



DATASHEET

Metadata management for audience measurement JICs

Who's watching what?

The holy grail of TV and video delivery is knowing which programs are being watched by what audiences. However, audience measurement has never been easy and understanding audience behaviour is more important than ever. Why? As distribution technology, consumption channels, and business models evolve, video ad budgets are shifting. The Interactive Advertising Bureau (IAB) found that in 2022 58% of TV/video ad spend was allocated to traditional TV (e.g., broadcast, cable, satellite), with the remaining 42% of budgets allocated to digital (e.g. streaming, CTV, social video). Brands and media companies need to know when, where, and how to reach viewers on whatever platforms they are using to watch "TV."

Media companies want to maximise investment by developing the right content to drive consumer consumption and attract advertisers. Brands (aka advertisers) also want to optimise their investments to reach the right audience at the right time. While advertisers still believe in the value of broadcast, streaming services are here to stay, and they are embracing ad-based business models to supplement revenue from subscriptions.

Transforming TV audience measurement

TV content is no longer limited to the house or a specific device. In fact, TV content is any content 'fit for TV' on any device across any delivery network. This presents new challenges for audience measurement firms funded by joint industry committees (JIC).



A JIC is a collaborative effort between advertisers, agencies, and media owners aimed at maintaining high-quality industry standards for media research, audience measurement, and transparency in advertising. Audience measurement firms (e.g., Nielsen, Barb, MediaMetrie, AGF, etc.) have the daunting task of aggregating viewing data about linear and on-demand content delivered by broadcasters, streaming platforms, and FAST channel providers to the consumer's preferred device (e.g., TV, tablet, phone). We've built our experience working with JICs through our long-term engagement with Barb UK.

Measuring TV audiences requires a combination of data, technology, and metrics. Our focus is on managing data. JICs are analysing data on a daily basis. They acquire data from panels, but the bigger challenge is ingesting data from multiple sources, such as broadcasters and streaming providers. This requires technology and infrastructure that allows interoperability with multiple sources and platforms while delivering the necessary reliability, scalability, and security.

Audience measurement is not new, but has become more complex due to fragmented consumption and viewers watching programs at different times and on different screens. Audience measurement and market research firms are pursuing various strategies to acquire an accurate view of audience behaviour. For those strategies to work, they must overcome challenges related to the metadata describing the programmes consumers are watching.

The devil is in the details

Making the connection between the program being watched and related consumer behaviour is the goal of multiple market participants. Market research, audience measurement and ad-tech firms recognise the value of defining consistent content IDs and their related hierarchies. Why? Because the same program may have been classified with different IDs, titles or casts depending on the country of consumption.

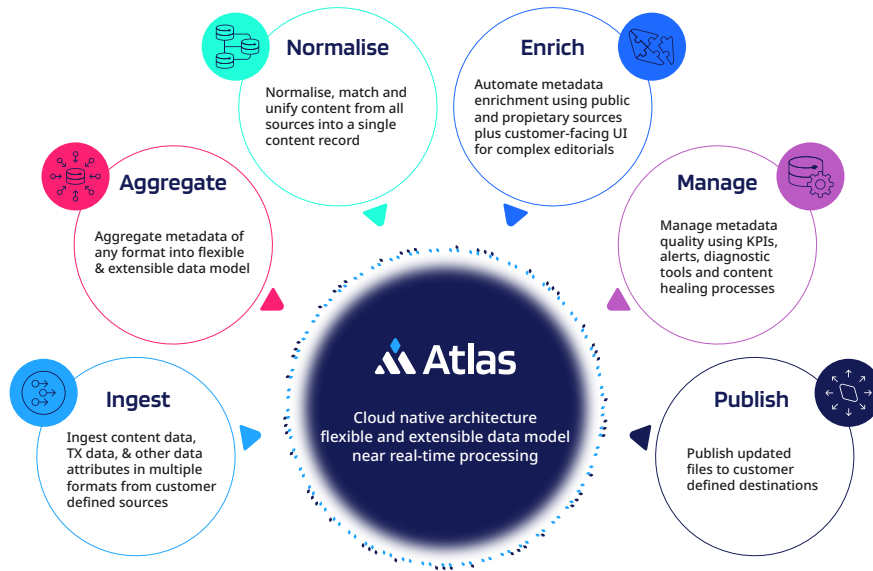
Our customers tell us they want:

- Metadata from more than one source
- Consistent IDs for both linear and on-demand content
- Real-time data updates
- Clearly defined genres, hierarchies and taxonomies to achieve accurate coverage of all content
- An API-driven, cloud-based platform to aggregate, normalise and cleanse data



