

# Reaching Elusive TV-Audiences in a Fragmented Media Landscape

User Insights für eine fragmentierte Medienwelt



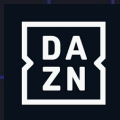
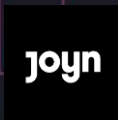
**Carsten Schüler**

Managing Director, Germany

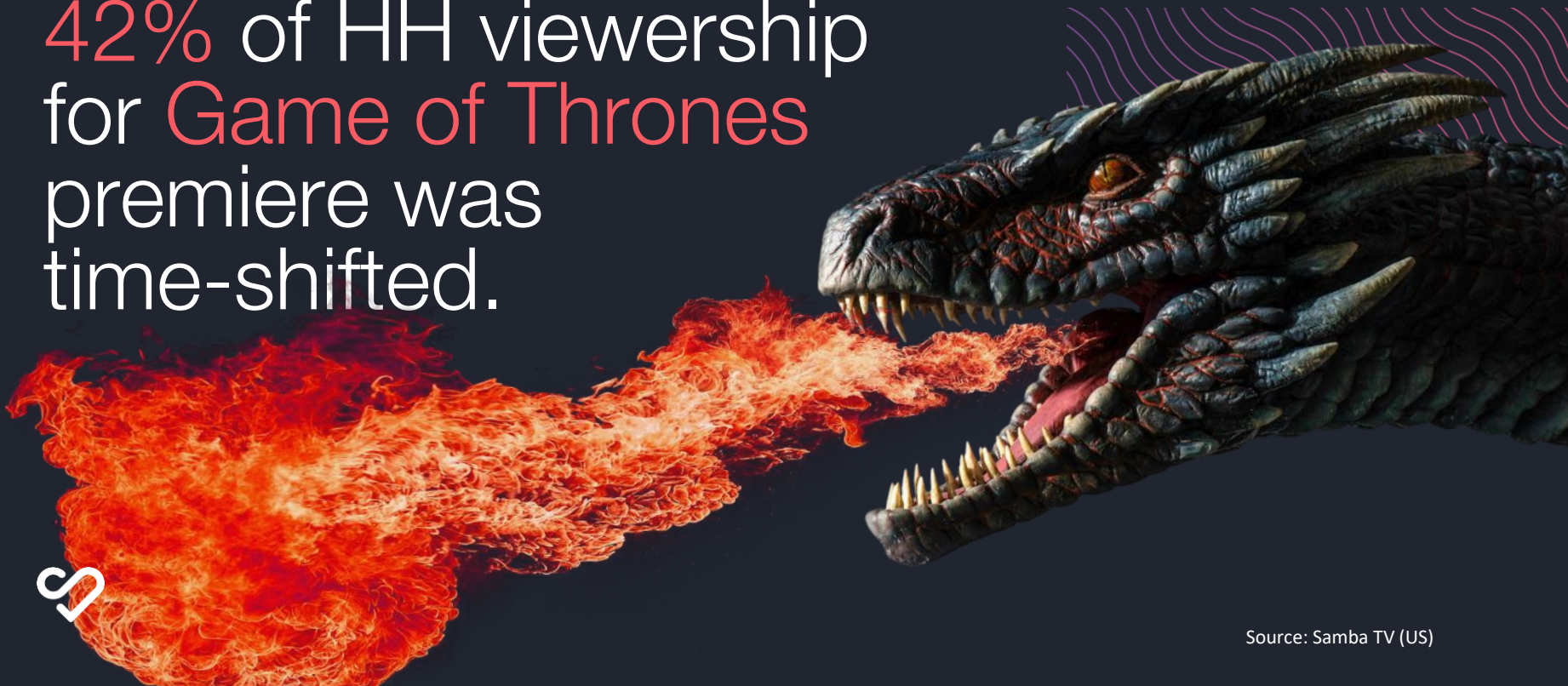
# The TV consumption landscape is **complex**.



