



The Advertising  
Research Foundation  
*presents*

## AUDIENCE 2014 MEASUREMENT

# Monetizing Second Screen with Holistic Viewer Insight



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# Agenda



- Second screen usage is rampant
- What are its effects?
- How can the industry benefit the most from this phenomenon?



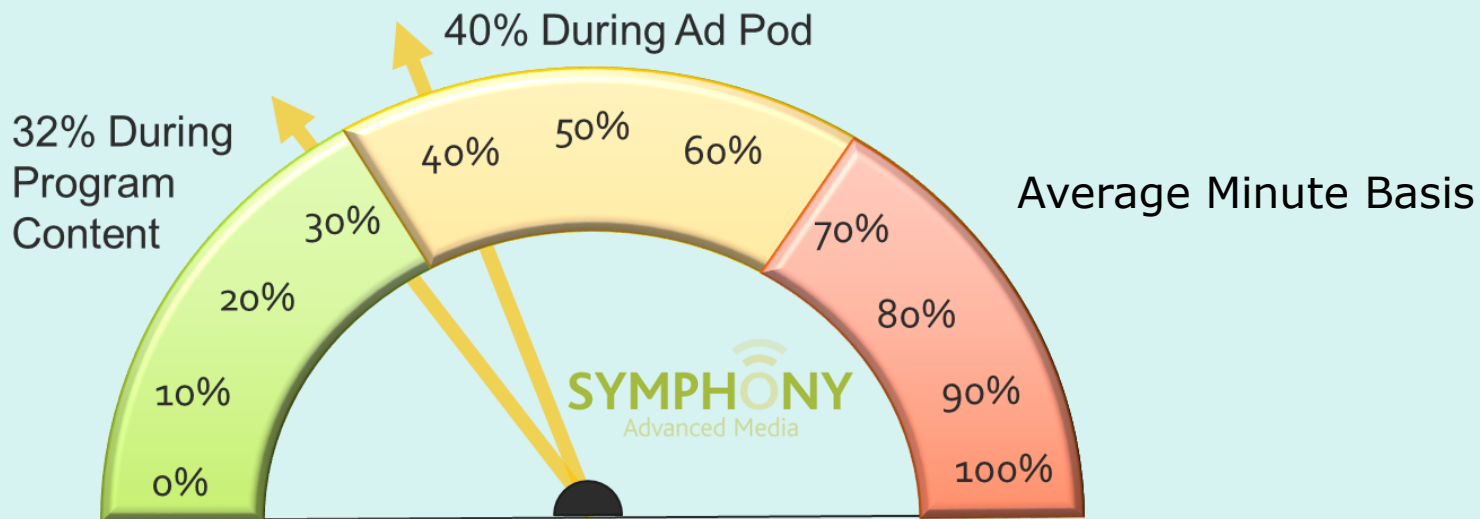
# Mobiletasking lower during program

Mobiletasking – any use of second screen while TV viewing

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# 25%

approximate increase in Mobiletasking during ad pods versus program content across genres.



