Measuring Multi-Platform Media Consumption and Ad Effectiveness in a Fragmented Media Landscape

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Alldience

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WHO ARE WE?

eCGlobal Labs is a Miami-based tech startup that aims to disrupt the audience measurement industry, a USD $15bln global industry ($8bln in the USA) that is failing to measure and understand TV audiences in the current dynamic, fragmented media landscape.

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- It started in 2014, as a spin-off of eCGlobalPanel - a pioneer in the online market research services industry in Latin America;

- It has applied more than 15 years experience and combined knowledge in marketing, technology and market research fields, and created the most complete and integrated technology platform for consumer insights and market research.

Some eCGlobal Clients

WHO ARE WE?

Immetrica is a Boston-based audience measurement specialist, building audience research systems and conducting audits for more than three decades.

- Serving major television, radio, pay-TV and DVR players around the world;

- Pioneers: first time-shifted viewing ratings in the US, first extrapolation of STBs to households in the world, and first adjustment for HD representativeness in the world.
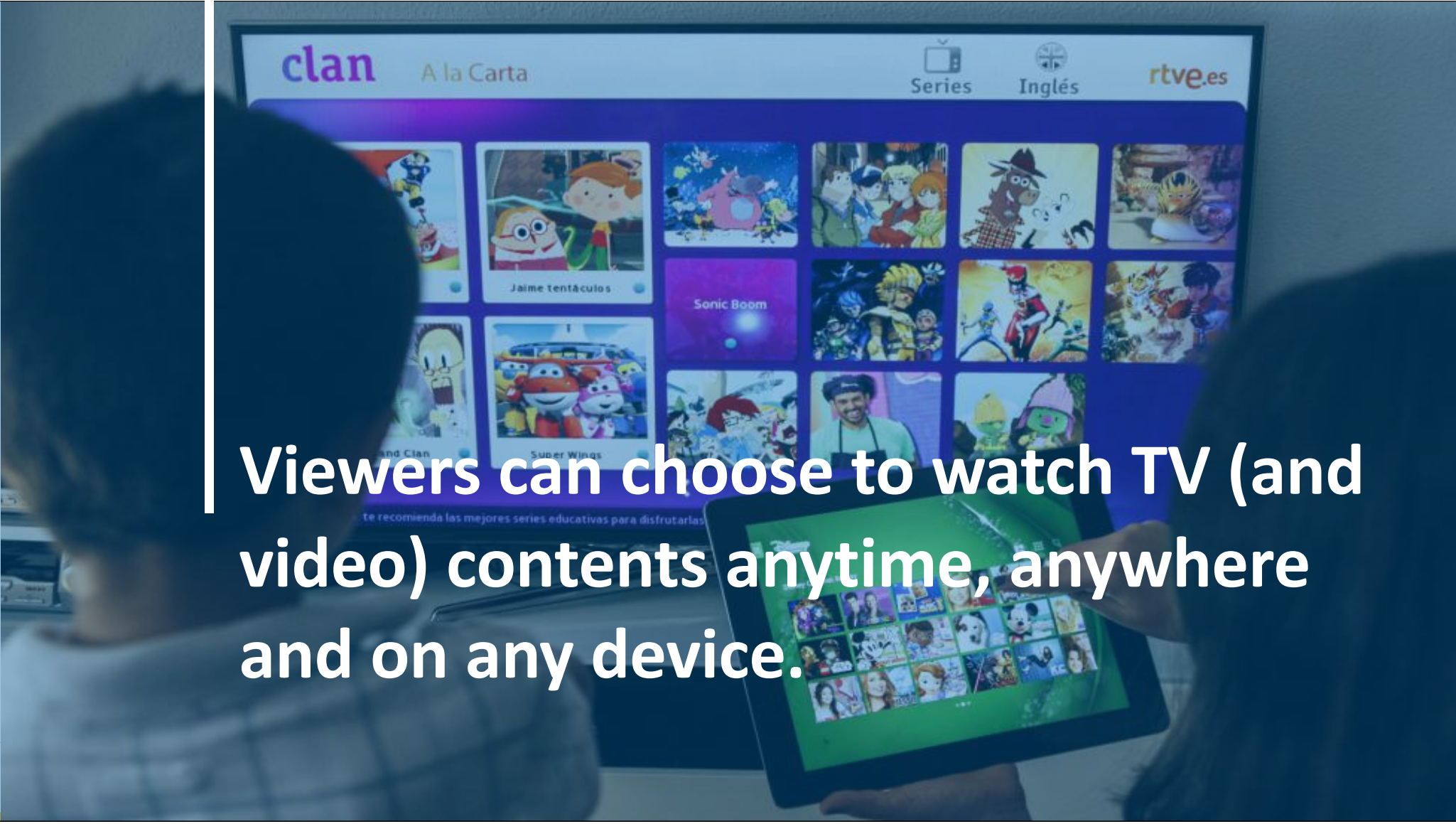
SOME IMMETRICA CLIENTS

THE PROBLEM

New technologies are growing rapidly at the expense of conventional delivery channels. These are invisible to other ratings providers and thus unmeasured, are difficult to monetize and to plan for with an adequate fiscal basis.
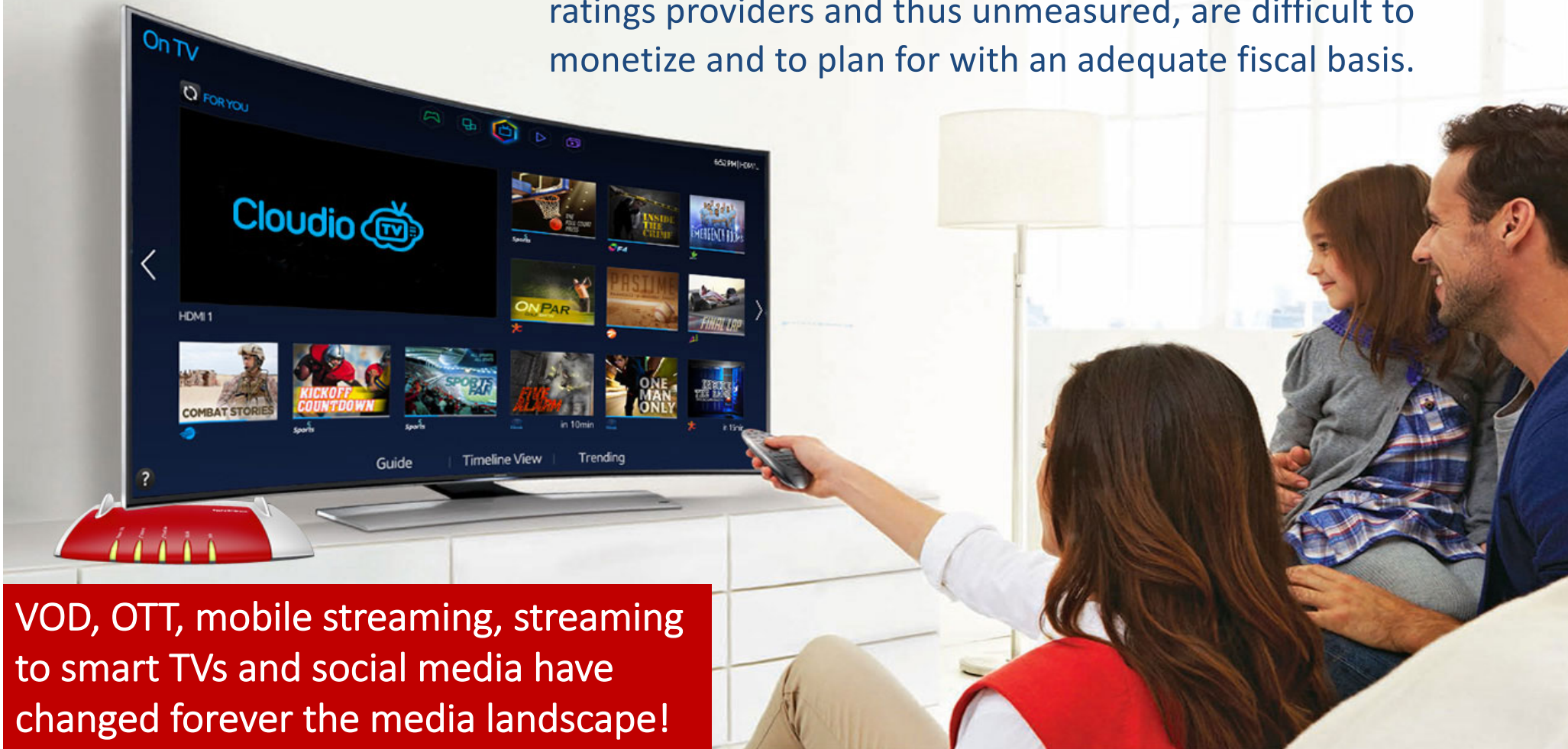
VOD, OTT, mobile streaming, streaming to smart TVs and social media have changed forever the media landscape!

Viewers can choose to watch TV (and video) contents anytime, anywhere and on any device.

Tech giants
as new entrants

Google/YouTube, Apple, Facebook, Netflix, Amazon, Hulu, the big content owners, the mobile telephony giants, and numerous local players are all out to grab a piece of the TV market, and many can undercut competitors that must turn a profit. Digital transition results in a rapid decline in pay-TV penetration and the replacement of pay-TV viewing with digital terrestrial and streaming.

THE PROBLEM

The result is a threat to the entire pay-TV ecosystem that requires bold measures to combat, and an opportunity for terrestrial broadcasters to regain the lead in content delivery after decades under attack by pay-TV. Both cord cutters and cord nevers will drive the economics of video everywhere, and especially in Latin America and India.

As has happened in the US and Europe, premium channels and marquee sporting events are becoming available independently of pay-TV subscriptions or terrestrial TV networks. In 2014, 8% of Brazil Internet users intended to watch that year's FIFA World Cup on mobile devices; in 2018, that percentage almost tripled to 22%.

Advertisers are caught in a bind too, their available inventory reaching fewer people. The ever-increasing part of it that is unmeasured renders ROI calculations ever more tenuous.

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THE PROBLEM

Audiences will disappear where you can count them, and show up where you can't see them, with current audience measurement services.

Media companies urgently need new solutions to help them **monetize their new audiences,** and advertisers need better measurement solutions to help them **optimize their TV media investment.**

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THE PROBLEM

The other measurement tools are all severely **LIMITED**

People Meters
The currency TAM default
Home only
TV sets only
TV channels only
People dislike logging
Small sample, expensive

Set-top boxes (RPD)
Timeshifting measurement
possible from pay-TV
operator services only
No individual attribution
Often no household either
High tuning-without-viewing
STB on, monitor off common

Smart TVs
Home only
Smart TV sets only
Mostly only TV channels
No individual or
household attribution

Nielsen PPM
Requires watermarking
Low cooperation as PPM
not essential to sample
member to carry
Expensive license

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Our Solution: Alldience SPM (Smart People Meter)

THE SOLUTION

Alldience

complete audience measurement

Alldience is the needed advance towards measurement of any screen, anytime, anywhere. It is the first service of its kind able to withstand the cooperation challenges that afflict every other attempt at a personal media measurement device.

Well-run advertisers and media companies must know the effect of those viewers and views, unaccounted for in currency measurement.

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THE SOLUTION

Alldience transforms any smartphone into a Smart People Meter, almost always on the sample member's person or at arm's reach, which identifies any audio-equipped content the sample member consumes anywhere and anytime.

Alldience uses advanced technologies known as ACR (Audio Content Recognition) and audio watermarking. These are integrated it into the virtually unkillable, autolaunching eCGlobal app installed on the smartphones and into the signal monitoring backend. This enables identification, analysis and measurement of any content with an audio track. In addition to quantitative reporting of the viewing of TV shows or specific advertising, Alldience can measure opinion and emotions towards the contents consumed.

The smart way to measure and understand your audience to all screens

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Alldience

01 TV programmes and advertising creatives (clips) are watermarked and fingerprinted for real-time and timeshifted recognition (DVR/VOD/OTT).

02 Realtime and timeshifted viewing is identified up to 24h after broadcast (expandable). Cost-efficient long-term storage of content for identification is also available, for days, weeks, months or years.

03 Fingerprints sent from each sample member's app. Alldience receives both recognized and unrecognized viewing events from ACR servers.

04 Alldience transfers these events to eCGlobal, which surveys sample members who have watched designated content.

Alldience performs sophisticated processing of the data for audience measurement (channels, programmes and advertising spots) and exports fully validated and contextualized data to analytics platform.

Alldience is able to watermark YouTube content inaudibly in the audible spectrum, avoiding YouTube's low-pass filter.

For broadcast, pay-TV and most OTT services, supersonic spectrum is used. The insertion server is connected via failsafe, so cannot interrupt production.

aws

# Alldience deployable anywhere, worldwide

Latin American panel

	Country	Members
🇦🇷	Argentina	79.820
🇧🇴	Bolivia	9.830
🇧🇷	Brazil	506.717
🇨🇱	Chile	80.905
🇨🇴	Colombia	78.445
🇨🇷	Costa Rica	3.689
🇲🇽	Mexico	165.285
🇵🇦	Panama	7.141
🇵🇪	Peru	56.010
🇵🇷	Puerto Rico	20.472
🇻🇪	Venezuela	33.361
	Others	66.984

1.108.659 MEMBERS

Mexico
Puerto Rico
Costa Rica
Panama
Venezuela
Colombia
Peru
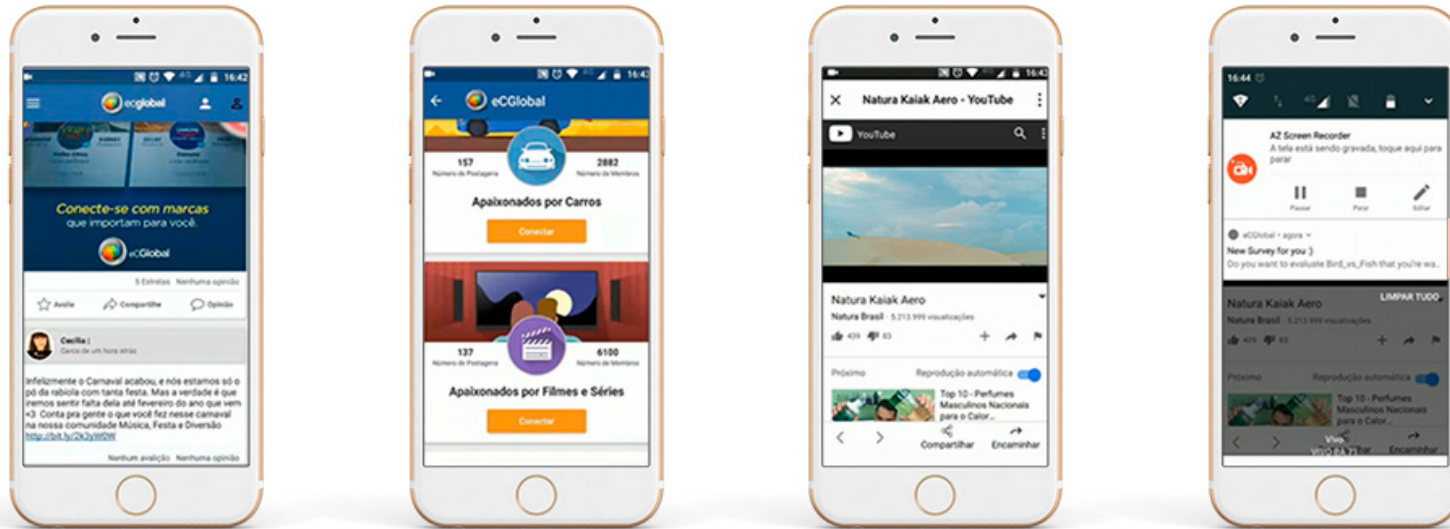Brazil
Bolivia
Chile
Argentina

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- **Any screen, anytime, anywhere**

- **Real-time, timeshifted**

- **TV, DVR, VOD, OTT, streamers, YouTube, social-media video, radio**
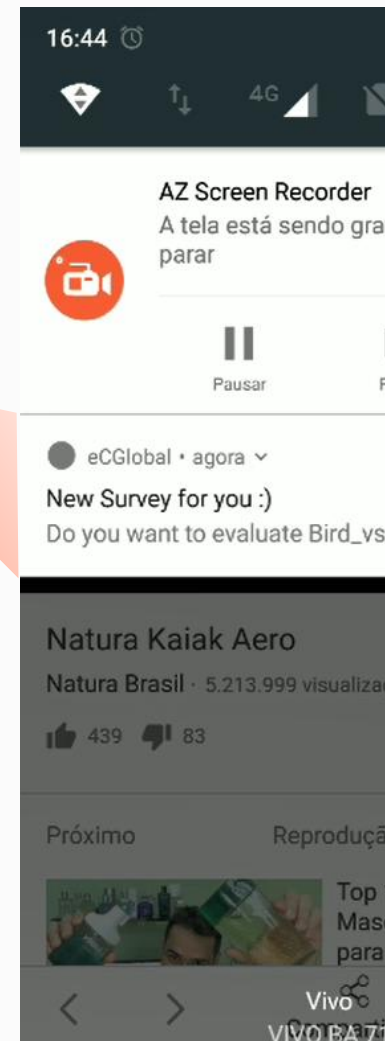
- **Extensive demographics**
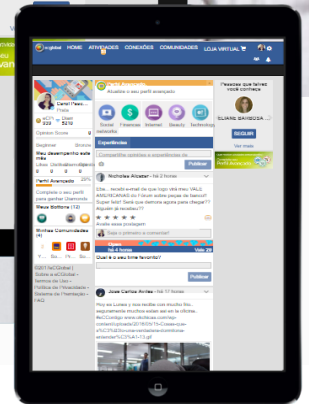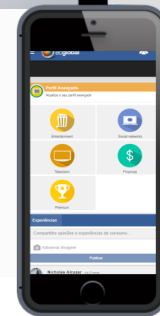
Alldience: For Advertisers

- Ad measurement & valuation
- Ad creative testing
- Demographics & advanced segmentation
- Extensible consumer data
- Social media use measurement
- Ad playout monitoring

Instant Engagement: your survey on sample member's mobile device minutes after he/she views a designated ad (the world's largest focus group)

Alldience: Farther than R&F...