GigaTV

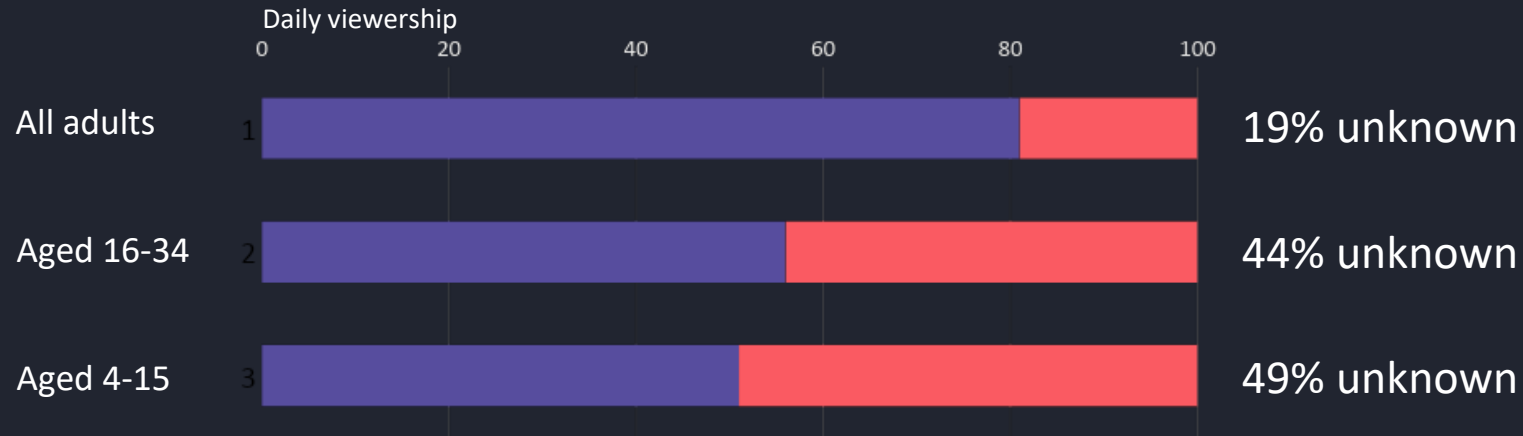


42% of HH viewership  
for *Game of Thrones*  
premiere was  
time-shifted.



Source: Samba TV (US)