Percent of Mobiletasking - Norm

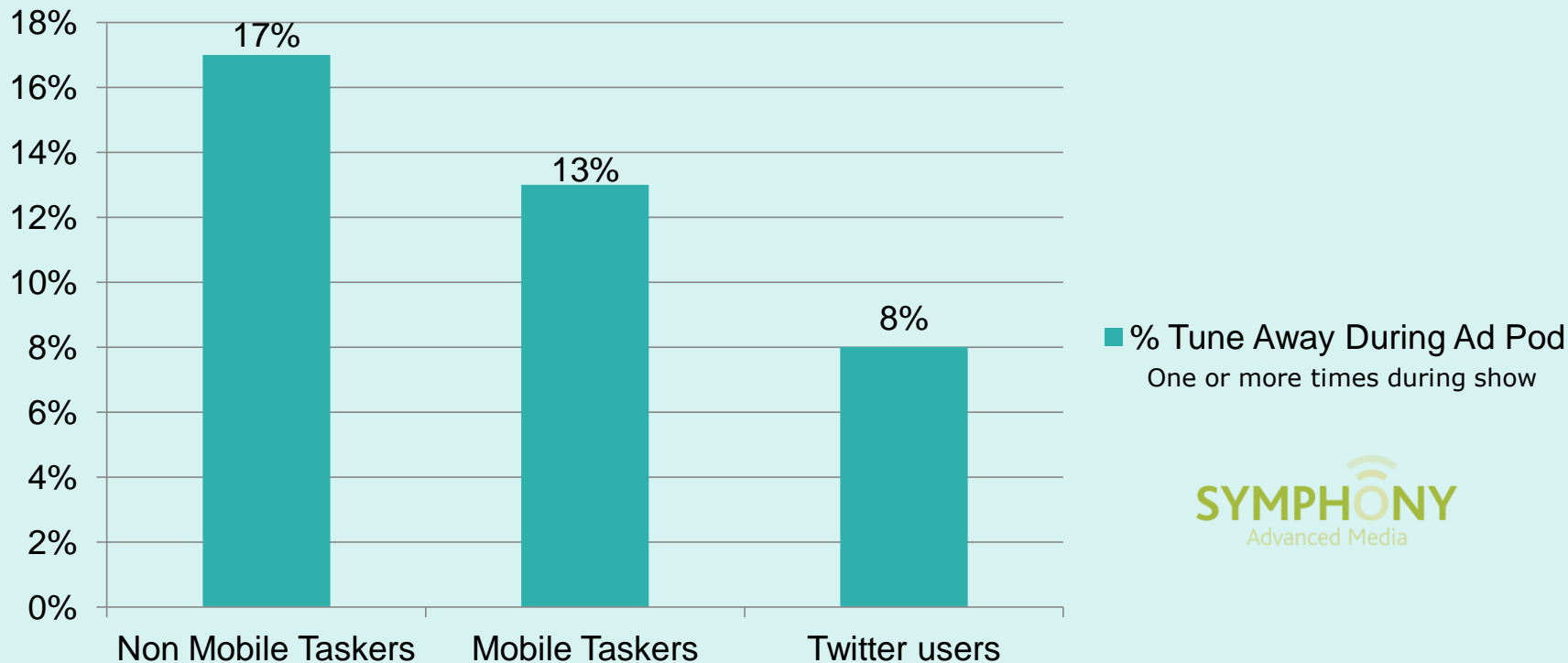
Source: **Symphony Advanced Media**

Total = 472,109 Occurrences among approximately 10,000 national U.S. households representative of homes with tablets and/or smartphones



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# Mobiletasking Especially Tweeting Make Shows Stickier



# Socialtasking increases ad recall

Corroborates Ipsos/Innerscope biometric/eye tracking study 2012 (Wakshlag)  
Which found that watching TV together (even distantly) → +30% Engagement









## Ad Recognition – Cross Brand Norm

Q. After viewing the commercial, do you recall seeing it on television in the last two weeks?

**SYMPHONY**  
Advanced Media

Having another person watching with you (even by device) *makes TV more effective.*

Wakshlag also found that *sync app with program + ad* increased recall even higher.

		% Who Recall Ad		% Lift Vs. Control
Exposed	Control		16%	
	No Mobiletasking		28%	+75%
	Any Mobiletasking		27%	+69%
	Any Socialtasking		31%	+94%
	Any Gametasking		27%	+69%
	<b>facebook</b>		32%	+100%

Time Warner  
**media lab**  
--- NYC ---

Source: **Symphony Advanced Media**

N = Control 5538, Exposed 3714, No Mobiletasking 2611, Mobiletasking 1103, Socialtasking 490, Gametasking 170, Facebook 143



