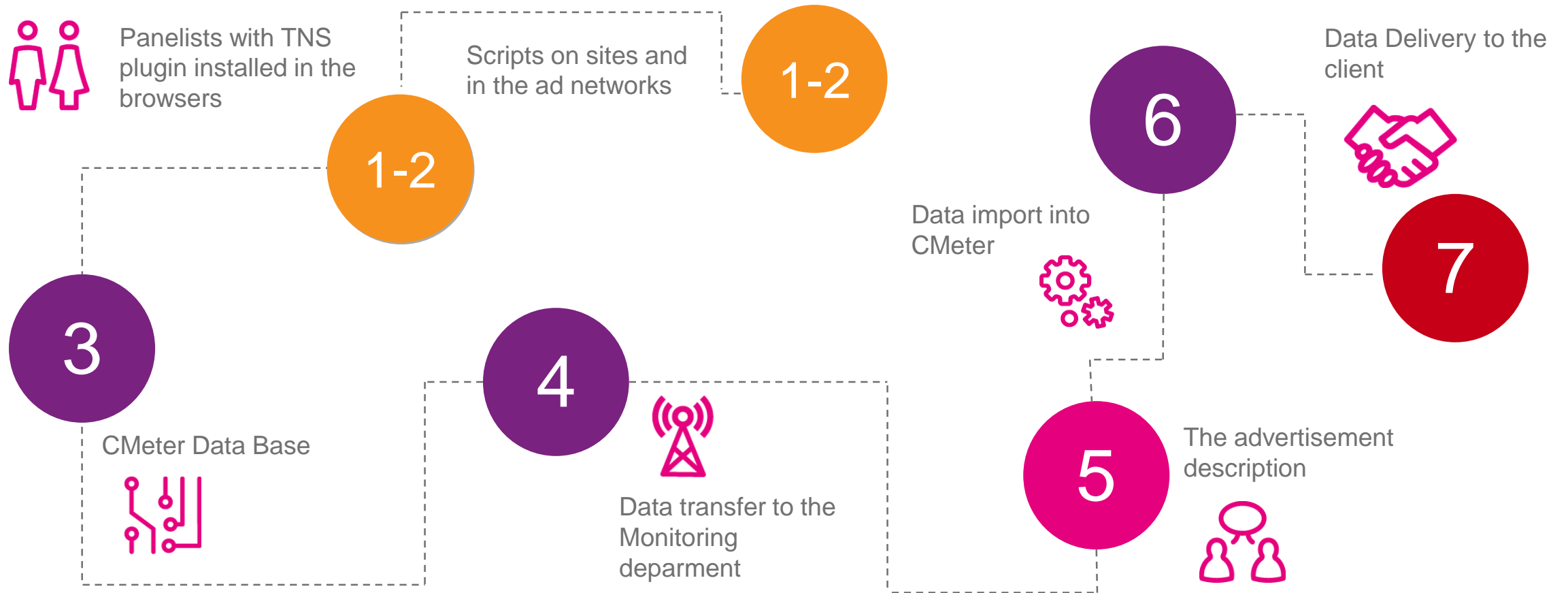
**Ranker** – TOP (Rating) of Mobile apps/ categories of Mobile apps for the period of interest for any target audience

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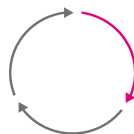
# CMeter Monitoring

# Advertising monitoring scheme



# Ad Monitoring Features

## 1 Advertising types



Creatives that exceed the impression threshold are identified by identification.

Non-advertising creatives are collected into the category "Not advertising".

The Foreign Advertising (the creatives in Russian, English etc.) language are identified as "Penetrating Foreign Advertising."

## 2 Advertising formats



No split in ad formats. We conditionally allocate the types of ads depending on the method of collecting content.

Three types of ads:

- Banner
- Video advertising
- html-5 video

# Advertising on Facebook and Youtube



## Features Facebook:

---

We collect:

- Ads signed "Sponsored".
- We collect ads from all pages except the calendar.

We don't collect:

- The contextual and native advertising, a lot of ads are saved as image without the direct indication of the brand, falls into the „Not Ad“.



## Features Youtube:

---

We collect:

- InStream in html5- video
- Overlay in the player and on the site

We don't collect:

- Text ad in the player.

# Key indicators of monitoring module



## Basic Metrics

- Impressions (000)
- AF
- Rch (000)
- Rch %



## Metrics for the Target Audience

- TA Impressions (000)
- TA AF
- TA Rch % base
- TA Rch %
- TA Rch (000)
- Affinity Index
- Composition %



## Metrics of contact with the site for more than 5 seconds

- Impressions 5s (000)
- Impressions 5sv (000)
- TA AF5s
- TA Rch 5s % base
- TA Rch 5s %
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**Results delivery via digital platform CMeter**

# Permanent delivery of results via a digital platform



## Web based

- Easy access through a web browser
- No installation required
- Multi screen and multi OS



## Secure

- Nominative & individual access
- Protected access
- CMeter servers are hosted in a specialized data centre



## Interactive

- Dynamic set of items users can interact with
- Excel export
- Centralized updates on regular basis

Thank you