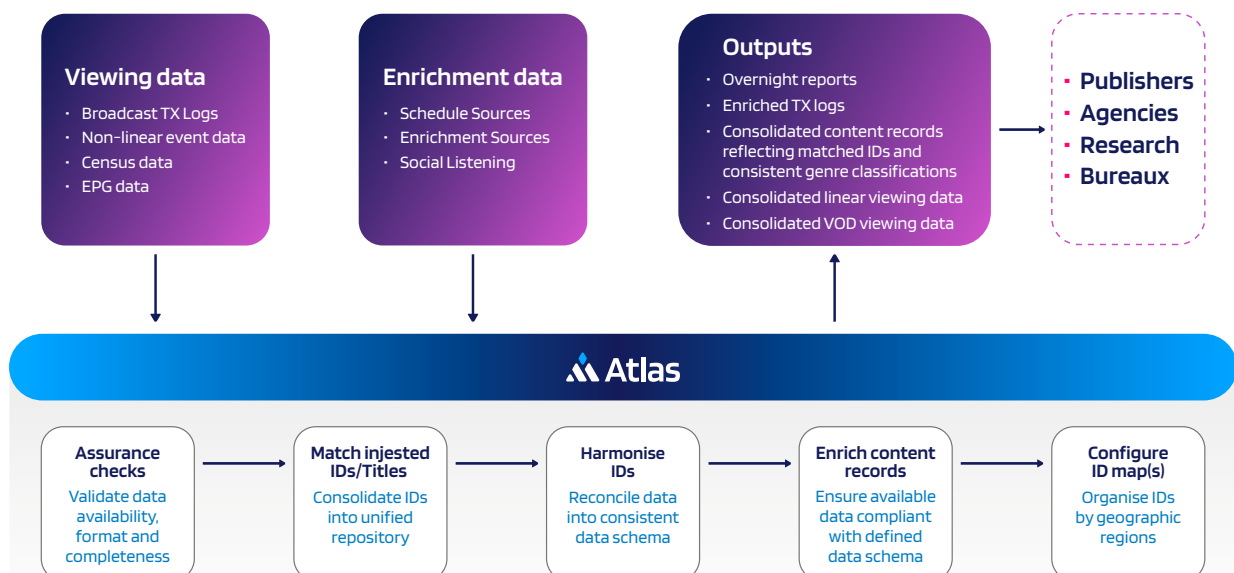
Enabling timely audience measurement

Atlas, a cloud-based active metadata platform, collects and processes millions of data points at scale. Leveraging a modern data stack, Atlas ingests linear and on-demand metadata from multiple sources. It dedupes and cleanses data upon ingest, then automatically resolves and/or links content IDs. A combination of automated processes and editorial capabilities delivers consistent and independent genre classifications using clearly defined taxonomies.



Atlas is consistently processing metadata to connect the dots and provide value to the platforms with which it integrates. It is able to manage the volume, variety, and velocity of data in near real-time; and is easily integrated with 3rd party platforms. It is agnostic to delivery technology or consumption platform as it is all about the data. Atlas leverages our unique and vast ID Registry of MetaBroadcast content IDs (MBIDs) that represents over a decade of unifying, matching, and normalising content IDs from major broadcasters, content owners, and metadata providers (e.g., BBC, ITV, PA, EIDR, Gracenote, IMDb, etc.). It represents a standardised set of consolidated metadata that has been cleansed and unified. Brands have been checked and allocated. Hierarchies have been analysed and validated. Most importantly, genres have been reviewed and clarified.

This comprehensive metadata repository has been reviewed, enhanced, and validated by MetaBroadcast and contributing data sources - enabling Atlas to deliver the high-quality metadata required to quantify audience behaviour.



Customer benefits

- Automated processes for content ingest, normalising, enriching, tracking, healing
- Ingest and aggregate data from multiple sources
- Normalise aggregated content and define consistent IDs
- Enrich files with data from public and private sources
- Tools to establish alerts identifying faulty data records
- APIs to simplify ingest from and distribution to multiple sources and destinations



Maximise investments

The media business is dependent on knowing how, when and where to engage their audience. Capturing and normalising the data that describes the content viewers consume is the starting point for meaningful audience research. Aligning that data with agreed upon content IDs creates the foundation for measuring consumption. Without consistent IDs, it is not possible to understand what content consumers are viewing across platforms, channels and screens.

Future investments in content creation and/or ad placement will be informed by data. The goals are to deliver the right content (or ad) to the right audience and to create measurable impact across all platforms. Service providers such as broadcasters, pay TV operators and streaming service providers, and their advertising colleagues, all need the audience research provided by measurement firms such as BARB, Nielsen or Comscore.

We elevate the value of metadata - aggregating and normalising the descriptive metadata needed to measure audience behaviour.

Founded in 2007, MetaBroadcast is headquartered in London, UK; the company has ingested metadata from over 150 different sources; serves 80+ broadcasters and 310+ channels; and manages over 140M MetaBroadcast IDs, related content records and billions of transactions.



For more information, please visit: www.metabroadcast.com