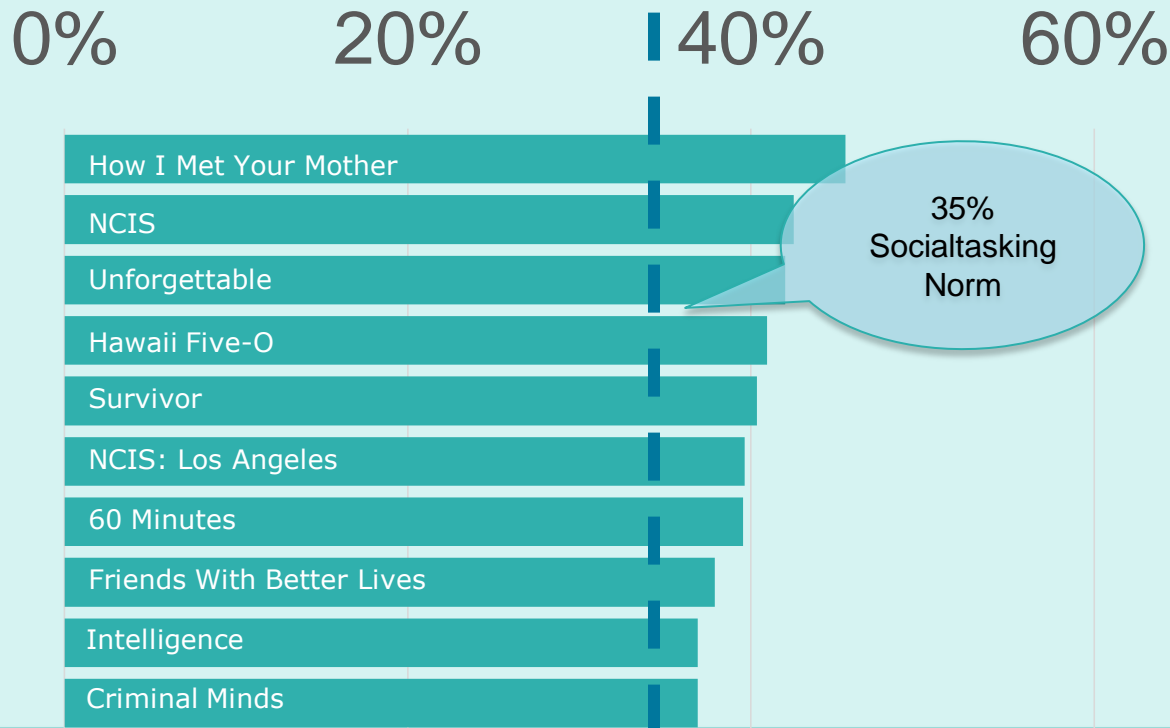
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# Actionable – especially in Programmatic Buying

Presenters to work with brands in ROI studies to calibrate weighting of social and other new metrics related to higher ROI in media buying



## Socialtasking Penetration



Identify advertising opportunities in highly social/mobile programs to aid ad recall through the use of SymphonyAM's passive Socialtasking Ranker.



# Where brand and program likers heavily overlapped, consider program/ad sync app



How do you know which programs are worth the extra effort of a sync app?

Show	Top Brand Affinity
How I Met Your Mother	Hyundai USA
NCIS	Ziploc
Unforgettable	Popchips
Hawaii Five-0	King's Hawaiian Bread
Survivor	Betty Crocker
NCIS: Los Angeles	Ziploc
60 Minutes	Ford
Friends with Better Lives	Milky Way
Intelligence	Thomas' Bread
Criminal Minds	Betty Crocker



# Programmatic Vision: ROI Calibrated Weights on the CPM (TRA already calibrated)

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**Recommendation: In selecting media, create a compound weight for all factors known or suspected to predict ROI lift**

**As illustrated below with actual data – factors must be orthogonal or multiple regression weighting applied**

TiVo  
Research

SYMPHONY  
Advanced Media

Affinity Answers™

PROGRAM	BRAND	PURCHASE INDEX	SOCIAL INDEX	AFFINITY INDEX	ROI VALUE WEIGHT
How I Met Your Mother	Hyundai	119.0	131.4	114.3	179
NCIS	Ziploc	108.1	121.4	238.0	312
Survivor	Betty Crocker	112.9	117.1	142.7	189
				AVERAGE	277

X% lift in TRA TTI  
metric → 0.7X lift in ROI



# Second Screen Industry Recommendations



- Use ROI Calibrated Value Weighting in media selection
  - Purchaser density, socialtasking, affinity
  - Continue research to optimize weights for max ROI lift
- Maximize benefit to advertiser by crossover content
  - Social on both screens simultaneously
  - Offers on both screens simultaneously
- Increase involvement with program
  - Side notes about places, cars, weapons, apparel in scene, music, history on second screen
  - Thoughts going through characters' heads on second screen
    - Creatives must rule to optimize immersion in storyline