Apart of knowing how many times, by which percentage of people, for how long or on which platforms your target saw your ad, Alldience allows to measure campaigns' performance indicators.
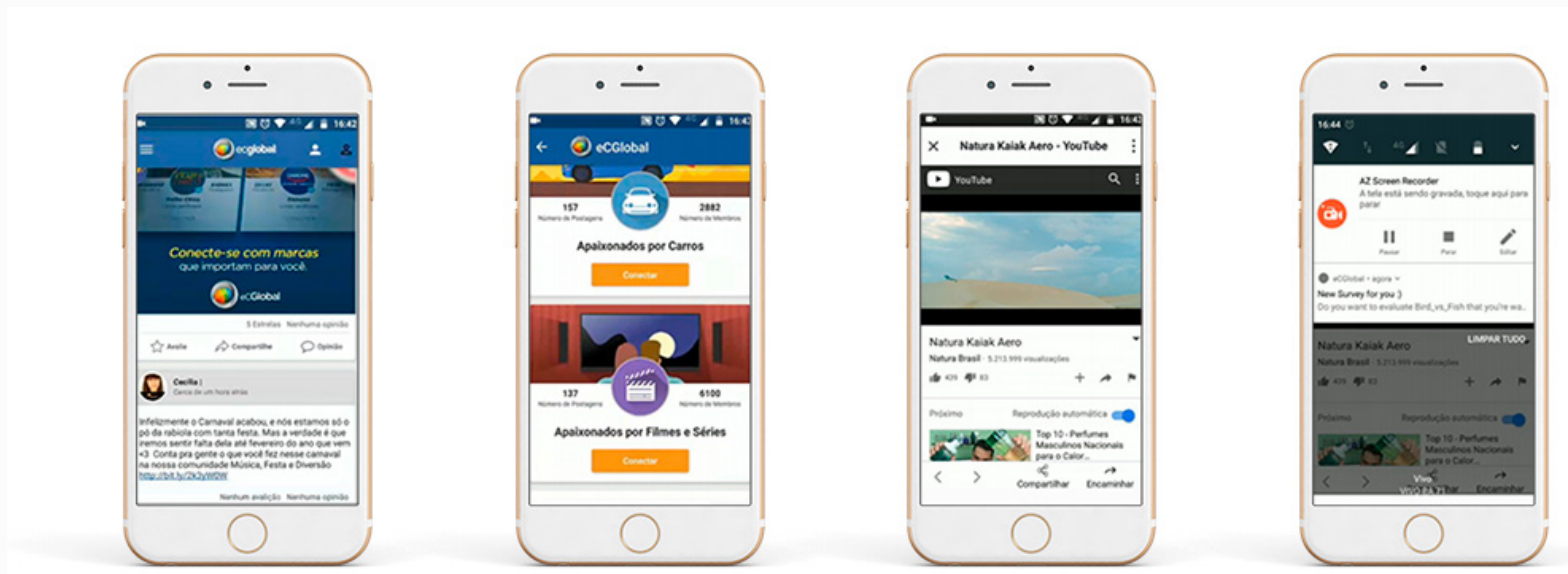
Measuring Campaign Impact Beyond Reach & Frequency

With Alldience, one can finally understand multiplatform campaigns' performance and identify those consumers which were impacted by several channels and had a brand experience on diverse screens.

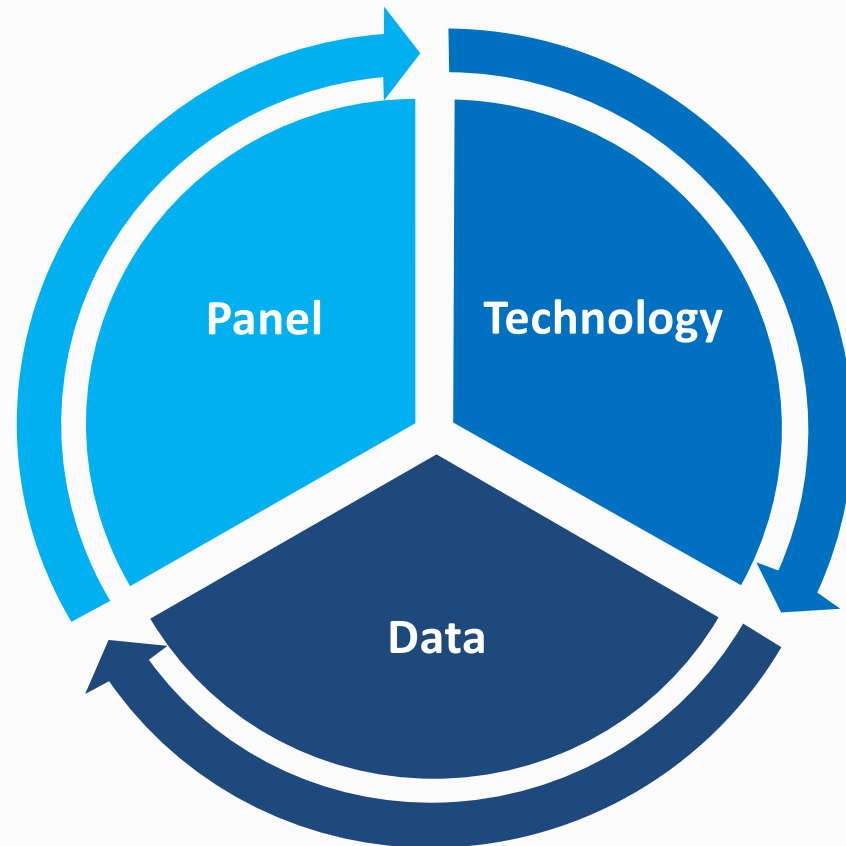Example, what was the percentage of consumers impacted by TV and by social media?

Which multplatform media plan attained the best ROI for the brand?

What was the total reach of the media campaign considering TV + social media + apps?

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Alldience: For Everyone

1) Alldience servers monitor, fingerprint, and store television channels in real time. Advertising spots are also ingested. Watermarks are applied to enable additional information, such as separation of conventional television, DVR, VOD and OTT.

2) Fingerprints and watermarks are sent by the app of the panelist in our sample. Alldience receives the recognized viewing, via ACR matching, of all monitored channels and advertisements. This is supplemented by the watermarks to report the precise distribution path.

3) Each 10 seconds, fingerprints and watermarks are sent by the app. Recognition up to 24 hours after transmission is automatic. For timeshifted viewing recognition beyond 24 hours and up to one year (a period that can vary according to client needs), new content only is stored separately.

4) Viewing events are transferred to eCGlobal server where they are saved for historic data of the media consumed by the panelist. Automated and scheduled questions can be served to panelists with a certain frequency depending on client specifications (those who watched certain content).

5) At the same time, running in parallel, Alldience executes sophisticated processing of the data to measure the audience, export the validated data and identify each platform, releasing results to clients.

Alldience: For Everyone

- Sample as large as required

- As few or as many channels as desired

- Advertisements detected and reported separately, no need to derive from channel data

- Minimum detectable ad duration: 15 seconds

- Viewing of the same ads on means other than conventional TV detected

- Can optionally report sources other than conventional TV, using watermarks

- Full use of available demographics, weighted sample if necessary

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Alldience: For Everyone

Understanding the potential of Alldience allows to better understand audiences and to measure ad and communication campaigns' performances in multi media-platforms.

Multiscreen

All platforms
Apps on mobile devices

Available in near-realtime

Identifies and captures realtime TV viewing, as well as DVR, VOD (video on demand), OTT (over-the-top), YouTube, social media

Segmented profiles

Complete audience demographics, consumer habits, social-media use
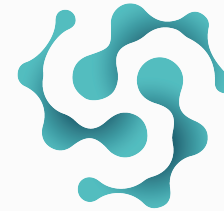more than 200 data points
extensible per client

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Alldience: For Everyone

Surveys

Automated
(upon viewing of a designated ad)
Periodic
Special

*Highly predictive biometric testing
of programme, ad creative and promo content*

By MindProber <mindproberlabs.com>
winner of Ilex Insight Innovation Competion Award
(Atlanta 2017) and the ASC and MRS Award for
Breakthrough Technology Innovation (2017)
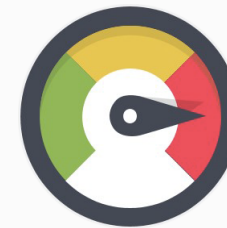
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Alldience: For Advertisers

Single-source measurement of multiplatform campaigns

Audience data (reach and frequency) of media campaigns, TV, social-media videos or sponsorships on the Web

Brand KPIs Campaign ROI

Key performance indicators: recall, recognition, brand affinity, purchase intention, purchase, satisfaction, consumption, repurchase, NPS (net promoter score: willingness to recommend)

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Alldience: For Advertisers

Retargeting

Actual audience obtained to target audience
Cross-platform

Motivators

Complete consumer journey

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Alldience: Streaming Services Measurement

- To be implemented using unified API that supports major multinational streamers and several large services run by channel operators
- Initial content ingestion achievable in less than a year
- Timely updates for ever-changing content libraries

Alldience: For Programmatic Advertising

- Most of the world has either no data, or very limited (RPD from only one pay-TV operator), for programmatic advertising markets
- Programmatic markets are of increasing interest as they permit ad placement in television that is analogous to online (the same short-lead-time auction for lower rates and better demographic control, the same segmentation)
- Most other data sources cannot feed programmatic (classic TAM because of small sample, RPD because it is usually not available near realtime)
- Alldience, which processes most data shortly after their generation, can enable programmatic markets with two upgrades, already planned for other reasons:
  - A weighted intab algorithm that permits variance throughout the day
  - App self-configuration of data transmission interval based on battery expenditure

Alldience: For Retailers

Alldience panel

- Are your target audience exposed to your advertising?

- If they are, are they customers?

- If not, why not?

- Are they customers of your competition?

- Panel provided by eCGlobal

- Recruitment and retention in monetary equivalent

- eCGlobal/Alldience app with ad and media detection
  + location detection of your stores (coming up)
  + detection of shopping on your website (coming up)

- Can provide sample member identifier if you provide email address and it is the same

- Answers how well you're converting your target to customers, occasional/regular/frequent

- Answers what target you're actually reaching/converting

Your discount/credit cardholders

- Are your frequent customers exposed to your advertising? To your in-store promotions? Do these motivate them?

- Are they customers of your competition?

- Panel provided by you from discount cardholders

- Recruitment and retention in store discounts

- Custom app with ad and media detection
  + your discount barcode, special deals, other content
  + location detection of your stores (coming up)
  + detection of shopping on your website (coming up)

- App can be developed by you or Alldience

- You provide email address or customer identifier

- Answers how loyal your customers are, and how well they respond to your messages

- Answers what target they represent

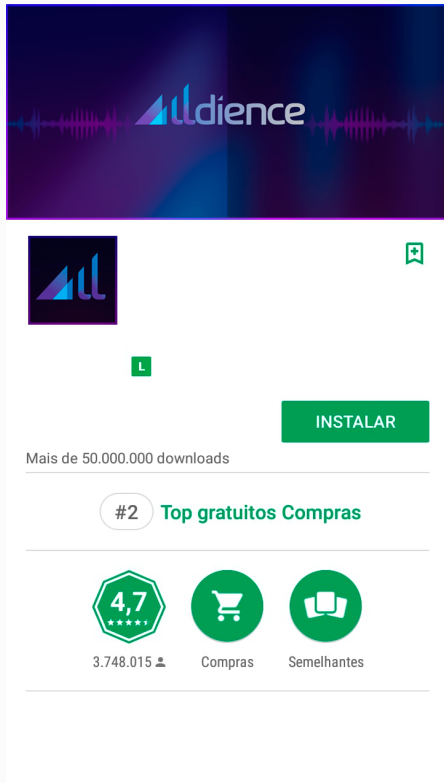# Alldience: For Retailers

For your cardholders:

- Frequent customer/discount virtual card app developed by retailer with Alldience library or by Alldience for retailer

- App can display discount barcode, reward points, and limited-time special pricing
  (stable, significant discount is recommended to encourage retention of app)

For your cardholders and Alldience panel members:

- One login at first app launch using panel member's or customer's email address or number

- Unkillable, autolaunching, battery-saving audio monitoring from first app launch:
  ads in mass media and in-store; optionally TV/video and radio/audio, optionally with
  identification of specific sources other than conventional TV