# Not all TV viewing is measured



Source: BARB/Thinkbox Jan-Jun 2019 – Average Daily Viewing

# Growth in Elusive TV Viewers



amazon  
prime video

Light TV  
Viewers

Ad  
Skippers

Gamers

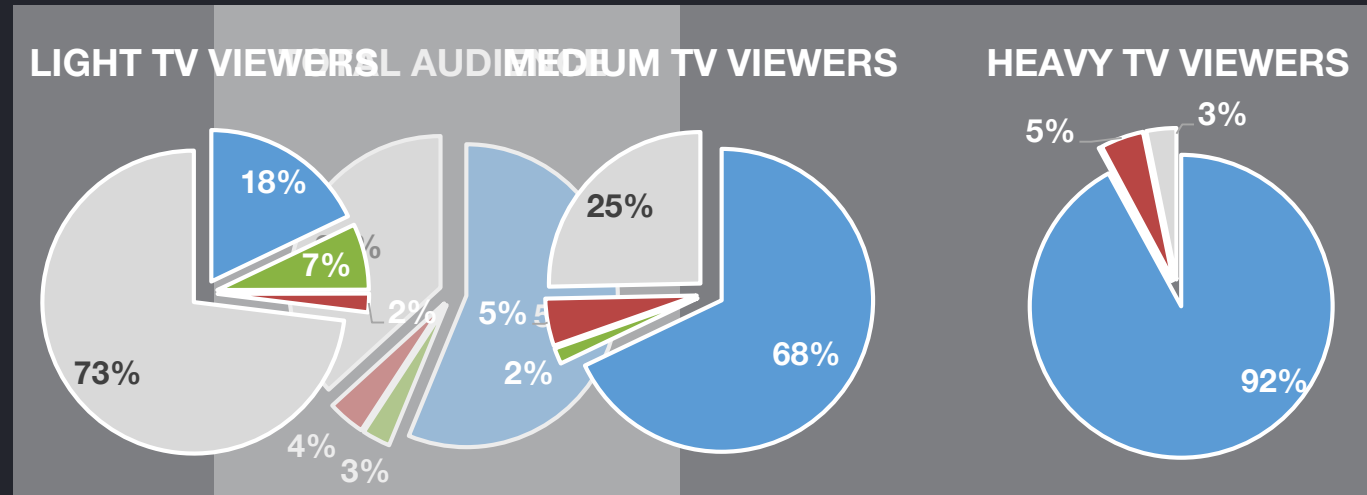
SVOD  
Streamers

NOW<sup>TV</sup>

Does the standard approach  
to TV advertising **still apply?**



# How are **Elusive TV Audiences** and viewer habits impacting TV campaign reach?



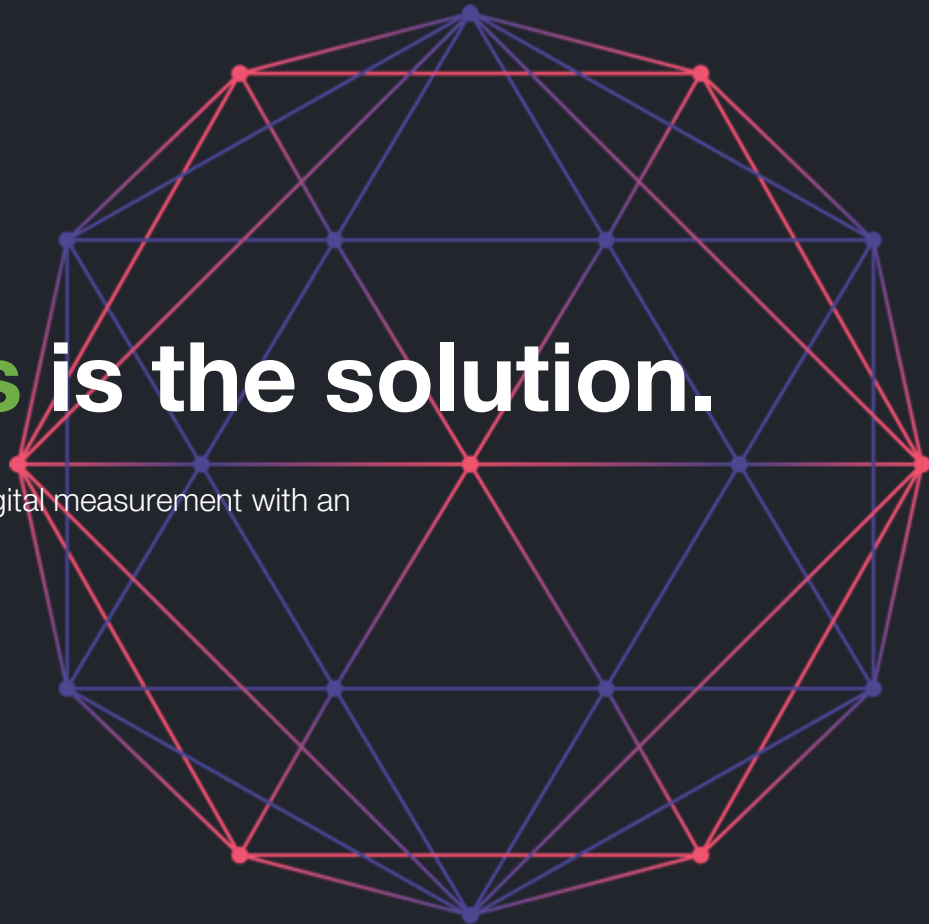
Unexposed  
Exposed to TV  
Exposed to CTV Platform  
Exposed to TV+CTV

Light: Less than/equal to 11.7 hours of TV watching.  
Medium: Between 11.7 and 63.7 hours of TV watching.  
Heavy: Greater than/equal to 63.7 hours TV watching.  
Denominators from Samba Universe US

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# Data + Analytics is the solution.

For brands, connecting the dots between TV and digital measurement with an accurate view of ROAS is the holy grail





# Reaching & measuring **Elusive TV Audiences**



**Video ACR** for real-time recognition of all content on TV – linear, VOD, OTT & video games



**Persistent 1:1 device map** of all digital devices in the household, both in-home and out-of-home



**Digitally target viewers** based on TV viewing habits

**Cross-Screen-Analytics**  
Normalized Panel for measurement





**Carsten Schüler**

Managing Director, Germany

# Thank you

[platform.samba.tv](https://platform.samba.tv)