person**all** ®

audience is personal

audiovisual audience measurement

all platforms, devices, locations

a future-proof state-of-the-art system
from a specialized designer and builder
of data systems for audience measurement
for more than three decades,
achieving multiple world firsts

available on turnkey adapt-deploy-operate terms worldwide

immetrica

audience measurement **in focus**

personall

Immetrica personall is comprehensive. It uses acoustic audio ACR deployed on smartphones to measure **all** audiovisual platforms **single-source**.

Immetrica personall exclusive measurement in grey, other measurement in colour

REALTIME   TIMESHIFTED   ADVERTISING   RADIO/AUDIO

DVR

MVPD VOD

OTT

YouTube

Facebook

Web

Streaming audio

Conventional television

Radio

Other available measurement:

- Available (quality varies)
- Available only in some countries' currency services, some RPD systems and connected TVs
- Available in some RPD systems and connected TVs
- Available in 44 USA local markets only
- Walled-garden summary data only, not relatable to other data
- Generally not relatable to other audiovisual measurement
- Available as topline summary several times per year, in some countries only

Immetrica personall measures personal screens, unavailable in most countries.

Conventional and connected TV sets

Computer

Tablet

Phone
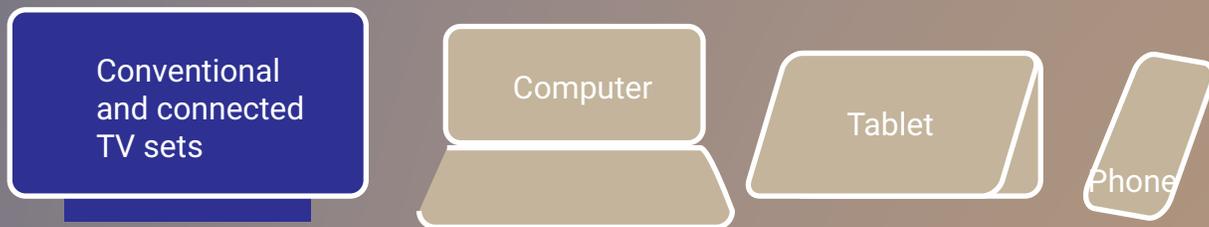
Other available measurement:

- Linear TV available (quality varies); DVR, MVPD VOD and OTT sometimes available as shown above
- TV/video programming in 44 USA local markets only, if PPM near audio source

immetrica

The viewing of children without smartphones can be collected through tablets they use

personall

Immetrica personall measures personal viewing.
RPD and connected TVs do not.

RPD DVRs

RPD STBs
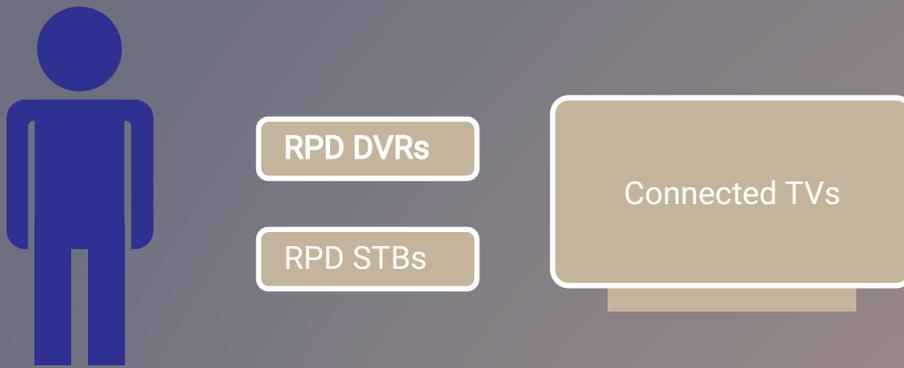
Connected TVs

● Immetrica personall and people-meters: persons
(the target audience)
● RPD and connected TVs: devices;
can be aggregated to households with much effort

Immetrica personall offers demographics.
RPD and connected TVs have address only.