- Use of ads, in-store promos
  and media can be easily
  joined to in-store and
  website/mobile purchasing
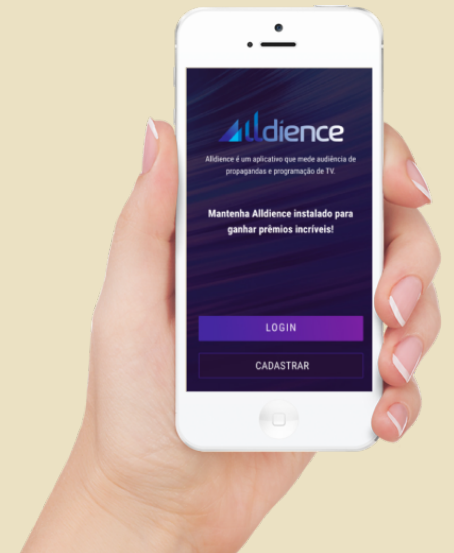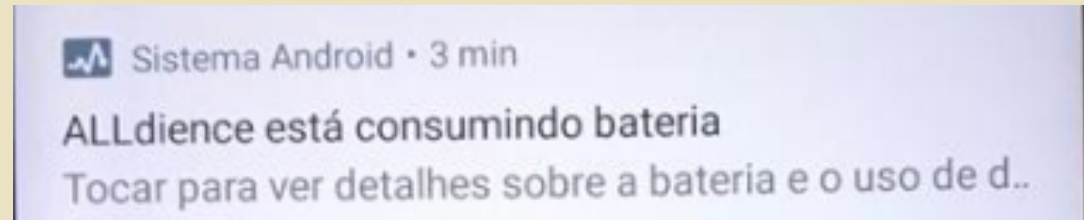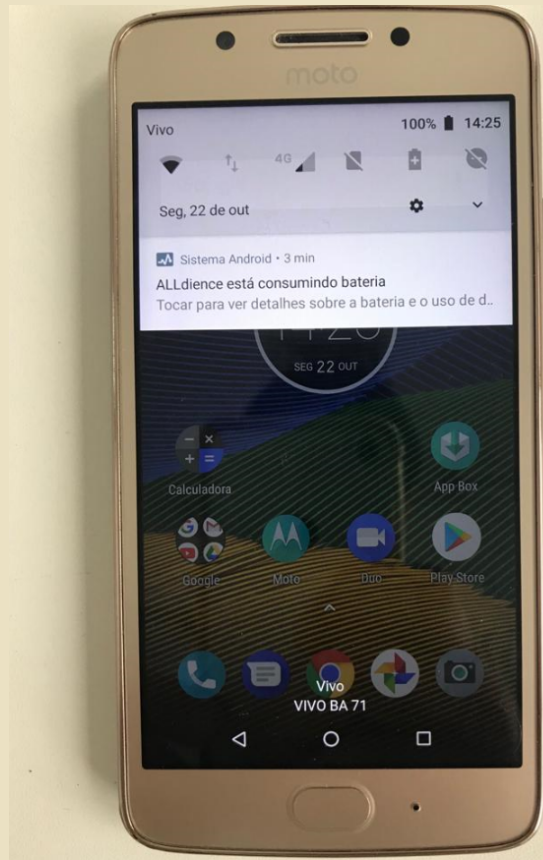 to assess ad and
  promo effectiveness
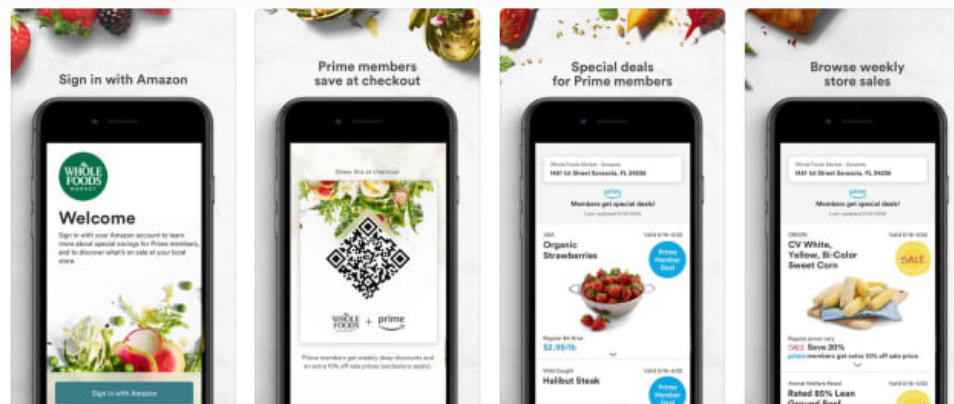
Our test market: Brazil

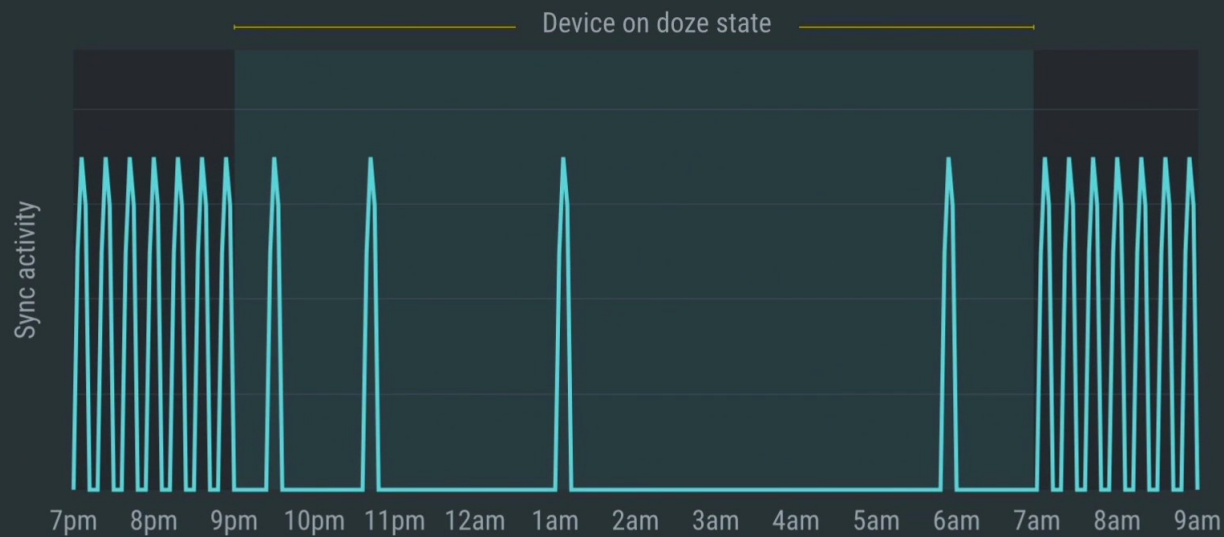## Pilot deployment Sept. 2018–Feb. 2019 (six months)

BATTERY EXPENDITURE REDUCED TO MINIMUM

Sistema Android • 3 min

ALLdience está consumindo bateria
Tocar para ver detalhes sobre a bateria e o uso de d...

MEASUREMENT STARTS AUTOMATICALLY (AUTOLAUNCHES)
CONTINUES IN ANDROID DOZE MODE (SLEEP); ALMOST UNKILLABLE

USER EXPERIENCE SIMPLIFIED
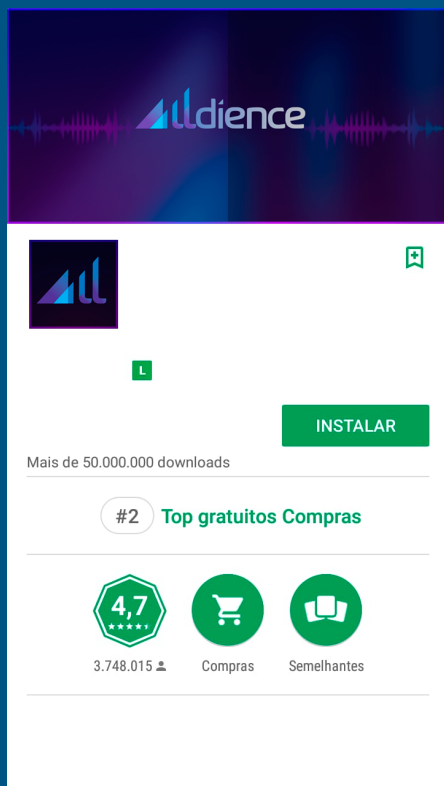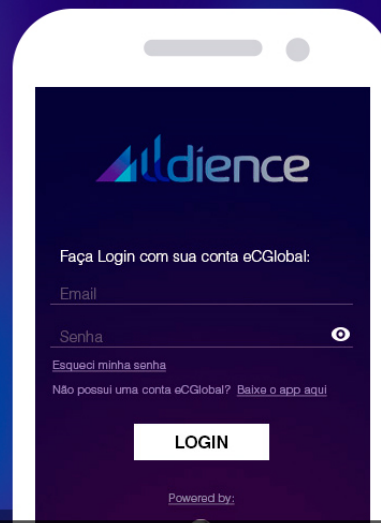
PORTABILITY X PROXIMITY VALIDATION

7- Você lembra onde estava o seu aparelho celular (onde tem o Alldience instalado) na noite de ontem, domingo, 19 de agosto, entre as 20:00 e as 22:00 horas, enquanto assistia TV?

Comigo - 296

48%

82%

Perto de mim - 229
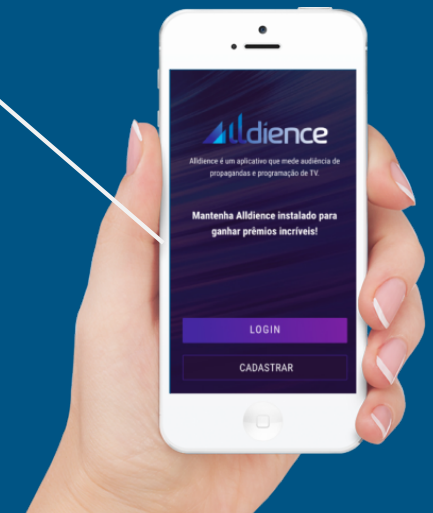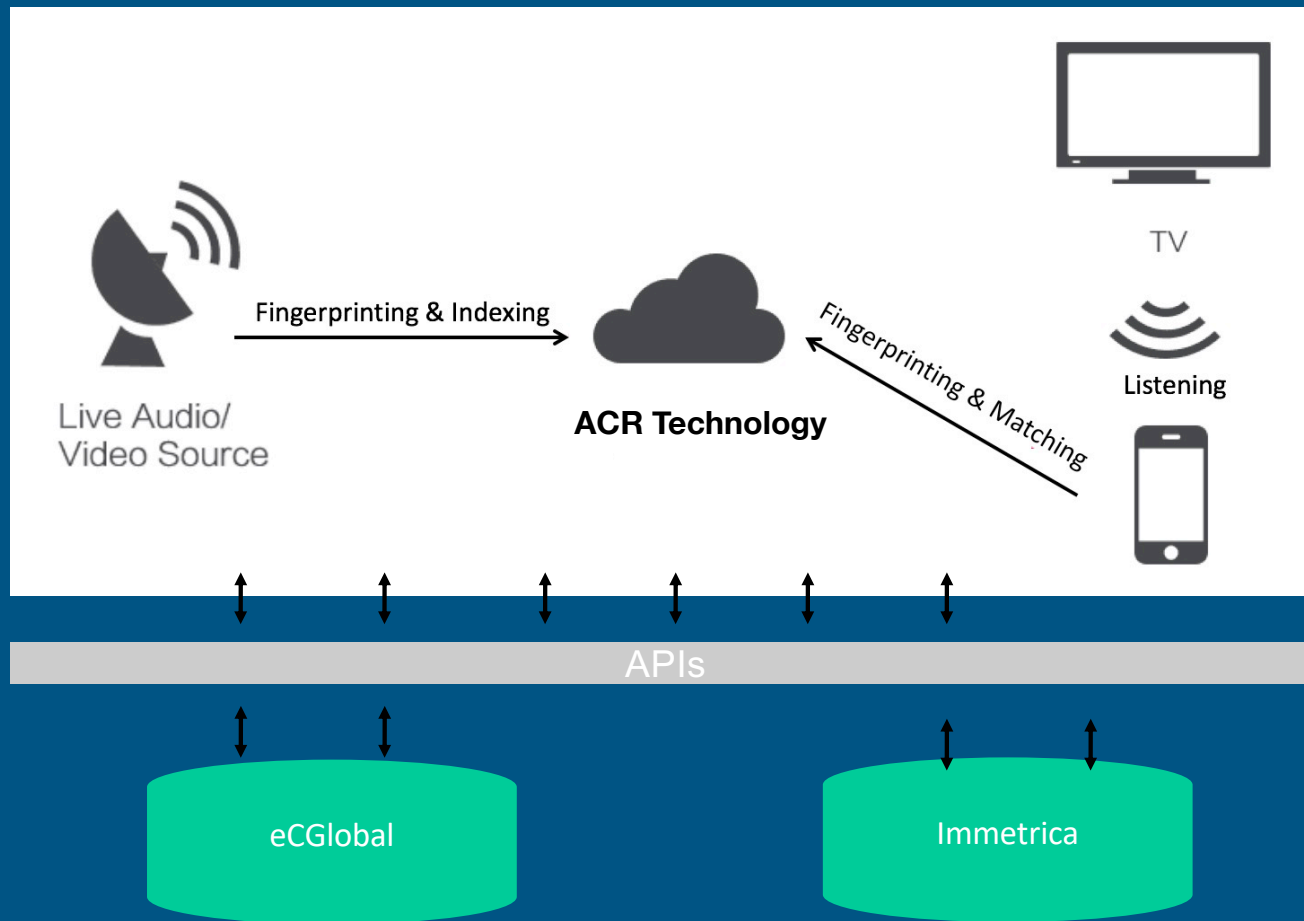
37%

Em outra sala, onde podia escutar o som da TV - 32

5%

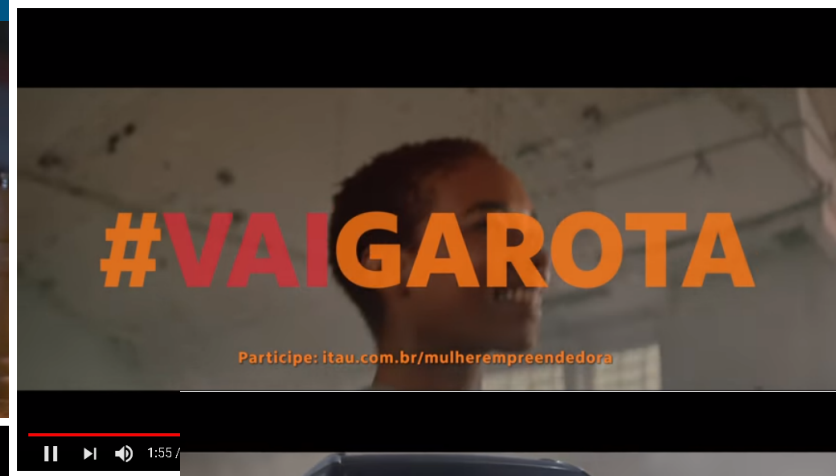Em outra sala, onde não podia escutar o som da TV - 64

10%

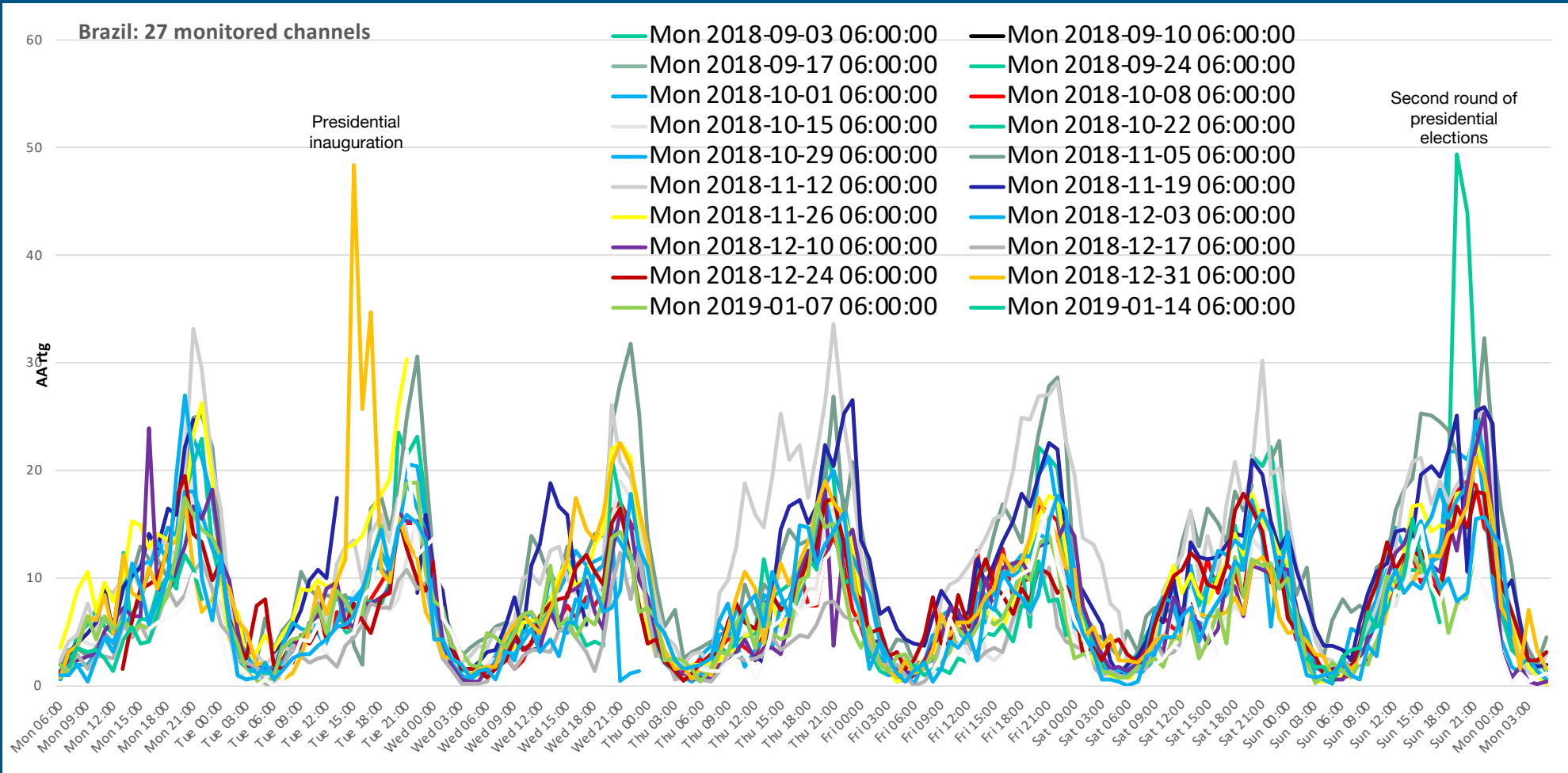# FULL TECHNOLOGY STACK IMPLEMENTED

AD INGESTION AND MONITORING INTEGRATED

84 Ads monitored thus far!

PERFORMANCE, STABILITY AND RELIABILITY

Brazil: 27 monitored channels

PILOT PARAMETERS

- Period: weeks 2018 (36 - 53) & 2019 (1-9), 6 months and Q4 2018 shown

- Consumer-grade IPTV monitoring; occasional outages on specific channels might not have been detected (and either automatically compensated, if under 5min, or excluded). With available better monitoring tech, Alldience ratings would probably be slightly higher.

