Reaching Elusive TV-Audiences in a Fragmented Media Landscape

User Insights für eine fragmentierte Medienwelt

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The TV consumption landscape is complex.
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

Light TV Viewers

Gamers

SVOD Streamers

Ad Skippers

NOW TV

amazon prime video
Does the standard approach to TV advertising still apply?
How are **Elusive TV Audiences and viewer habits** impacting TV campaign reach?

![Pie charts showing TV viewership categories and exposure](image)

- **Light TV Viewers**: Less than/equal to 11.7 hours of TV watching.
- **Medium TV Viewers**: Between 11.7 and 63.7 hours of TV watching.
- **Heavy TV Viewers**: Greater than/equal to 63.7 hours TV watching.

Denominators from Samba Universe US
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
Thank you

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