Connected TVs have only IP address, which vaguely indicates residence address

RPD DVRs

RPD STBs
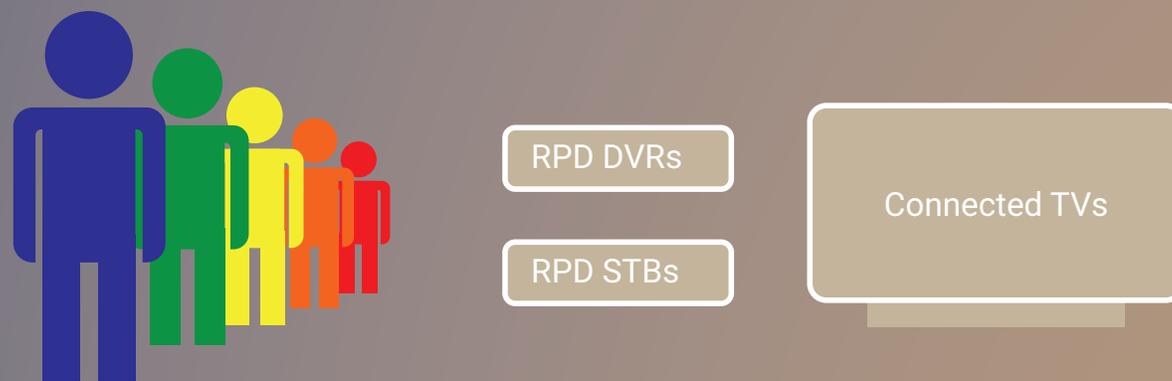
Connected TVs

● Immetrica personall and people-meters: demographics
● RPD and connected TVs: residence address or area only

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Immetrica personall...

- is truly passive
- does not require watermarking
- does not have PPM's cooperation problems
- has one of the best ACR implementations
- can be stood up in a few months
- is affordable

How much partial non-compliance with personal check-in, confirmation and check-out of viewing does your currency provider have?

What is the count of PPMs that panelists take with them outside the home? What is the count of PPMs that panelists carry with them inside the home?

Unreliable ACR even from some of the large providers has given the approach a poor reputation. We use the patented technology of **ACRCloud**, winner of the MIREX competition two years in a row, provider to around 100 leading music rights associations and consumer electronics vendors, and shown to improve on Gracenote's recognition by almost 50%.

ACRCloud

Watermarking usually requires costly encoding equipment in the playout path, and channel operators resist it. It has also been known to have reliability problems. We don't require it. We offer an optional inexpensive, easily deployed advanced watermarking technology for platform identification.

Fast and **inexpensive** are not usually terms used to describe new measurement deployments. They are with us.

immetrica

"The world's best ACR"

Bill Harvey on Immetrica personall data

personall

Immetrica personall reliably ingests reference content

Nationwide realtime channels

Ad creatives

Advertising submission system

OTT content

OTT content discovery and at-scale ingestion system

Transcoding Fingerprinting

Fingerprint reference database

Local realtime channels

Transcoding Fingerprinting
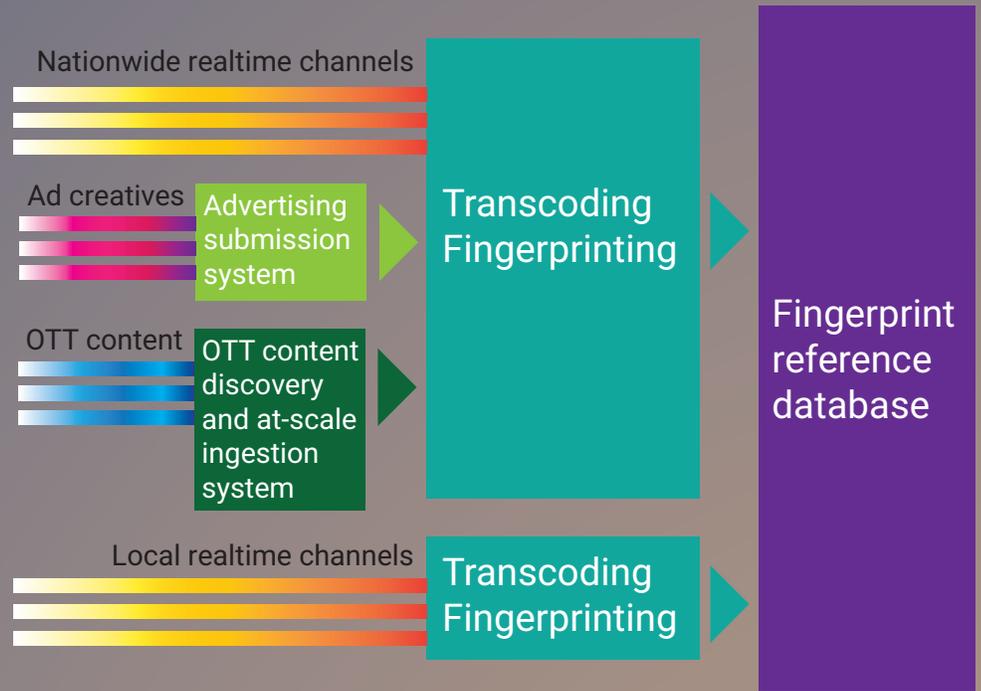
Immetrica personall quickly ingests entire libraries of OTT services (10k+ h/month)

Immetrica personall works with best-in-class content discovery provider Utelly to discover new content released overnight and ingest it before its peak viewing starts in the same day's primetime