- Brazil — Alldience represents national (entire country), although metropolitan-skewing

- Naturally recruited sample (without targeting): Adults 25-44 (average age 37), 81% in pay-TV households, A-B-C SES with minor D and no E

- Sample size: 233 average daily cooperators, intab 191

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PILOT RESULTS: OVERVIEW

- High stability week-to-week
- Realtime ratings broadly similar to currency provider's people-meter subsamples for comparable age, pay-TV status and socioeconomic class
- 17.2% full-day, 19.1% primetime of same-day viewing timeshifted beyond 10 minutes
- Around 12% of advertisements over two and a half months and more than 8,000 views appeared to come from new-technology viewing (including social media) and DVR timeshifting beyond same-day. While this test was going on, Alldience has added and perfected technology that specifically identifies whether, and which, non-TV delivery means was used in each view.
- Realistic, credible, stable results achieved with small sample
- A mature processing system developed on basis of real-world data
- 84 ad spots fingerprinted. All recognized, a total of 9,442 impressions between 24 Aug. 2018 and 9 Feb. 2019
- Coca-Cola "Polar Bear" Christmas campaign exceeded cumulative rating of 50 in 7 days, much of it apparently on strength of non-TV impressions

PILOT RESULTS: COMPARABILITY

- AA ratings for realtime (+ timeshifting within 10min of air) very close to comparable people-meter subsample AA ratings for realtime.
- Alldience detected the atypically high ratings of the second round of the presidential elections (in which Jair Bolsonaro was elected) and of his inauguration.
- The story is very favorable for many pay-TV channels, especially those devoted primarily to movies (both premium and basic); they report much more representative audience levels than do people-meter sources.
- For most OTA channels, people-meter ratings somewhat higher than Alldience (both for Q4 2018) from morning through late afternoon
- For pay-TV channels, Alldience somewhat higher from morning through late afternoon
- Very close in primetime and late night for both types of channels
- Remarkable achievement for Alldience despite small sample
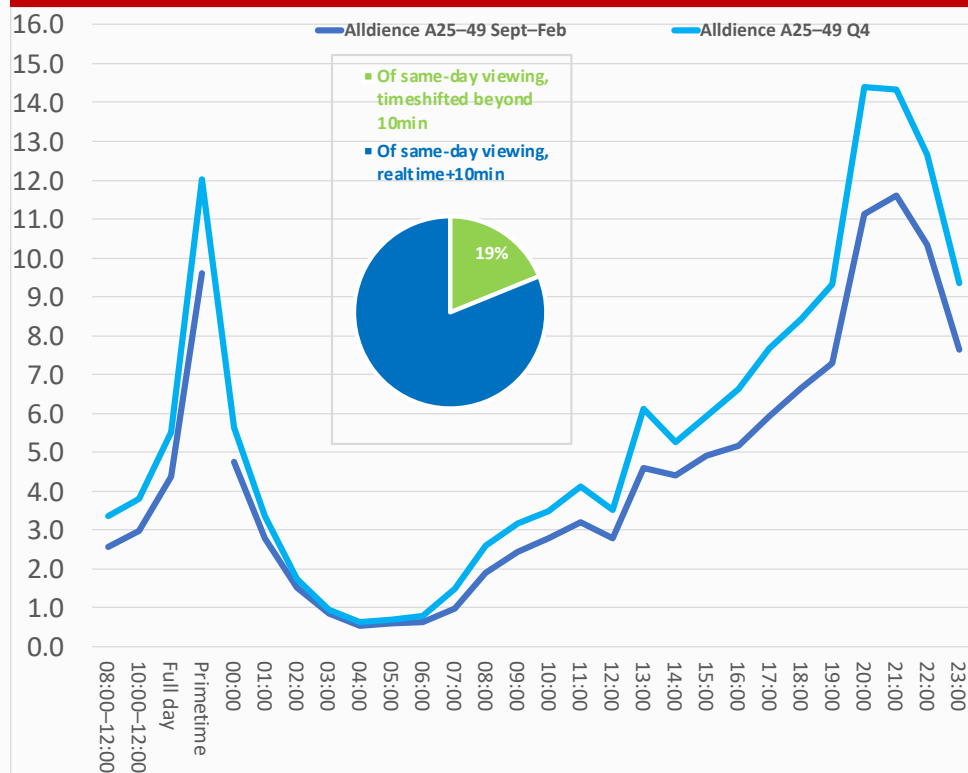
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PILOT RESULTS:
OTA NETWORKS

- ✓ **Globo** remains as the leader in both measurements
- ✓ **SBT** swaps ranking position with **Record** in primetime and full day
- ✓ **Globo**, **Record** somewhat lower in Alldience (but still comparable) than in the PM subsamples in primetime and full-day
- ✓ **SBT, Band, RedeTV!** somewhat higher in Alldience (but still comparable) than in the PM subsamples in primetime, **RedeTV!** also in full-day
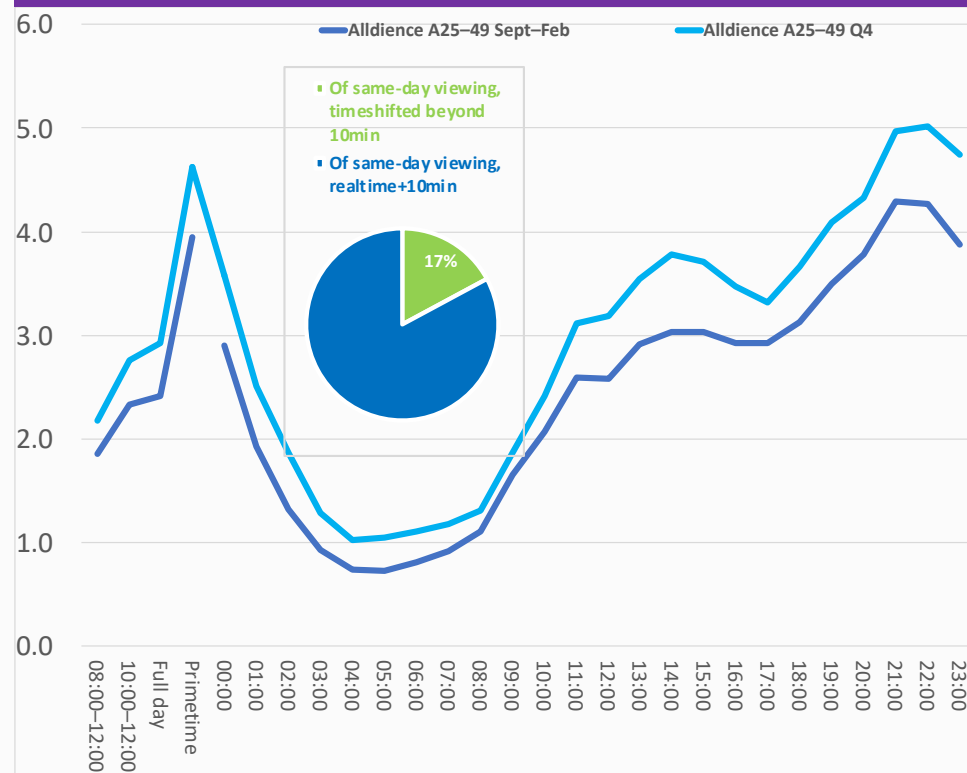- ✓ **SBT, Band** at almost the same level as in PM subsamples in full-day

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Channels by distribution
AA rating by hour

Realtime+10min

Monitored OTA channels (5)
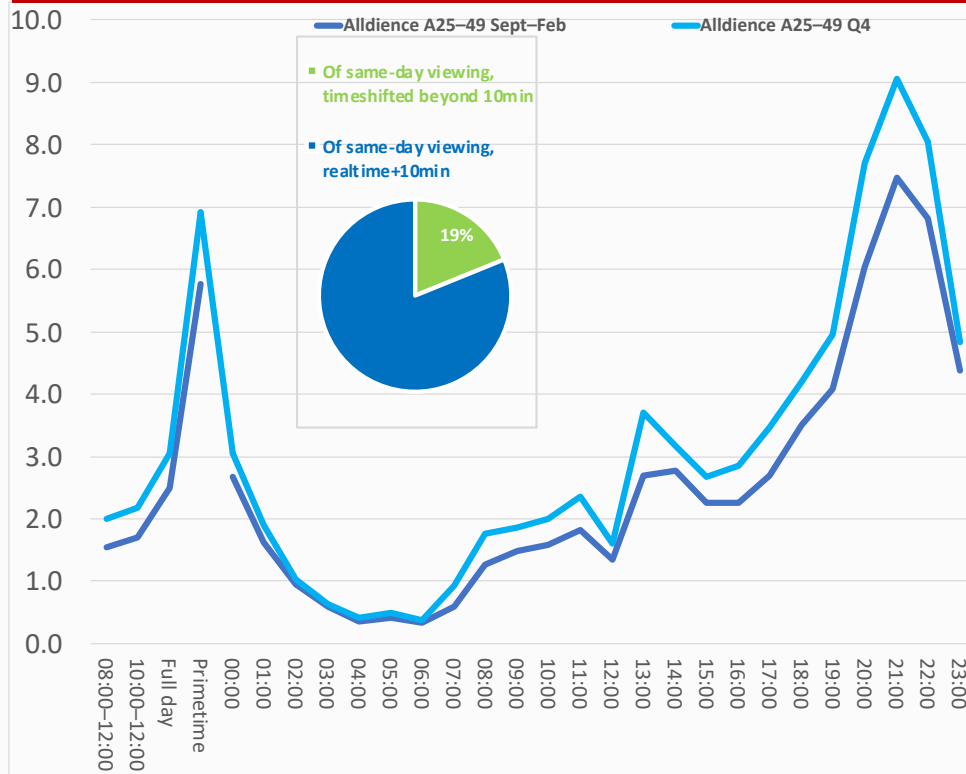
Alldience A25–49 Sept–Feb Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

19%

Monitored pay-TV channels (22)

Alldience A25–49 Sept–Feb Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
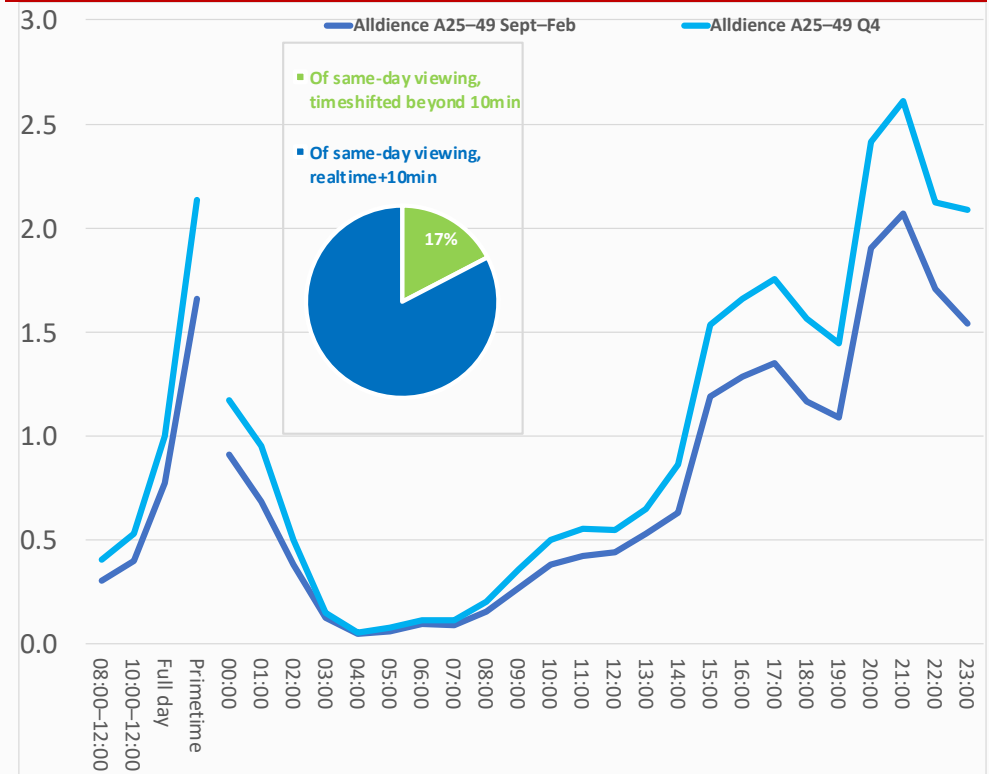- Of same-day viewing, realtime+10min

