



TouchPoints 2017

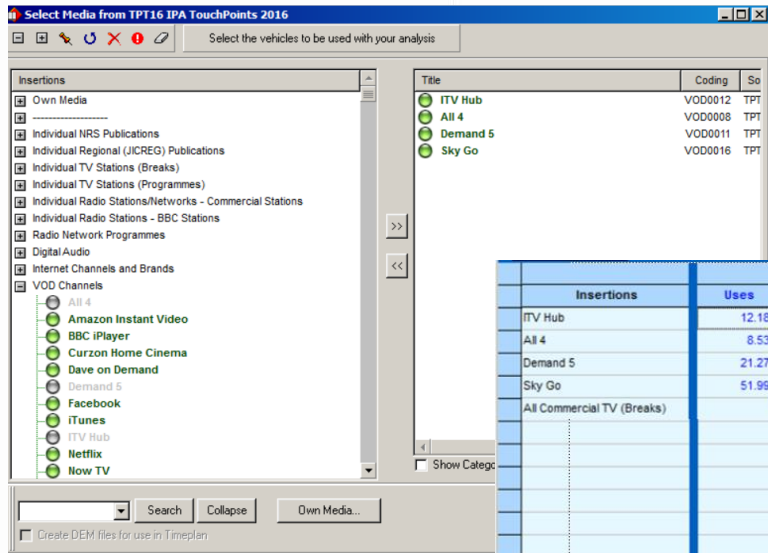
Video on Demand metrics in the TouchPoints
Channel Planner across all bureaux



Video on Demand metrics

Now available on the Channel Planner (all bureaux)

- Huge demand for VOD metrics
- Previously only UKOM data was available on TouchPoints, which only covered VoD through laptop/desktop PC with no Smart TV, Tablet or Smartphone viewing
- We explored integrating broadcaster data or BARB Player report
- RSMB created a model using diary and SCQ data points for 21 VoD properties
- Our model is a stop gap for BARB Project Dovetail and has been verified by buy side and sell side



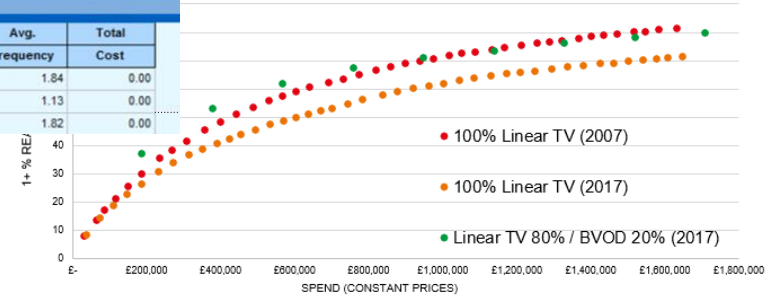
1 Select up to 21 VOD properties in the TouchPoints Channel Planner

| Insertions | Uses | Audience [000] | Audience % | Total GRPs | Total Impacts [000] | Reach [000] |
|----------------------------|--------|----------------|------------|------------|---------------------|-------------|
| ITV Hub | 12.18% | 3,844 | 7.53 | 0.92 | 468 | 448 |
| All 4 | 8.53% | 4,996 | 9.79 | 0.83 | 426 | 410 |
| Demand 5 | 21.27% | 1,255 | 2.46 | 0.52 | 267 | 254 |
| Sky Go | 51.99% | 1,229 | 2.41 | 1.25 | 639 | 537 |
| All Commercial TV (Breaks) | 5 | 5,239 | 10.27 | 99.81 | 50,926 | 27,933 |

| | Total Uses | Total Reach [000] | Total Reach % | Total GRPs | Total Impacts [000] | Avg. Frequency | Total Cost |
|-------|------------|-------------------|---------------|------------|---------------------|----------------|------------|
| Total | 5.94 | 28,669 | 56.19 | 103.33 | 52,726 | 1.84 | 0.00 |
| VOD | 93.97% | 1,586 | 3.11 | 3.53 | 1,800 | 1.13 | 0.00 |
| TV | 5 | 27,933 | 54.74 | 99.81 | 50,926 | 1.82 | 0.00 |

2 Input detailed VOD impressions as part of a mixed media campaign

VOD, TV's ability to generate reach is unchanged
 guide



Source: BARB / K2 / TouchPoints 2016 / Station average prices / Natural delivery

3 Use the results to evaluate VOD's contribution to a campaign or tackle key industry questions



For more information:

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