Utelly

immetrica

personall

Immetrica personall is privacy-compliant and compatible with either Immetrica or a third-party as data controller; it does not send audio outside the mobile device

GDPR
CCPA

Immetrica personall offers either an app or a code library that easily integrates into an existing app

The **personall** library...
- is highly survivable
- works in phone sleep
- is autolaunching
- uses little data plan
- uses little battery

1–2% ongoing battery expenditure

1 Your app

2 Add Immetrica library

3 Insert call to library

4 Your app with our library — Recompile and release update
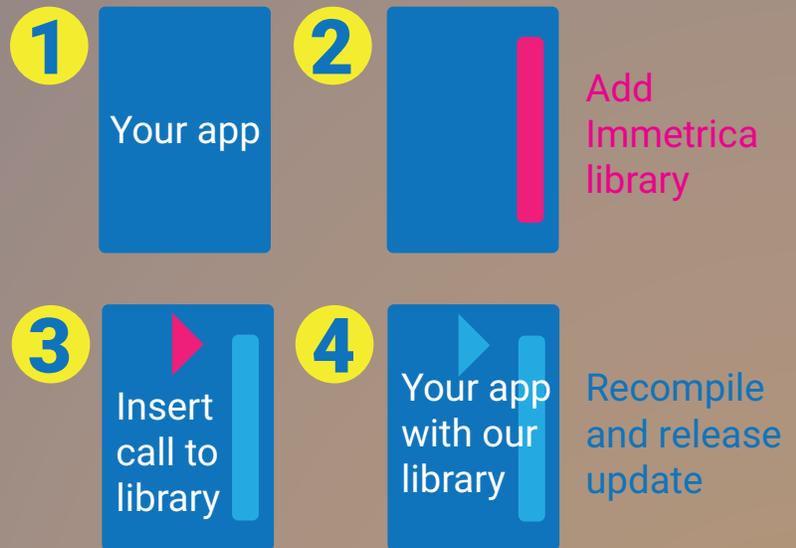
The **Immetrica personall** system is highly secure by design

immetrica

personall

❚ Monetize your conventional and new-tech audiences
TV, video, VOD, OTT, radio, audio, online, in-app, social media, single-source

❚ Sell with richer demographics, consumer data
Brand usage, purchasing intent available through special surveying

❚ Better evidence for content and production decisions
Where to invest and where to release, OTT vs terrestrial vs pay-TV channels

❚ Surveys
Survey the panel for added demographic and consumer data

❚ Instant Insight
Instant surveys sent to panelists who watch designated ads or programs

❚ Ad playout verification
Viewers in the room net of addressable overlays; prove your delivery

❚ Antipiracy
In the USA, content is routinely shown outside licensed windows, inadvertently;
In some other countries, smaller pay-TV operators carry channels illegally, deliberately.
In both cases, stop the unlicensed use of your content

❚ Predictive content pretesting
Using an advanced biometric technology by MindProber Labs

broadcasters   **channels**

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personall

▌ **Measure campaigns cross-platform with deduplicated reach**
TV, video, VOD, OTT, radio, audio, online, in-app, social media, single-source

▌ **Target MVPD, CTV, AVOD personally and demographically**
Device- or household-level inventory without individual viewer or demo identification

▌ **Ad playout verification**
Viewers in the room net of addressable overlays; prove your delivery

▌ **Verify ad playout net of fraud**
Fraud on AVOD, undetectable by SIVT, is a growing chunk of your spend

▌ **Verify ad playout net of addressable overlays**
Addressable overlays prevent delivery of your message on connected TVs.

▌ **Channel-originated linear ads distinguishable**
from addressable, affiliate-originated or locally inserted spots

▌ **Instant Insight**
Instant surveys sent to panelists who watch designated ads

▌ **Predictive ad creative pretesting**
Using an advanced biometric technology by MindProber Labs

▌ **Campaign analytical services**
Multiple KPIs including brand lift, consumer journey in broadcast, ROI, by eCGlobal

advertisers **agencies**

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programmatic addressable

Make your inventory personally and demographically targetable
Device- or household-level inventory without individual viewer or demo identification

Sell all your individual viewing
VPVH (viewers per viewing household) is 1.2 in the USA. Claim it!

Sell sports and new schedules with near-realtime ratings
with near-realtime data in programmatic markets, normally fed by past data

Ad playout verification
Viewers in the room net of addressable overlays; prove your delivery

Verify ad playout net of fraud
Fraud on AVOD, undetectable by SIVT, is probably a growing chunk of your spend

No RPD representativeness problems
such as concentration of return path in upper tiers

Lower costs
than most RPD implementations

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▌ Make your inventory personally and demographically targetable
Device- or household-level inventory without individual viewer or demo identification

▌ Sell barter (insertion) minutes with all your individual viewing
VPVH (viewers per viewing household) is 1.2 in the USA. Claim it!