17%

OTA networks
AA rating by hour
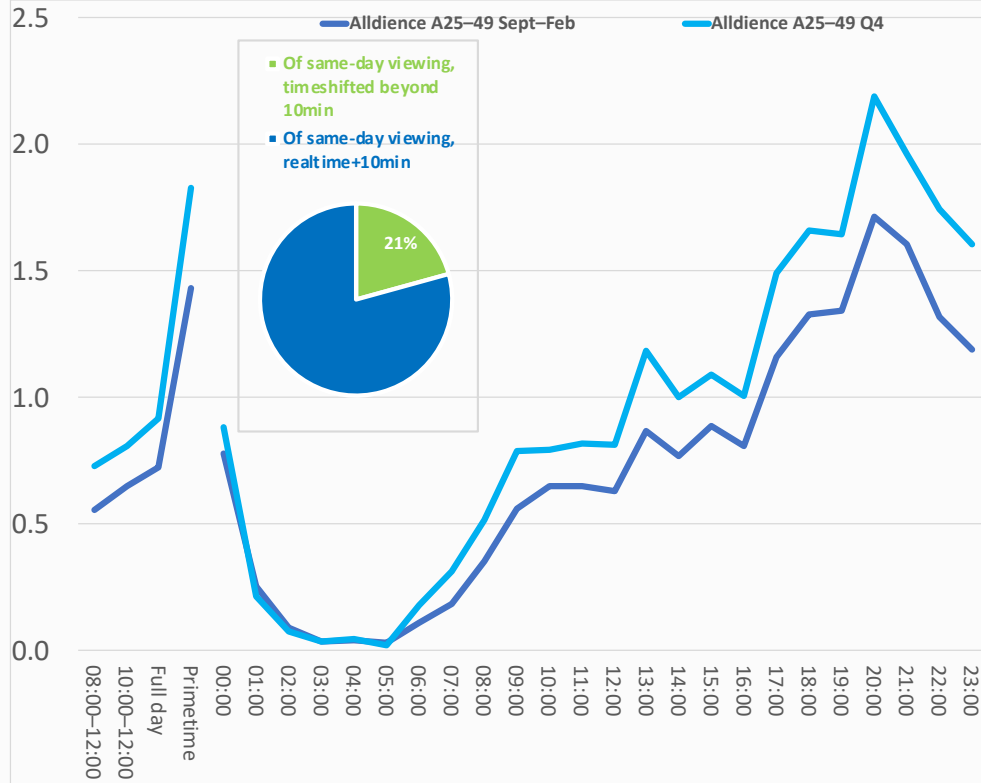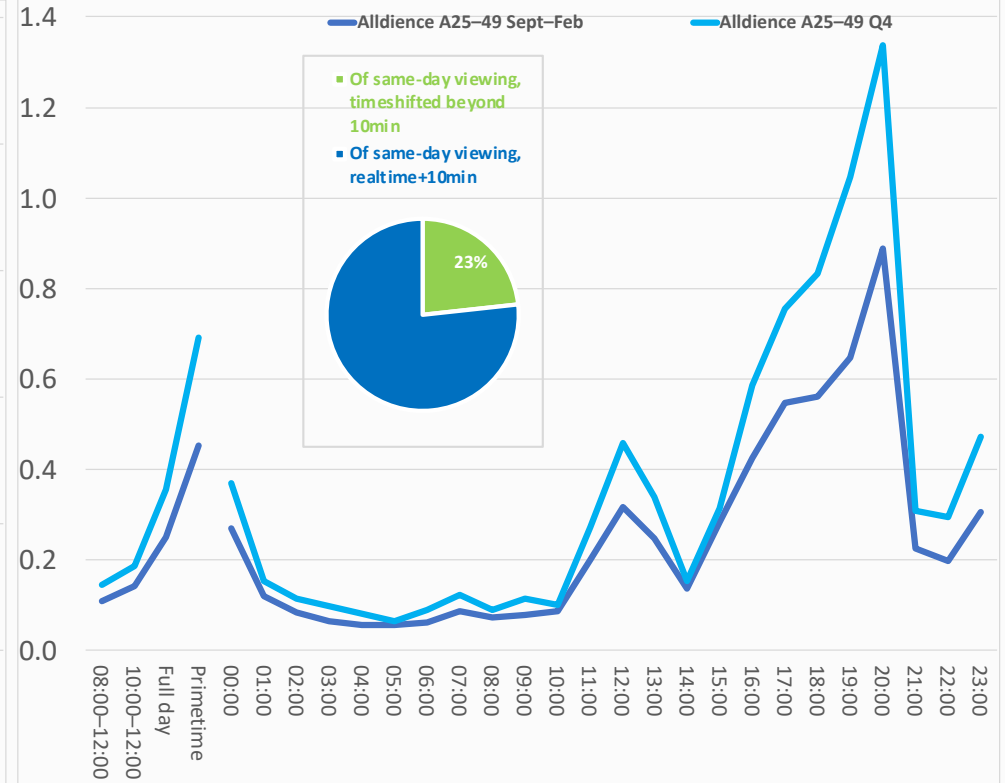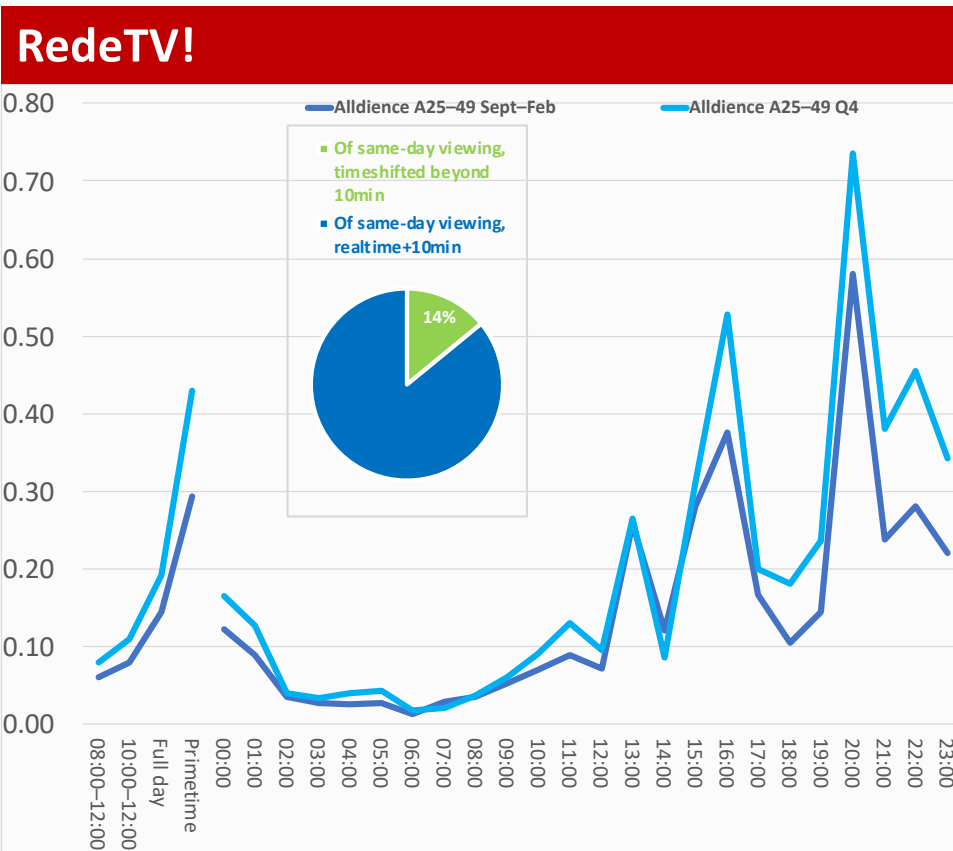
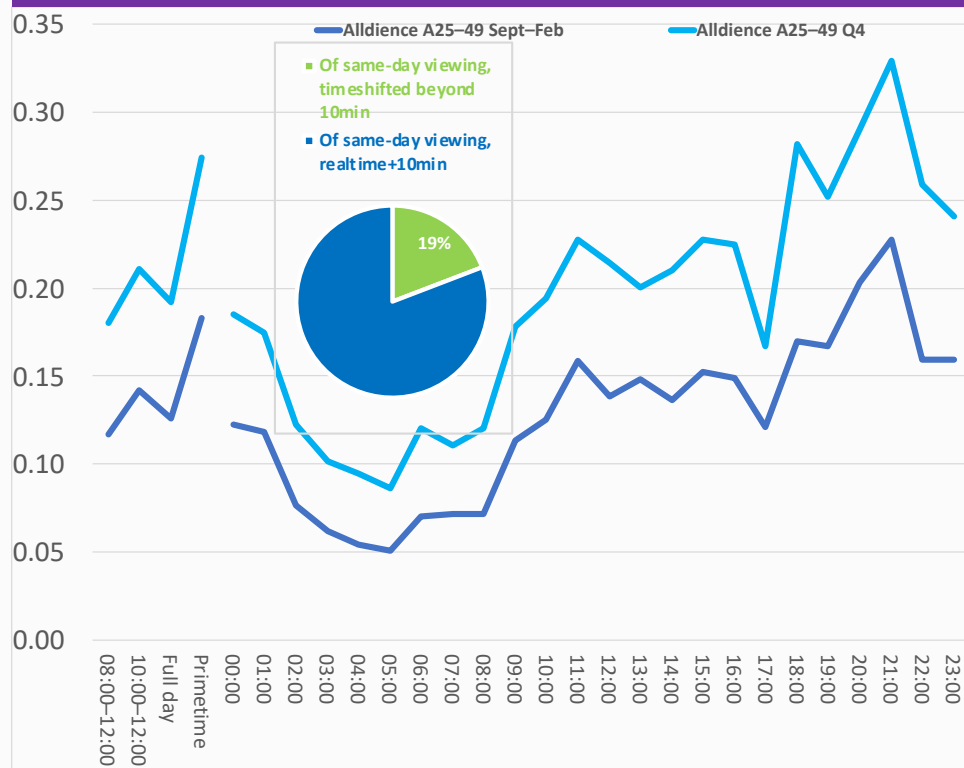Realtime+10min

OTA networks
AA rating by hour
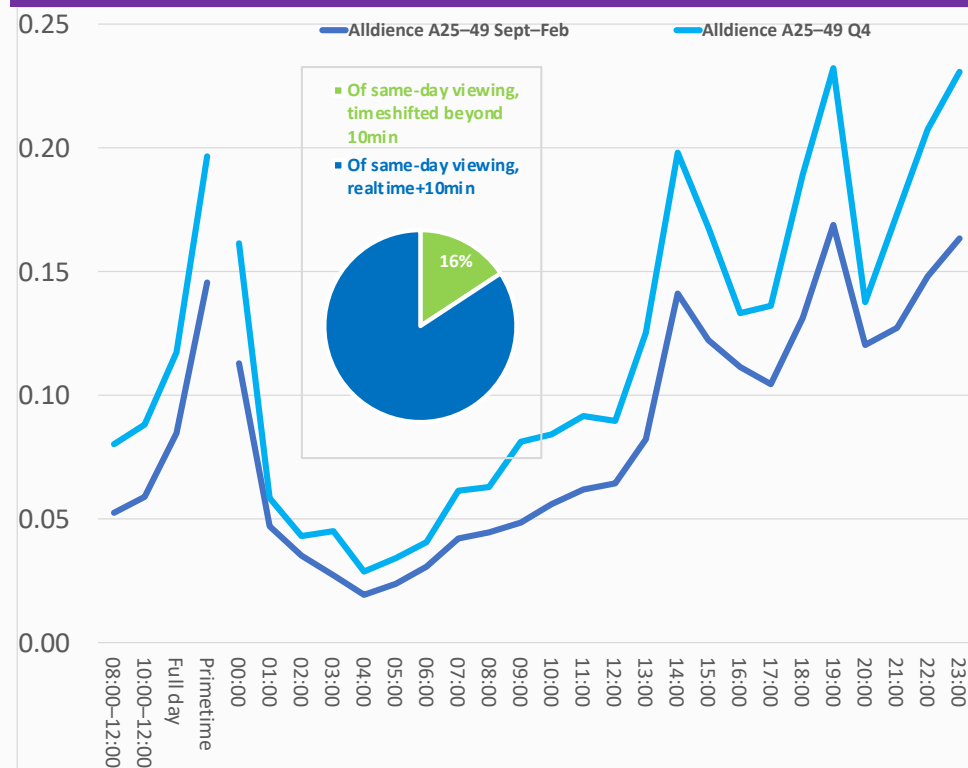
Realtime+10min

OTA networks
AA rating by hour

Realtime+10min

SERIES and MOVIE channels
AA rating by hour

Realtime+10min

SERIES and MOVIE channels
AA rating by hour

Realtime+10min

FOX

- Alldience A25–49 Sept–Feb
- Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

17%

TNT

- Alldience A25–49 Sept–Feb
- Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

