



AdvantEdge Cross Media

TV and Digital campaign measurement in a box

The world's most advanced TV-analysis software with integrated digital campaign data

There is a growing demand in the market today to develop ways to measure and plan ad campaigns executed on both Broadcast and Digital platforms. The advertising industry has changed significantly due to rapid growth in the consumption of online media and a corresponding increase in online advertising.

Media agencies, TV stations, publishers and sales houses have a need to analyze the combined effect of TV and digital campaigns. In the absence of single source data, TechEdge has developed a unique solution with digital campaign audience data integrated into AdvantEdge Cross Media through modeling with Television Audience Measurement (TAM) campaign results.

AdvantEdge Cross Media takes actual TV impacts and actual Digital impacts and combines the two data sources to calculate individual, combined and unique reach and ratings.

In AdvantEdge Cross Media it is possible to track one brand across both TV and Digital platforms and measure both the combined effect and the unique reach each platform adds.

Target	Channel Group ...	TRP	'000 (sum)	1+ (%)	1+ (000)	AvgFreq
A16-75	TV	269,6	11.051	57,4	2.354	4,7
	DIGITAL	36,3	1.489	9,3	379	3,9
	Total	305,9	10.874	61,9	2.538	4,9

Example: Campaign "X" with an incremental reach on 4.5 pct.

It is based on empirical data sources from both platforms. A unique, mathematically sound and transparent model is used to combine the sources and calculate ratings and reach.

TV ratings are calculated to Gold Standard without altering the TV data results in any way. Digital ratings are reported in AdvantEdge Cross Media as reported by the digital data provider.

Why use AdvantEdge Cross Media?

- The combining of TV and Digital data is based on a known and accepted statistical model with proven and reliable results
- Based on empirical data modelled by an unbiased and independent software provider with a proven track record
- Based on software that is already in production and used by the majority of broadcasters and agencies in Europe
- Applicable for both optimization between platforms, Publishers and Broadcasters, as well as post campaign reporting

Requirements

- TAM data subscription
- Commercial digital data impacts from ad server (the supplier can be Kantar, ComScore, Nielsen, Audience Project, GfK, Ipsos, Trade desk data, YouTube, Facebook etc.)
- AdvantEdge & K2 subscription
- AdvantEdge & K2 Cross Media subscription

Methodology

The methodology to combine the two currencies is based on a known and accepted statistical model already being used in the market to calculate reach and frequency on Television data.

Through panel multiplication and a probability model the digital data is disaggregated and merged with the TV data.

The accuracy of the model is secured by using empiric data and a large number of iterations to secure the robustness of the model.

From the digital data provider, TechEdge receives the daily impacts and reach for a brand across a range of target audiences. The data is then converted into commercial spots which can be run on the TV database. We use a probability model to randomly select panel members to fulfil the daily impact and reach goal of the digital campaign.

We create a digital commercial channel in AdvantEdge where the digital spots are allocated and can be analyzed in combination with ordinary TV channels.

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Transparency

We see transparency as a key aspect of bringing this service to the market. As we make further refinements to the methodology and technology over time, we will update the information regarding the research and technology underlying the estimates.

Further Information

Europe

TechEdge A/S

+45 35 31 40 80

Asia Pacific

TechEdge Asia Pacific

+65 62244066

UK

TechEdge UK Ltd.

+44 20 7100 9948

US

TechEdge America Inc.

+1 305 890 2941