▌ True individual viewing, with demographics
Not the device-level or household-level data of RPD

▌ See your subscribers' use of your competition: terrestrial and OTT
Act to retain them while you can. Once they unsubscribe, it's very difficult to get them back

▌ Better evidence for content and production decisions
Where to invest and where to release

▌ Ad playout verification
Viewers in the room net of addressable overlays; prove your delivery

▌ Verify ad playout net of addressable overlays
Addressable overlays prevent delivery of your message on connected TVs

▌ Instant Insight
Instant surveys sent to panelists who watch designated content

cable   DBS   AVOD

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OTT

▌ Comprehensive OTT measurement across providers and devices
Know how your competition is faring

▌ Rapid library intake, discovery and intake of additions
in time for the viewing peak starting the same day

▌ Understand your service's use by actual individuals
not often-shared profiles. Align your marketing with your viewers

▌ Ad playout verification
Viewers in the room net of addressable overlays; prove your delivery

▌ Verify ad playout net of fraud
Fraud on AVOD, undetectable by SIVT, is probably a growing chunk of your spend

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▌ Basis for ancillary-use royalties/residuals

Negotiate revenue for all distribution of your work

▌ Negotiate with studios/OTTs

in full knowledge of your content's importance to them

▌ The solution for primarily OTT content

The currency ratings services usually cannot see your viewing

content **owners** **creators**

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Report your service level across all platforms
and demographics. Meet your public service requirements

Guide investment decisions in distribution platforms
Direct scarce capital to where it can do the most good

Secure advertising or grants for new-tech services
Being public and nonprofit doesn't mean being noncommercial

Monetize your conventional and new-tech audiences
TV, video, VOD, OTT, radio, audio, online, in-app, social media, single-source

Sell with richer demographics, consumer data
Brand usage, purchasing intent available through special surveying

Ad playout verification
Viewers in the room net of addressable overlays; prove your delivery

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Addressable overlays prevent delivery of your message on connected TVs

Instant Insight
Instant surveys sent to panelists who watch designated ads or programs

public broadcasters

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▌ Affordable state-of-the-art passive measurement for radio
Shed the recall-based methods that undercount everyone and privilege bigger players

▌ Includes Internet-delivered stations and podcasts
Radio is no longer only linear or terrestrial

▌ Demo targeting lets radio be added to TV and Internet buys
"Make it easy for people to give you their money"

radio internet audio

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developing economies

▎ **Jump from recall-based measurement to the state of the art**
Shed the recall-based methods that undercount everyone and privilege bigger players

▎ **Measure fast-growing viewing on mobile devices**
driven by cheap mobile broadband and low penetration of TV sets and pay-TV

▎ **Designed for maximum price sensitivity**
Our costs are not zero, but they are sensitive to your needs

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personall®

audience is personal
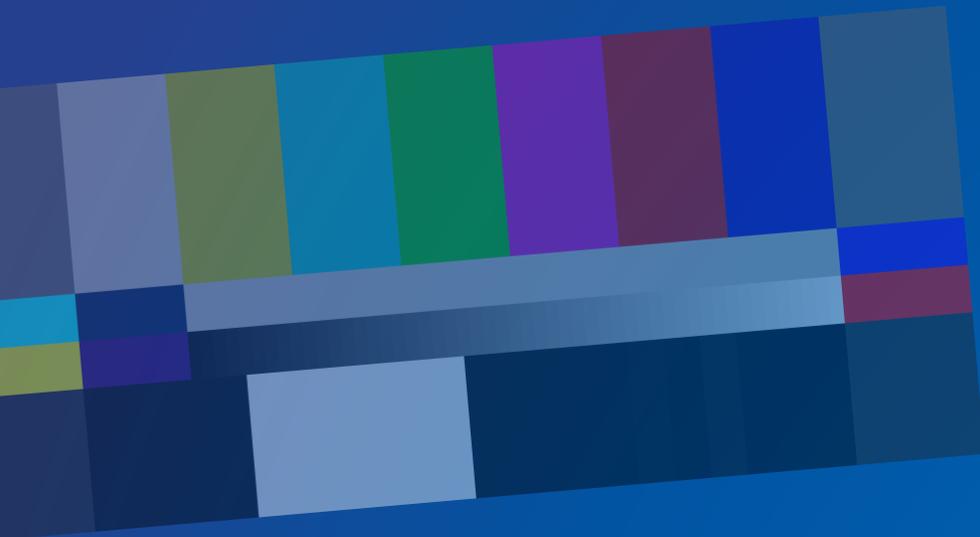
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