17%
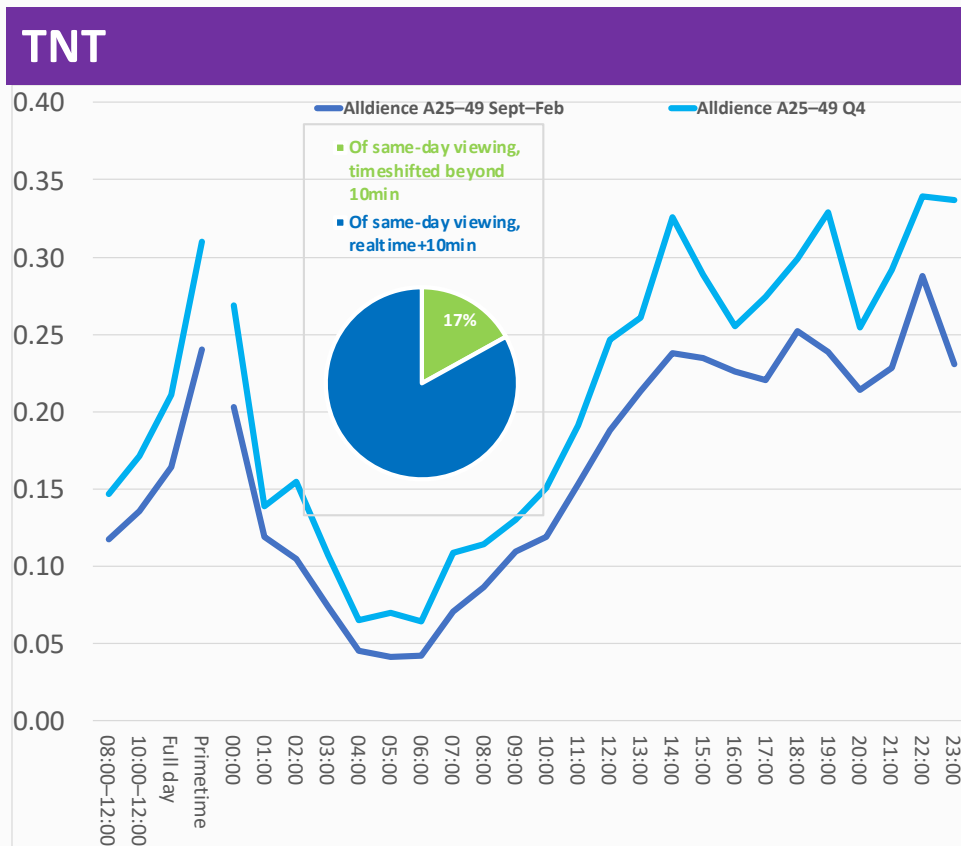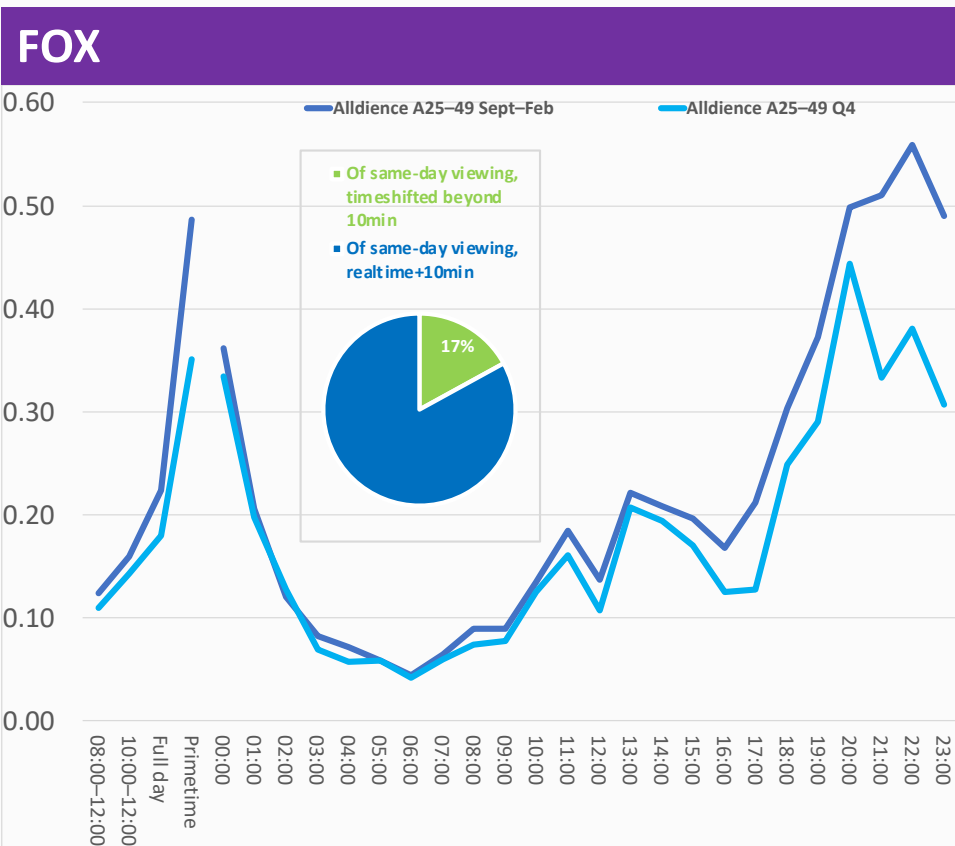
SERIES and MOVIE channels
AA rating by hour
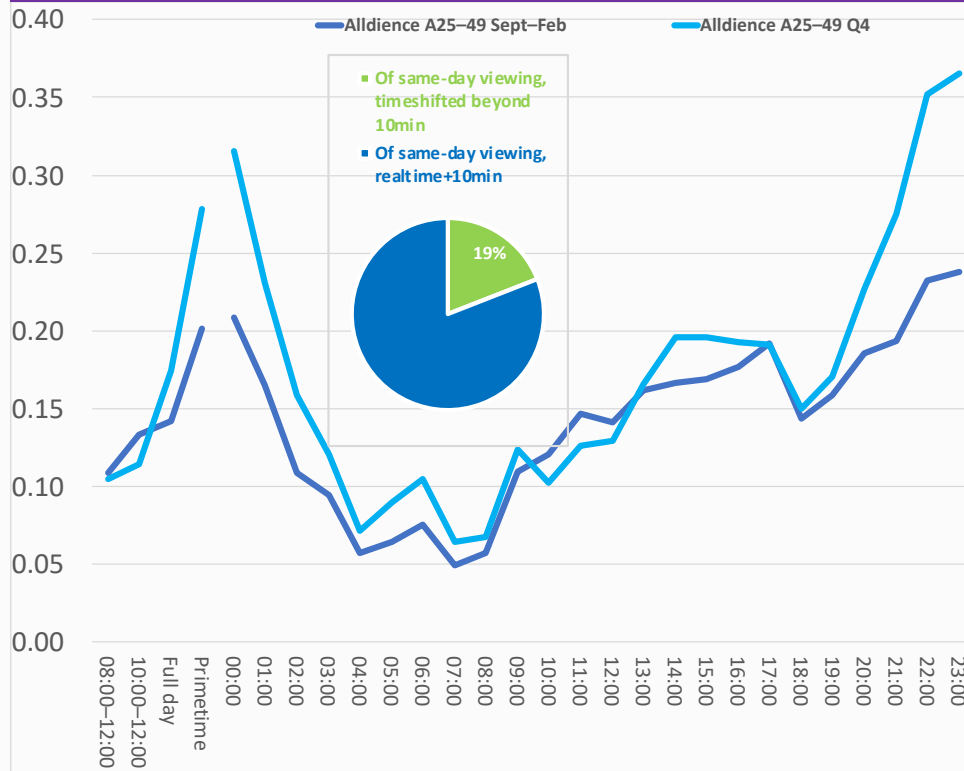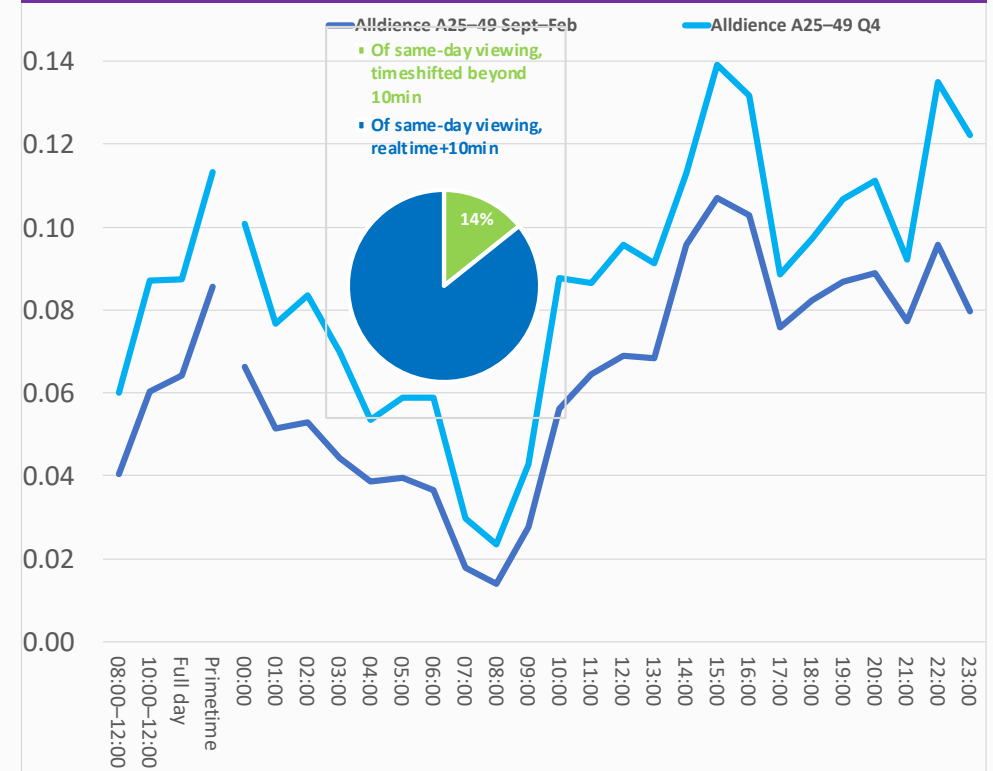
Realtime+10min

DOCUMENTARY channels
AA rating by hour

Realtime+10min

History

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

20%

Discovery Channel

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

19%

DOCUMENTARY channels
AA rating by hour

Realtime+10min

H2

Legend:
- Alldience A25–49 Sept–Feb
- Alldience A25–49 Q4
- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

12%

Chart axis values: 0.14, 0.12, 0.10, 0.08, 0.06, 0.04, 0.02, 0.00

X-axis labels: 08:00–12:00, 10:00–12:00, Full day, Primetime, 00:00, 01:00, 02:00, 03:00, 04:00, 05:00, 06:00, 07:00, 08:00, 09:00, 10:00, 11:00, 12:00, 13:00, 14:00, 15:00, 16:00, 17:00, 18:00, 19:00, 20:00, 21:00, 22:00, 23:00

HOME channels
AA rating by hour

Realtime+10min

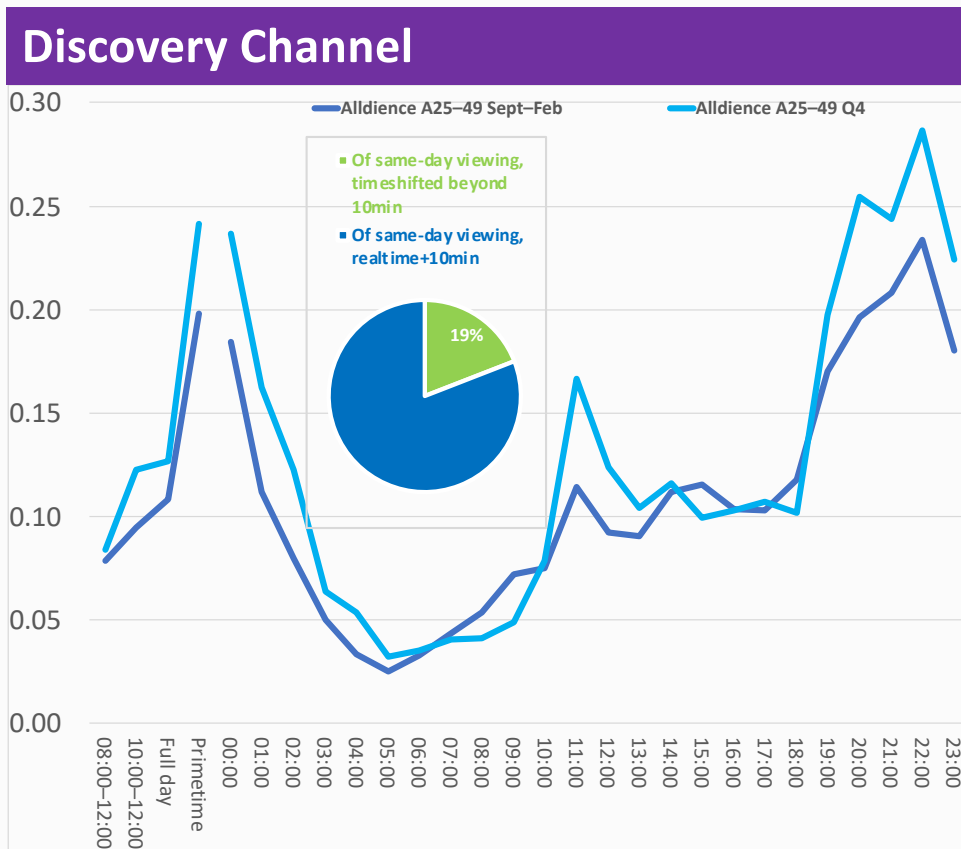# MOVIE (premium and basic) channels
AA rating by hour

Realtime+10min

HBO (premium)

Alldience A25–49 Sept–Feb
Alldience A25–49 Q4

Of same-day viewing, timeshifted beyond 10min
Of same-day viewing, realtime+10min

10%

HBO2 (premium)

Alldience A25–49 Sept–Feb
Alldience A25–49 Q4

Of same-day viewing, timeshifted beyond 10min
Of same-day viewing, realtime+10min

11%
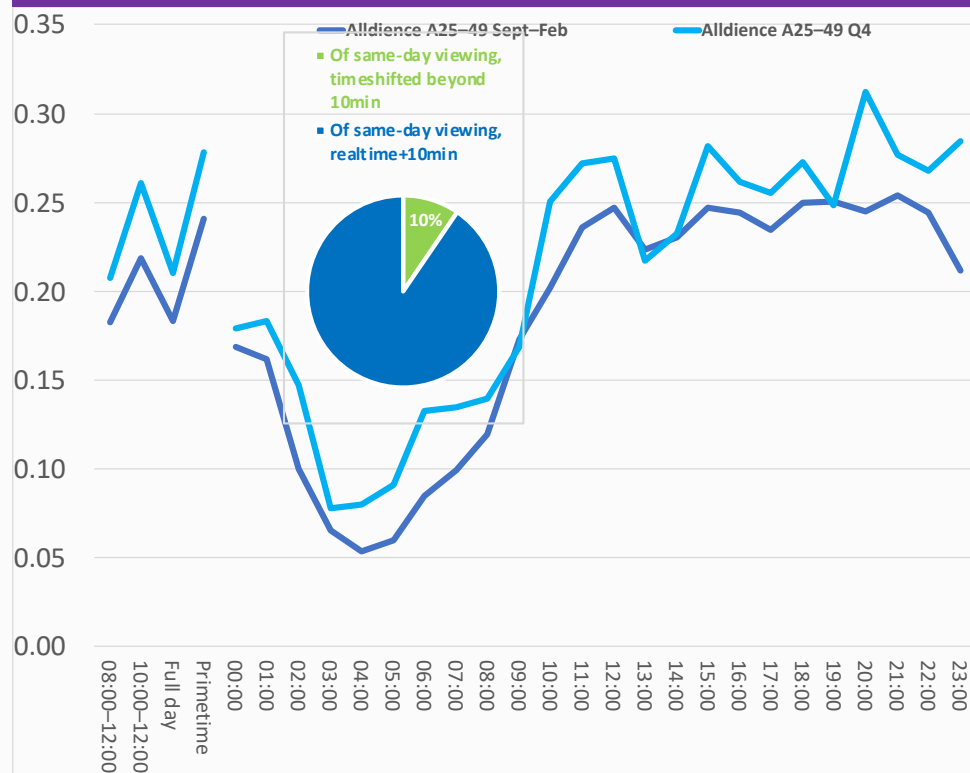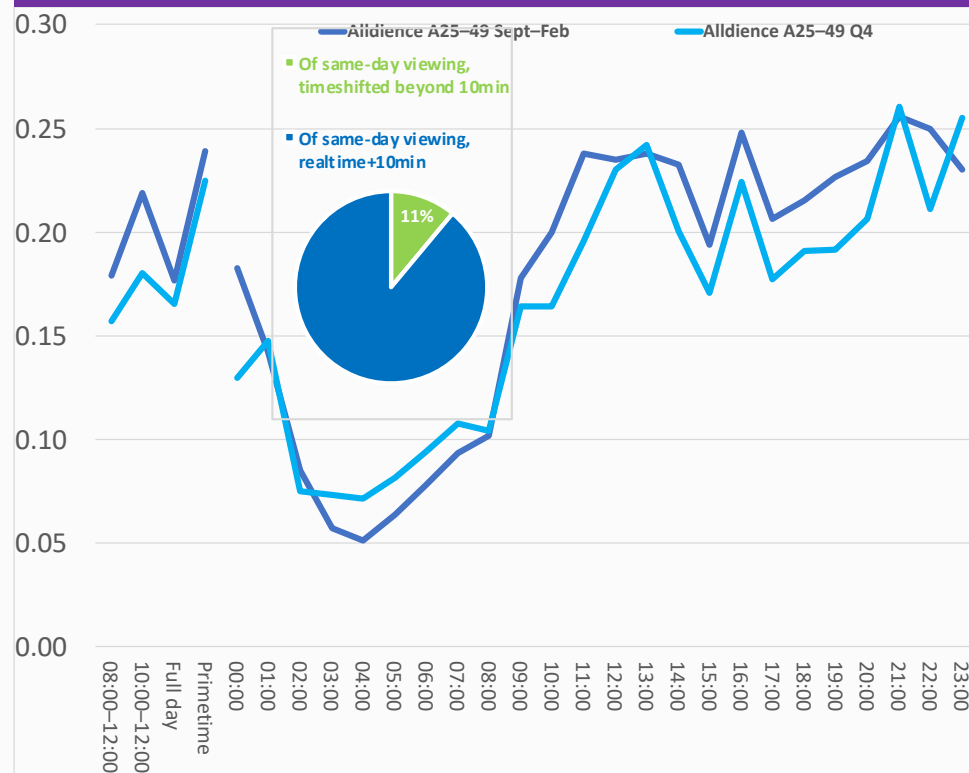
MOVIE (premium and basic) channels
AA rating by hour

Realtime+10min

Cinemax (basic)

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

▪ Of same-day viewing, timeshifted beyond 10min
▪ Of same-day viewing, realtime+10min

