

# How Viewership Data is Transforming Linear TV Advertising



*Technology for measuring television viewership is opening the door for advanced audience targeting across linear television.*

## TELEVISION VIEWERSHIP IS CHANGING

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The way people watch TV has changed dramatically in recent years. From video-on-demand to streaming devices and mobile apps, audiences can now access television almost anytime and anywhere. Despite this major shift in viewership, the way advertisers plan their TV campaigns has remained largely unchanged for over seventy years.

Television stations still use legacy ratings to determine the size and composition of a program's audience and how much they can charge advertisers for their inventory.

Legacy TV ratings were created by the Nielsen Company in the 1950s, in an era when families across America gathered around the TV set to watch one of the big three networks. Since then, they have been a staple of audience measurement.



## SET TOP BOX DATA FILLS GAPS IN LEGACY RATINGS

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Audience fragmentation is pushing the media industry toward new sources of TV viewership data -- and legacy ratings are struggling to keep up. Set top box (STB) data provides the granular insights advertisers need to make TV ads work harder. With this advanced form of audience measurement, legacy ratings could soon become little more than a relic of the past.



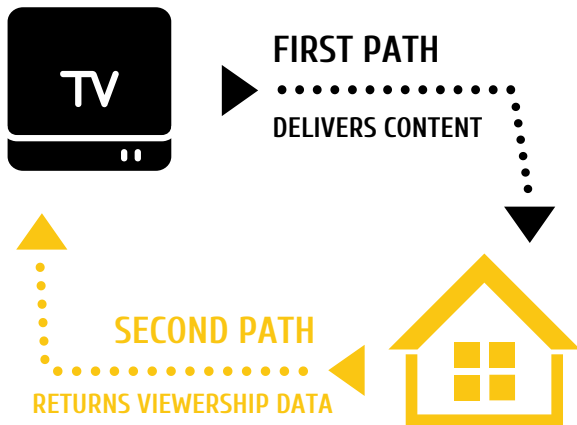
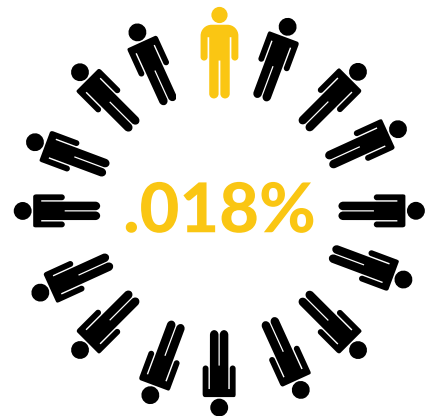
SET TOP BOX

Set top boxes from millions of television households provide advertisers with viewership data to holistically identify, target, and engage real in-market consumers at scale. To understand the true value STB data holds, let's take a closer look at the restraints caused by legacy ratings and how set top box data shatters them.

## SMALL DATA SAMPLES CREATE BIG LIMITATIONS

The biggest problem with legacy ratings is sample size. According to Nielsen, the viewership data used to calculate TV ratings for the entire country is sourced from a panel of only 55,000 people. When you consider the size of the TV household population, the sample audience is only 0.018% of the national television household universe.

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Small sample size is no issue for STB data. There are more than 225 million set top boxes in U.S. households and most have two-way paths—one that allows for content to be pushed into homes, and another that pulls viewership data from the set top box. This means STB data provides massive penetration into the population's viewing habits.

## AVERAGED VIEWING PATTERNS VERSUS ACTUAL VIEWING PATTERNS

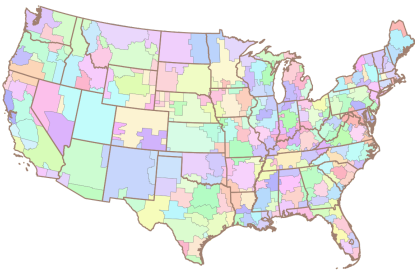
Rather than measuring exactly what is being watched on TV, legacy ratings use a panel-based measurement system to statistically calculate viewership for the entire nation.

