

“Never let a good crisis go to waste”

Or how to plan if the world is turning to
online

Bern
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Introduction

- The Audience Measurement system in The Netherlands was about to collapse
- Advertisers require cross media reporting
- Measurement is organised in Silo's (JIC's)
- Globals need to be part of the system

Limits of current JIC's set up

- Media owners pay 85% through various channels
- Every Silo has an online component
- Pressure to measure/report everything (longtail)

Limits of current JIC's set up

- Media owners pay 85% through various channels
 - Contribution via JIC for radio, TV, print, online
 - Own research, mostly for online

Limits of current JIC's set up

- Media owners pay 85% through various channels
- Every Silo has an online component
 - Online is treated as 'original' media, i.e. Broadcasters look for online GRP's
 - Measurement was for reporting a currency

Limits of current JIC's set up

- Media owners pay 85% through various channels
- Every Silo has an online component
- Pressure to measure/report everything (longtail)
 - Specially online very expensive

Situation in The Netherlands

- 4 JIC's (Outdoor, Print, Radio, TV), 1 MOC (Online)
- Online panel funded by and used for Broadcasters and Publishers

Situation in The Netherlands

- Challenges
 - Pressure on funding
 - 1 online panel with 2 funding streams
 - No willingness from Broadcaster to research combined RTV measurement

The Netherlands: New Approach

- The big Media Owners and Media Agencies contribute 75%
 - De Persgroep, Mediahuis, RTL, STER/NPO, Sanoma, Talpa, Google, PMA
- The organisations are also represented in the JIC's
- CEO's were invited by PMA to sit together: C-level
 - Purpose: to find a new governance and financial model for audience measurement
- JIC Directors and Google representative designed one RfP for all media measurement

The Netherlands: New Approach

- One RfP for all media measurement
 - Consumer centric
 - Cost efficient
 - Quality enhancement
 - Only way to report unique, overlapping and incremental reach over various media
- Compromises and definition
 - Open for everybody, but not for free
 - More flexibility from Media Agencies (target groups, reporting cycles)
 - Clear distinction between currency and standard

The Netherlands: New Approach

- A bright future
 - Integrated reporting on all media reach
 - Future proof as the RfP describes an outcome and not the method
 - No more blocking votes
 - Contract for a indefinite period, with options to change parts
 - Better, as integrated by design, with the option to use various data sources, methodologies, panels
 - Cost efficient, as lower cost (i.e. less panellists), with the contribution of more parties

The Netherlands: New Approach

- A bright future ???
 - Governance
 - Online campaign measurement
 - New contract model for suppliers
 - How do we make different suppliers work together
 - Design and funding campaign measurement by PMA
 - Initial proposals show higher cost

Why bother at all?

- 75% of agency volume is RTV, print, outdoor
- Blockchain, AI, Machine learning is not there (yet)
- Advertisers want validation of all media, not just online
- The combination (fusion, imputation) of data sources requires well designed, validated original sources
- Resurfacing of brandbuilding over activation: Need for reach

Near Future

- More cooperation between “Silo’s”
- Output more client based (What do media agencies use)
- More modelling, less measuring
- Better combining of various data sources
- Bridging gap between online and digital
- Inclusion of Globals in national systems