15%
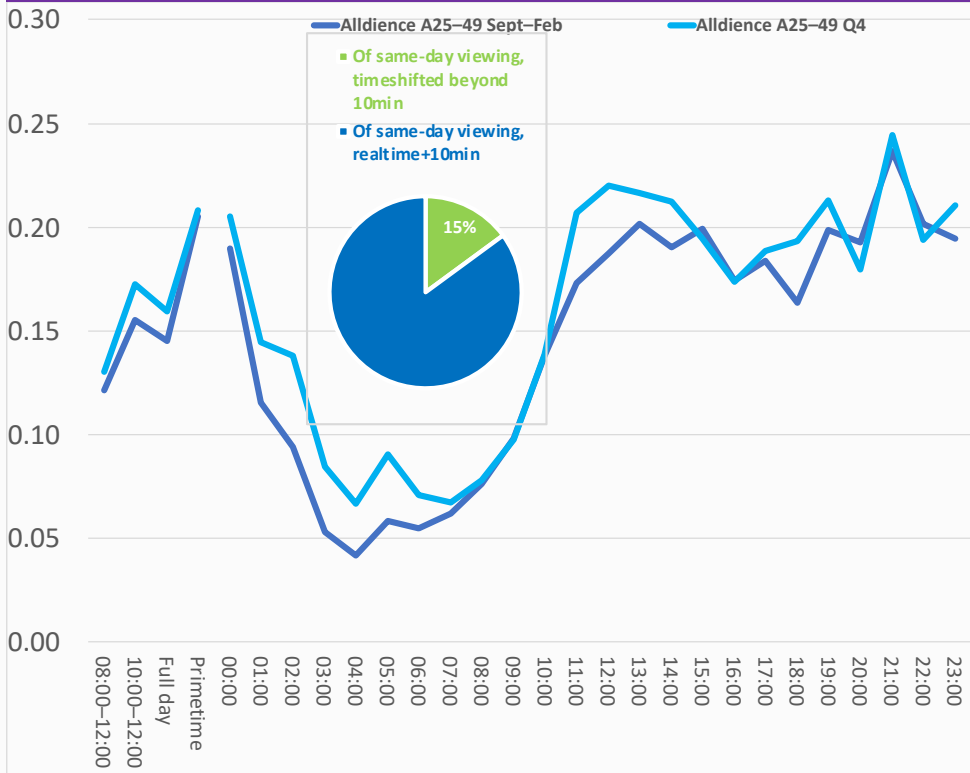
Telecine Pipoca (premium)

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

▪ Of same-day viewing, timeshifted beyond 10min
▪ Of same-day viewing, realtime+10min

14%
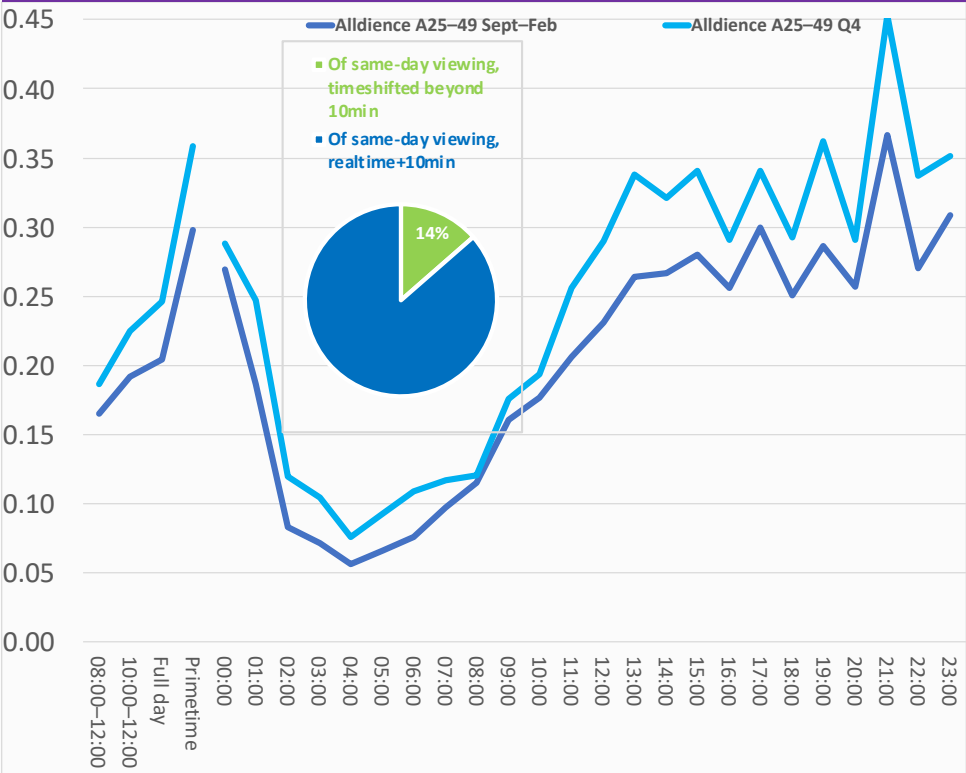
MOVIE (premium and basic) channels
AA rating by hour

Realtime+10min

Multishow (basic)

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

30%
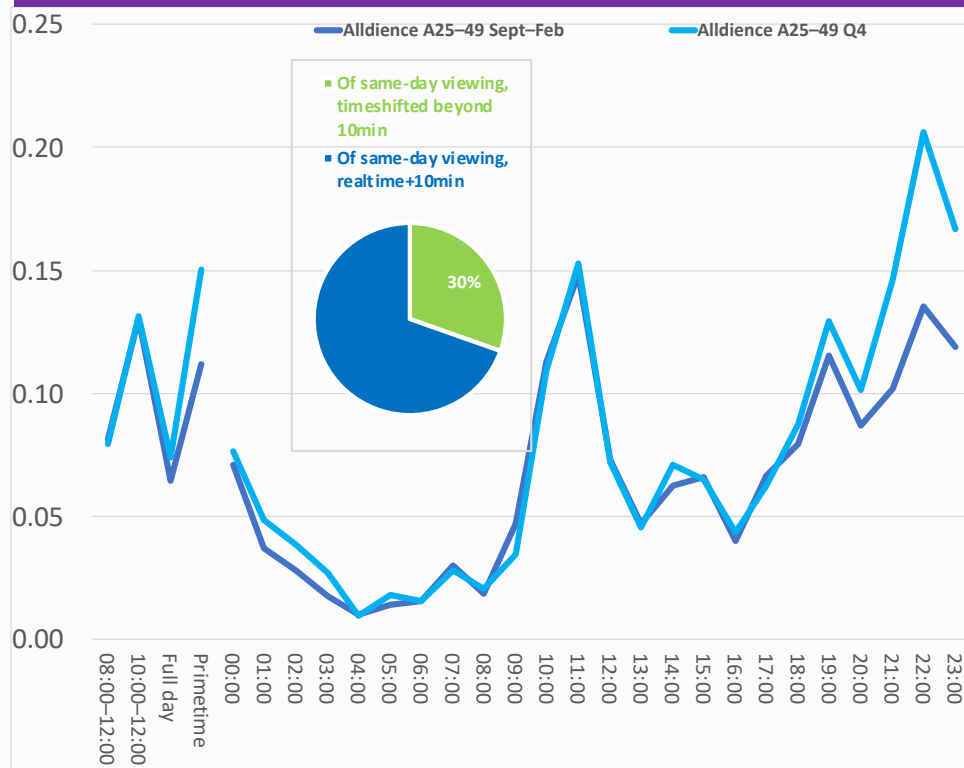
Studio Universal (basic)

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

13%
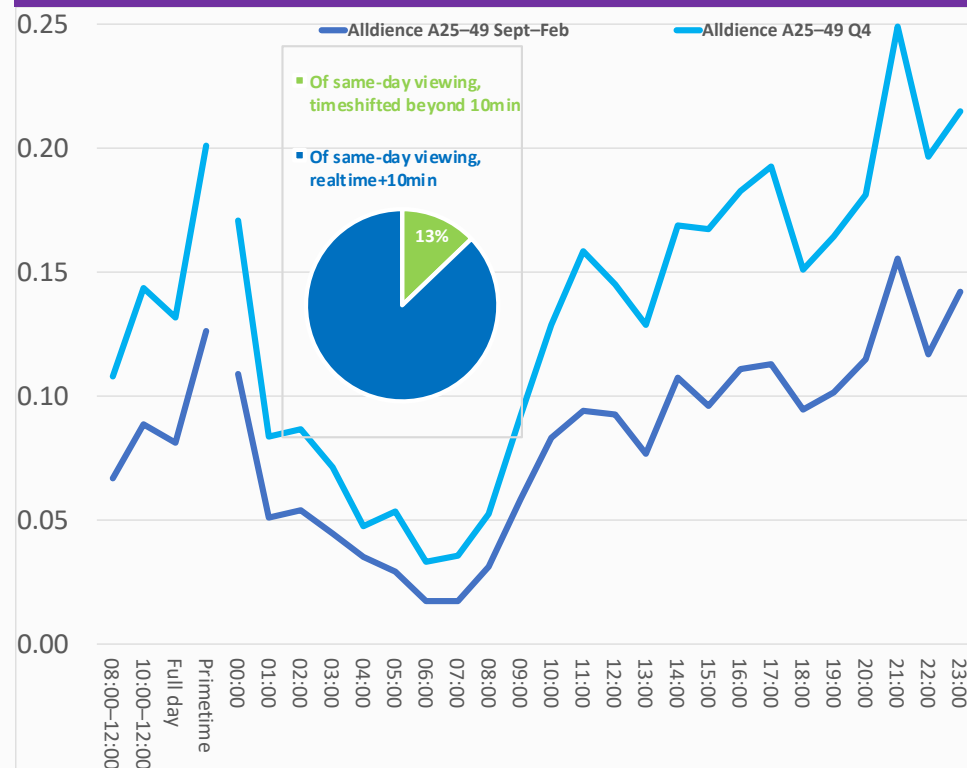
SPORTS channels
AA rating by hour

Realtime+10min

ESPN Brasil

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

13%

SporTV

Alldience A25–49 Sept–Feb   Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

25%
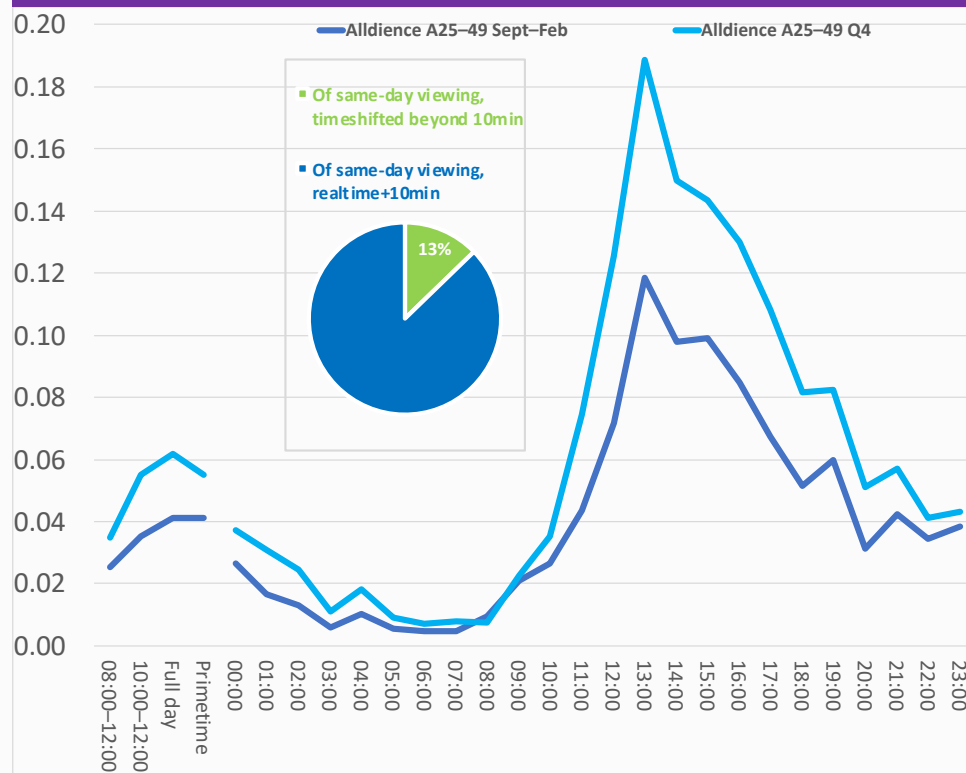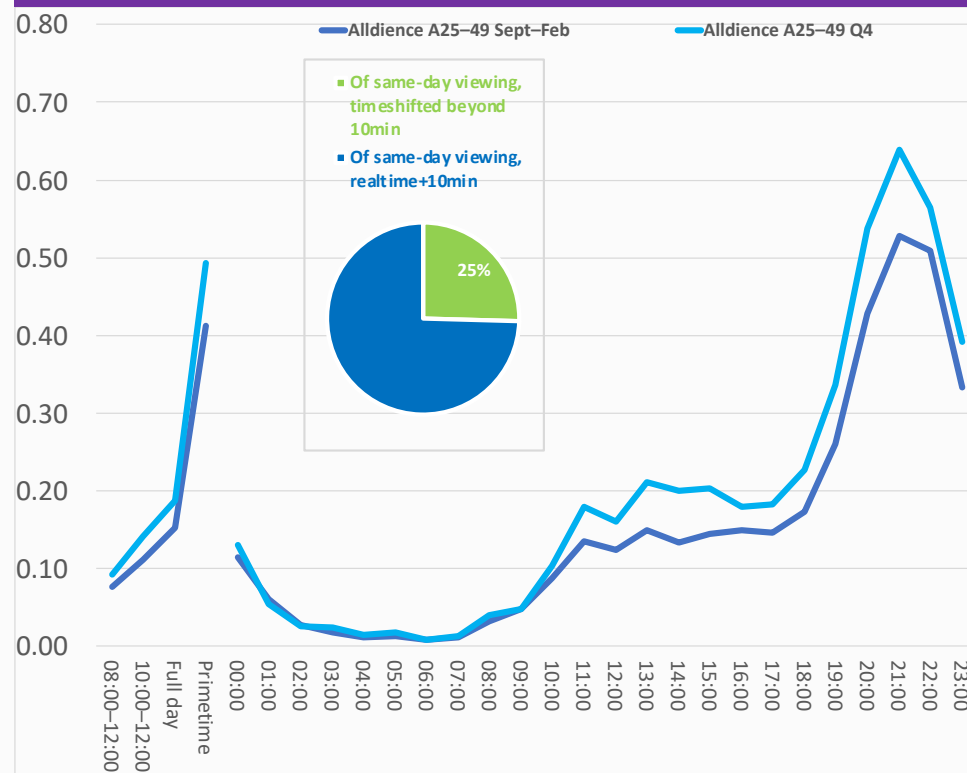
SPORTS channels
AA rating by hour

Fox Sports

Alldience A25–49 Sept–Feb · Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

18%

0.25
0.20
0.15
0.10
0.05
0.00

08:00–12:00 10:00–12:00 Full day Primetime 00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

ESPN (93A)

Alldience A25–49 Sept–Feb · Alldience A25–49 Q4

- Of same-day viewing, timeshifted beyond 10min
- Of same-day viewing, realtime+10min

16%

0.14
0.12
0.10
0.08
0.06
0.04
0.02
0.00

08:00–12:00 10:00–12:00 Full day Primetime 00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00

CHILDREN's channels
AA rating by hour

Realtime+10min

Cartoon Network — Adults
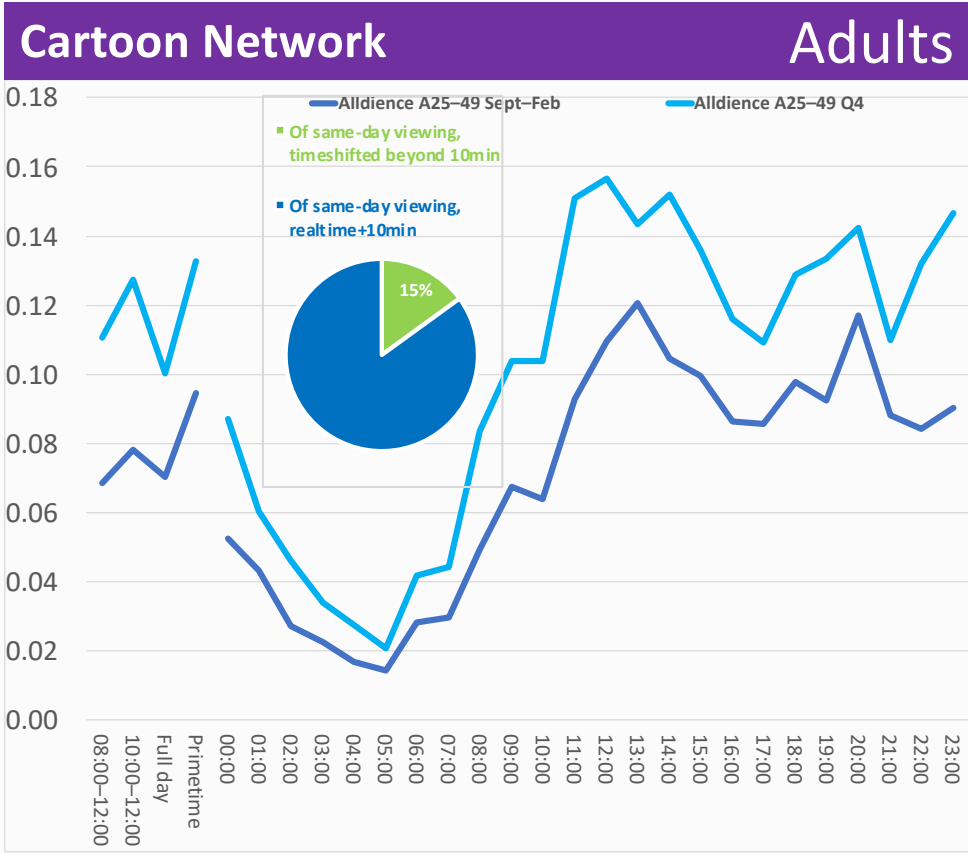
Netflix subscription status has significant impact on viewing to largest television networks in Brazil

	Minutes of Viewing			
	Normalized to account for Netflix / Not Netflix Sample Size Differences			
	Total	**Netflix Subscriber**	**Not Netflix Subscriber**	**Difference**
Globo	743,160	311,190	431,970	**-28%**
SBT	248,994	110,346	138,648	**-20%**
Record TV	172,692	98,820	73,872	**34%**
Band Sao Paulo	78,848	40,656	38,192	**6%**
RedeTV!	52,155	26,535	25,620	**4%**
All monitored channels	2,109,675	1,055,355	1,054,320	**0%**

Sample sizes: 300+ Netflix subscribers per network, 100+ non-Netflix subscribers per network

How to read: Netflix subscribers watched 28% less Globo network and 20% less SBT than non-Netflix subscribers.

