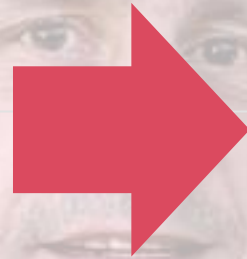




Co-viewing From devices to people

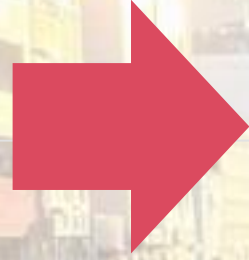
Web rating;
87.621

TV rating;
566.247



TAM : all the people in the
household are measured

Web rating;
87621



Census : we measure
devices and not people

TV rating; 566247



1 device ≠ 1 individual

For TV screen in TAM
panel: 1,5 individuals on
average

**But what for the census
measured devices?**



How can we include co-viewers in online video metrics such as webbrating ?

CIM conducted a survey on viewing behavior where we measured frequency by device/program/channel, co-viewing, casting

Sample size	2.000 NL / FR 16-70
Universe	Access to TV and/or Internet
Recruitment	Online
Field work	End January 24 – Begin March 24

Methodology to transfer devices into people



1. Measure coviewing by device by program type through the survey
2. Calibrate measured coviewing through two steps :
 1. For CTV we know the ratio between declared (survey) and observed (via the TV panel) coviewing and we obtain a distortion factor
 2. We apply the same distortion factor on claimed behaviour for other devices and obtain the final factor per device

CALIBRATION OF DECLARED DATA				
	declared (survey)	observed (tv panel)	distortion factor	final factor
Smart TV	2,22	1,53	1,45	1,53
TV	2,03	1,43	1,42	
avg.	2,13	1,48	1,44	
PC/laptop	1,50	na		$1,50 / 1,44 = 1,04$
Tablet	1,65	na		$1,65 / 1,44 = 1,15$
Smartphone	1,49	na		$1,49 / 1,44 = 1,04$

Publication of Online video metrics including coviewing



- Final coviewing factor per device applied in published files to broadcaster and software houses since September 1st 2024.
- Delivery by Gemius on 31/10

Example of impact on the output :

	Webrating	Co-viewing factor	Webrating incl co-viewing
TOTAL	200		214
CTV	10	1,53	15,3
PC	100	1,04	104
TABLET	10	1,15	11,5
SMARTPHONE	80	1,04	83,2