Viewership is typically averaged across audience segments and programming hours. This kind of data interpretation makes nuances in media viewership invisible and insights unobtainable.

Unlike the panel based data used by legacy ratings, set top boxes provide anonymized, household-level viewership data from the real people who are in the market for specific products and services. Because set top boxes are tracking actual, rather than calculated viewership, audience engagement for specific programs can be measured down to the quarter hour.

## GEO-AGNOSTIC VS GEO-SPECIFIC

Nielsen ratings only provide audience measurement at the DMA level for the 210 DMAs across the nation. However, set top box data tells us that television viewership varies by geographical location, even from one neighborhood to the next.



CAPTION: Color map of the 210 DMAs .

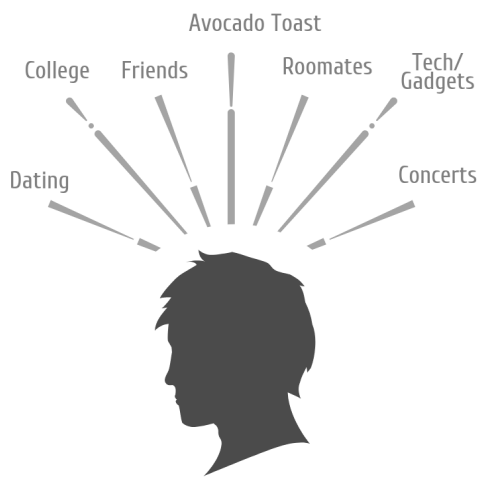
Because each set top box has a unique device ID that's tied to a physical address, advertisers can see how viewership patterns change within a very specific location.

## DEMO-BASED VERSUS PEOPLE-BASED TARGETING

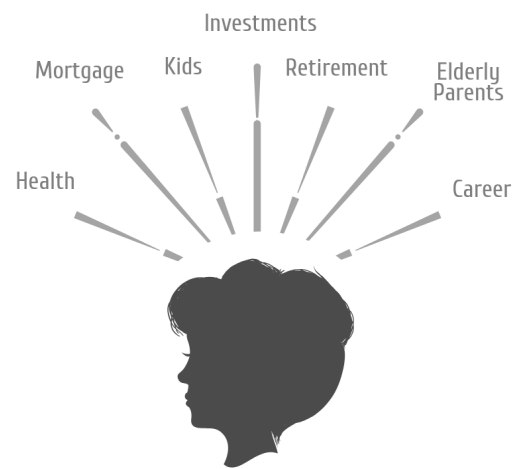
Legacy systems typically segment viewers by age range and gender, such as adults ages eighteen to forty-nine. Because age ranges are so broad, the individuals within these segments typically share very few behaviors, interests, and motivations.

Relying on broad based demographics makes it difficult to reach people who are in-the-market for your product without wasting ad dollars on people who will never convert into customers.

**CAPTION:** Think about it: if your most valuable audience is translated into a demographic segment such as adults 18 - 49, how relevant is your message to either of these groups?



MALE AGE 18



FEMALE AGE 49

Rather than buying media based on broad demographics, set-top box data allows advertisers to buy media based what individual households watch.



## PLANNING TV WITH STB DATA REQUIRES THE RIGHT TOOLS

In order to apply people-based marketing to your television campaigns, you need media planning tools capable of activating set-top box data. One such tool is haloAMP<sup>SM</sup>, Wingman Media's proprietary Audience Management Platform.

haloAMP<sup>TM</sup> combines your first party data with set top box viewership to build a holistic, omni-channel view of your most valuable audiences. haloAMP<sup>TM</sup>'s deep data insights allow you to focus your advertising budget on the TV programming where the people most likely to buy from you are actively paying attention.

Using haloAMP™ reduces wasted media spend by an average of 20% and generates far greater response from your most valuable audiences when compared to traditional, demo-based television planning.

**Ready to Upgrade Your Linear TV Campaigns?  
Contact Wingman Media Today.**

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