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Insights

1. The impact of Netflix is significant on market leaders Globo and SBT, with 28% and 20% less viewing respectively by Netflix subscribers.
2. The Netflix subscriber status does not impact television networks with lower viewing levels in the same way as the market leaders, with viewing slightly higher on Band Sao Paulo (6%) and RedeTV! (4%) and 34% higher on Record.
3. Looking at total television viewing, Netflix subscribers view the same amount of television overall as non-Netflix
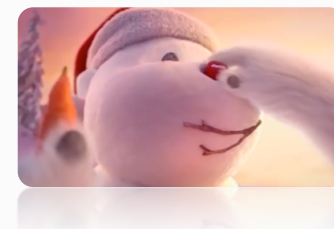
A STUDY FOR
COCA- COLA

Christmas "Polar Bear" Campaign

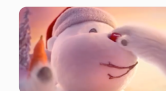Free-to-air networks

Pay-TV channels

Social networks

Reach, Impressions, Frequency and Incremental Reach

	Number of Panelists Exposed to Campaign (Reach)	Incremental Reach %	Impressions	Frequency
All sources	182		578	3.18
Monitored television channels	123		416	3.38
Unmonitored channel or Non-TV Platform	97		163	1.68
Incremental Reach from Unmonitored/Non-TV platform	59	32%		

Reach & frequency

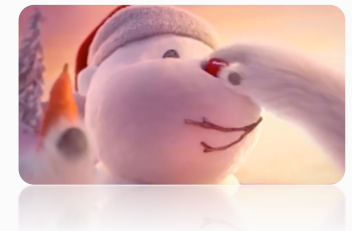| Impressions per panelist	1+	1	2	3	4	5	6	7	8
Panelists	182	72	36	25	9	6	11	8	4
% of panelists	100%	40%	20%	14%	5%	3%	6%	4%	2%
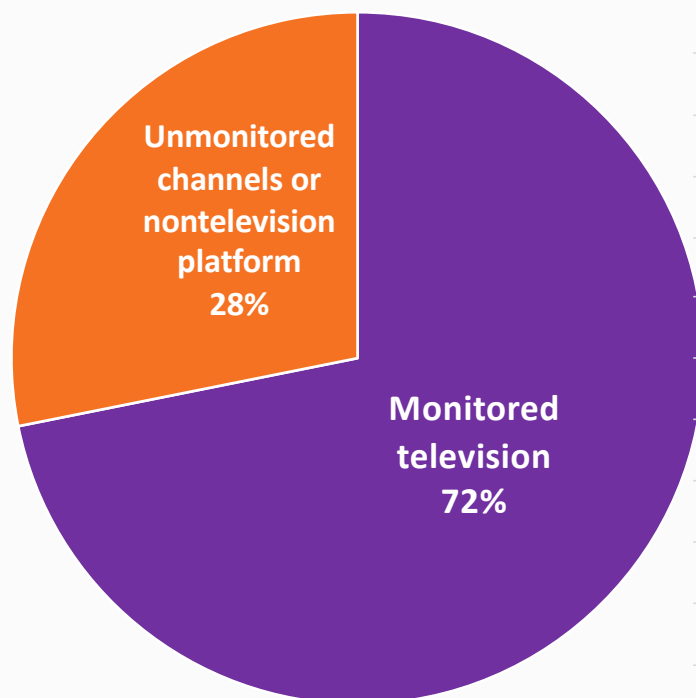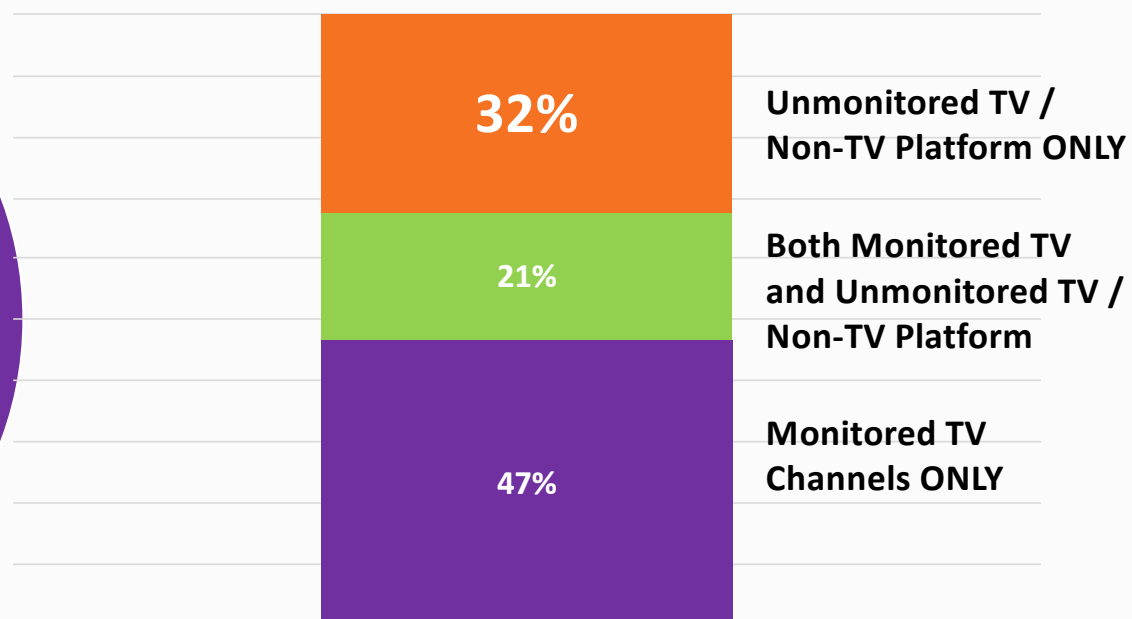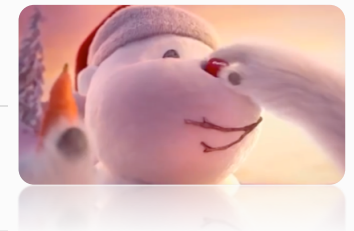
77% Coca-Cola

spontaneous recall
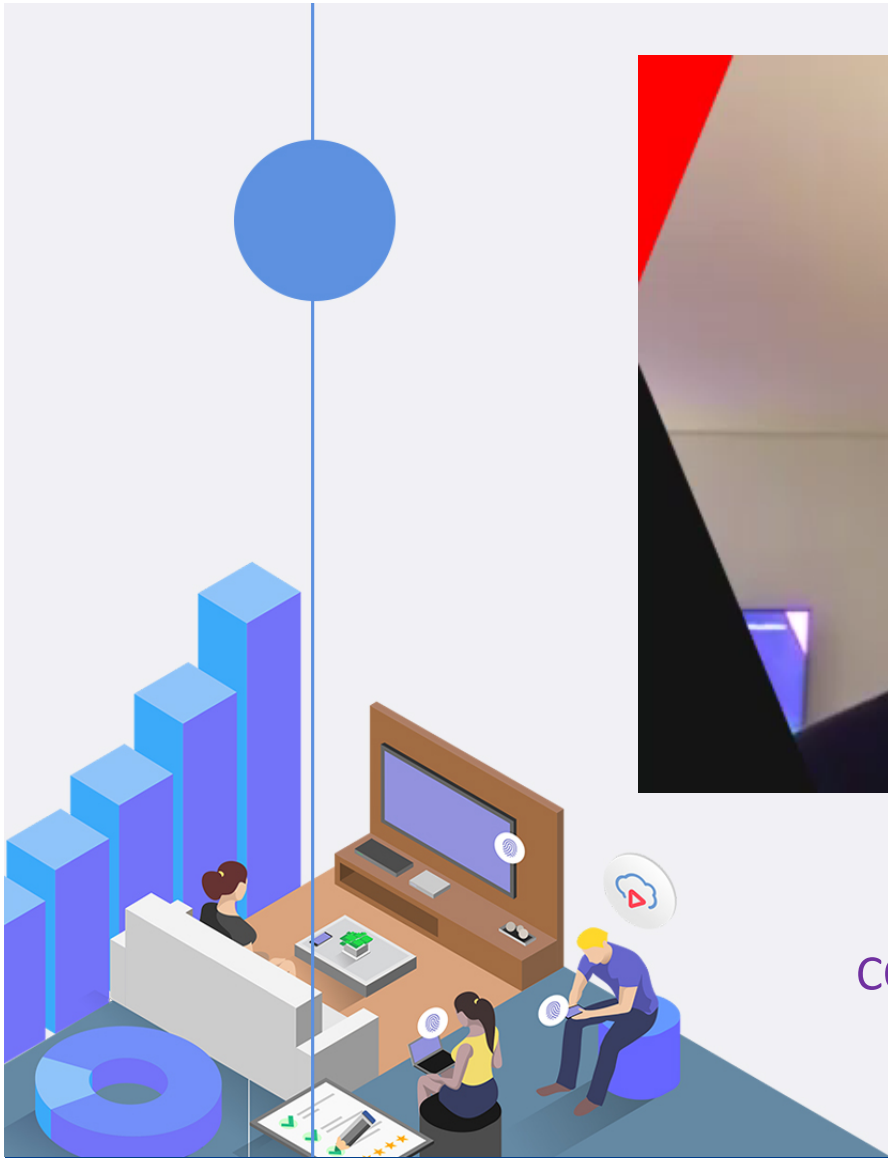*(any Coca-Cola ad
in past week)*

100%

stimulated recall
(Polar Bear ad past week)

Insights

1. 72% of impressions were from monitored TV channels; 28% of impressions were from non-monitored TV channels and non-TV Platforms, including social media, web and AVOD.
2. 68% of consumers exposed to the ad were reached on TV. Unmonitored TV channels and Non-TV Platforms delivered 32% incremental reach.
3. Non-TV platforms delivered less frequency, at 1.68 vs 3.38 for monitored TV channels
4. Viewing to "Unmonitored TV channels and non-television platforms" was comprised mainly of non-TV platforms, such as social media, web and AVOD.
    - Pay-TV contributed relatively little (the ad was detected on only 6 of the 22 monitored pay-TV channels and contributed only 7% of reach and 2% of impressions). Unmonitored channels therefore do not include these 22.
5. The campaign achieved efficient frequency, with 74% of panelists with 1–3 frequency and 20% with 4–8 frequency.

So from this very interesting solution, they can identify consumers

COCA-COLA AD CAMPAIGN ANALYSIS

Lead-In Analysis

tv azteca HONDURAS más cerca de ti

Azteca Honduras		Azteca Honduras					
		Camino a la fama			La academia, semifinal		
	Completion rate	Number Panelists	Percent of Panelists	Hours Viewing to Camino a la fama on Azteca Honduras	Number Panelists	Percent of Panelists	Hours Viewing to La academia on Azteca Honduras
Camino a la fama 20:00–22:00	Total	21		0:34:06	14	67%	0:31:54
	<25% of show	12	57.14%	0:07:53	6	50%	0:15:15
	25%+ of show	9	42.86%	1:09:04	8	89%	1:21:50

Camino a la fama is strong lead in to *La academia,* with heavy viewers retaining 89% of the audience and light viewers retaining 50%.

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Competition

Azteca Honduras		Televicentro 5			Telesistema Informativa			HCH			Q'Hubo TV		
	Completion rate	Number of panelists with viewing to competitor in prime time	Percent of Panelists	Hours viewing to all other monitored channels in prime time	Number of panelists with viewing to competitor in prime time	Percent of Panelists	Hours viewing to all other monitored channels in prime time	Number of panelists with viewing to competitor in prime time	Percent of Panelists	Hours viewing to all other monitored channels in prime time	Number of panelists with viewing to competitor in prime time	Percent of Panelists	Hours viewing to all other monitored channels in prime time
Camino a la fama 20:00–22:00	Total	16	76%	0:02:36	11	52%	0:06:23	9	43%	0:23:03	13	62%	0:07:35
	<25% of show	10	83%	0:03:53	5	42%	0:12:11	5	42%	0:31:28	7	58%	0:00:39
	25%+ of show	4	44%	0:00:28	6	67%	0:01:06	4	44%	0:11:09	6	67%	0:15:41

Camino a la fama heavy viewers are loyal to Azteca Honduras, watching far less competitor programming (Televicentro, Telesistema, HCH) in prime time. Loyal viewers watched more Q'Hubo than light viewers.

Insights

1. *Camino a la fama* is a powerful lead-in to *La academia, semifinal.*
2. The percentage of time spent viewing to *La academia* relative to TSV to *Camino* is greater among lighter viewers of *Camino.*
3. Almost all *Camino* viewers who did not continue into *La academia* were among the lightest (under 25% of the programme).
4. While all *Camino* viewers and almost all *La academia* viewers watched one or more of the top four channels in the same primetime block, medium (25–75%) and light (under 25%) Camino viewers and light *La academia* viewers also viewed substantial TSV to other channels.
5. Both *Camino* and *La academia* viewers made almost no same-primetime use of Televicentro 5, the leading network in Honduras according to the recall (diary)-based incumbent currency provider and occasional leader in Alldience.
6. The usual leader in Alldience, digital-only news channel HCH, received most of the viewing by *Camino* and *La academia* viewers.
7. Two other news channels, Q'Hubo TV and Corporacion Televicentro's Telesistema Informativa, both received more viewing than the general-entertainment (variety) Televicentro 5.

Our Leadership

Adriana Rocha - Co-founder & CEO

Over 20 years of experience in marketing technology - entrepreneur, passionate about changing the world through innovation and technology.

Successful track record building eCGlobal as a leading panel & technology company in Latin America, as well as launching state-of-the-art technology platforms for media, marketing & advertising industries.

Boris Levitan – Co-founder and CTO

Over 30 years of experience building audience research systems and interpreting measurement data for audio and video programming.

Immetrica embodies a new approach to development: our software and engineering solutions developers learn and master the subject matter of our esoteric field. As a result, Immetrica is one of very few companies in the world that can develop and audit entire measurement systems end-to-end, and we can do so at a fraction of the cost of the staff-intensive multinationals.

Audience

complete audience measurement

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