

# TAM Ireland Vista

## Phase 1 – Video Integration (beta)



# Welcome

## Introduction:

Welcome to the beta version of the TAM Ireland Video Planning Aid – a first step in the VISTA project which will develop over time to include more information on the reach and share of all viewing formats across all devices. As part of its VISTA project TAM Ireland committed to providing this interim planning aid while we work towards building a full cross-platform measurement solution.

## Background

TAM Ireland gather data from many different sources:

- TAM Ratings – carried out by Nielsen, this is a metering of all TV set activity in the home from a nationally representative panel of 1050 TV households
- Establishment Survey – conducted by B & A 8,250 households interviewed about their devices and access to reception types and broadband in the home
- Life-Style Survey – a survey conducted by Nielsen of the TV panel members on their behaviour and attitudes
- Total Viewing Study – conducted by IPSOS MRBI surveying 1000 individuals on their total viewing habits across all devices and formats on a “yesterday” basis.
- It is important to note that the ES, Lifestyle and TVS are all based on claimed activity whereas the TAM Ratings are based on actual viewing activity.
- Following a competitive pitch TAM Ireland commissioned Nielsen Data Science team to undertake a data fusion project using the data from all of the above data sources along with data from their own DAR study.



# The Output

## VISTA Phase 1 – Video Integration (beta) Output

This report delivers a complete picture of media consumption by device and by format incorporating both in-home and out-of-home viewing

This beta version provides data on Average Daily Reach by device and format and incremental reach x format (18<sup>th</sup> Jan – 14<sup>th</sup> Feb 2016) based on the TAM Universe of Standard TV Reception Households, TAM Panel across the following demographics:

- Adults 15+, 15-24, 25-34, 35+.
- ABC1 Adults
- Men 15+ Women 15+
- Housekeepers and Housekeepers with children.

Formats	Description/example
<b>Total Broadcast Content</b>	
Live TV	As per Nielsen/TAM data
Recorded TV	As per Nielsen/TAM data
Broadcast Players	Catch up, on demand
Pay Per View	Movies and Sport
<b>Non Broadcaster Content</b>	
Short Form Video	YouTube, Facebook, Vimeo etc.
Stand Alone online video service	Netflix, Apple TV, Amazon Prime etc.
Other (incl DVD)	All other streaming, illegal downloads etc

Devices
TV In-home
TV out of home
PC/Laptop
Tablet
Smartphone



# CONTENTS

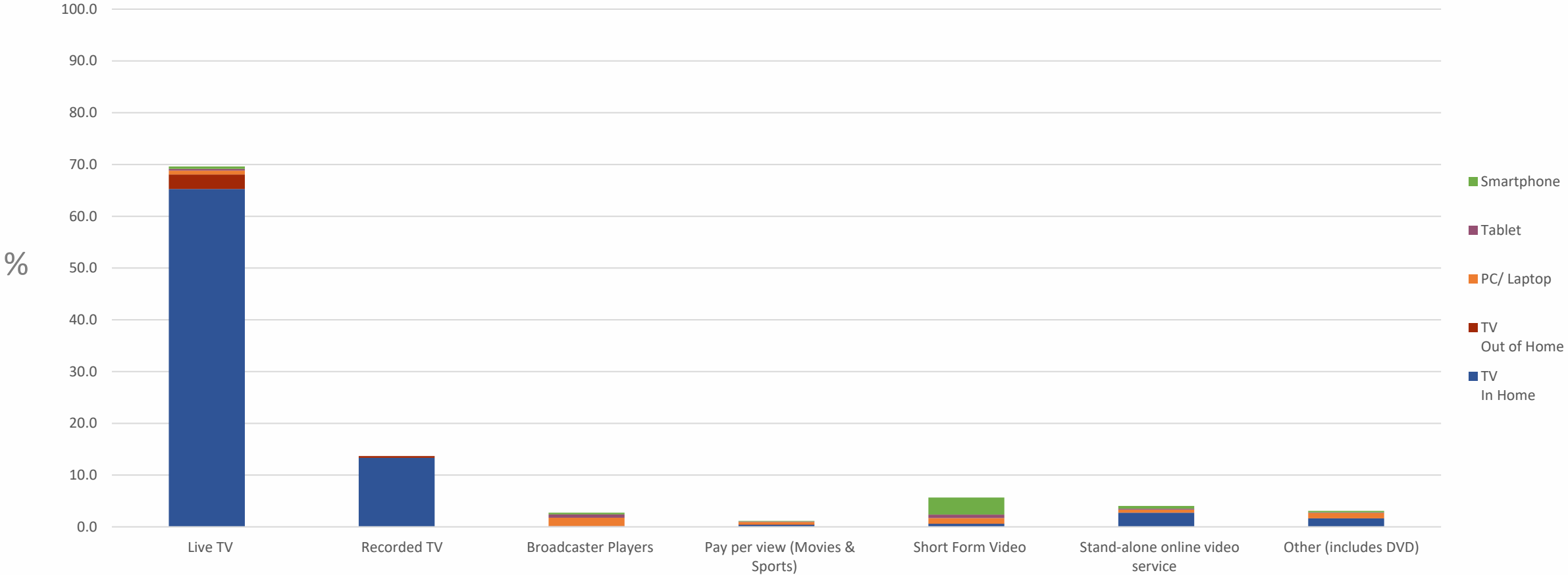
- Introduction
- Adults 15+
- Adults 15-24 Yrs
- Adults 25-34 Yrs
- Adults 35+ Yrs
- ABC1 Adults
- Men 15+ Yrs
- Women 15+ Yrs
- Housekeepers
- Housekeepers with Kids
- Caveats and Notes

# ADULTS 15+

- [Average daily minutes % Total Video –Format x device](#)
- [Average daily minutes % Total Video x device](#)
- [Average daily minutes % Total Video x Format](#)
- [Average daily reach % Total Video – Format x device](#)
- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

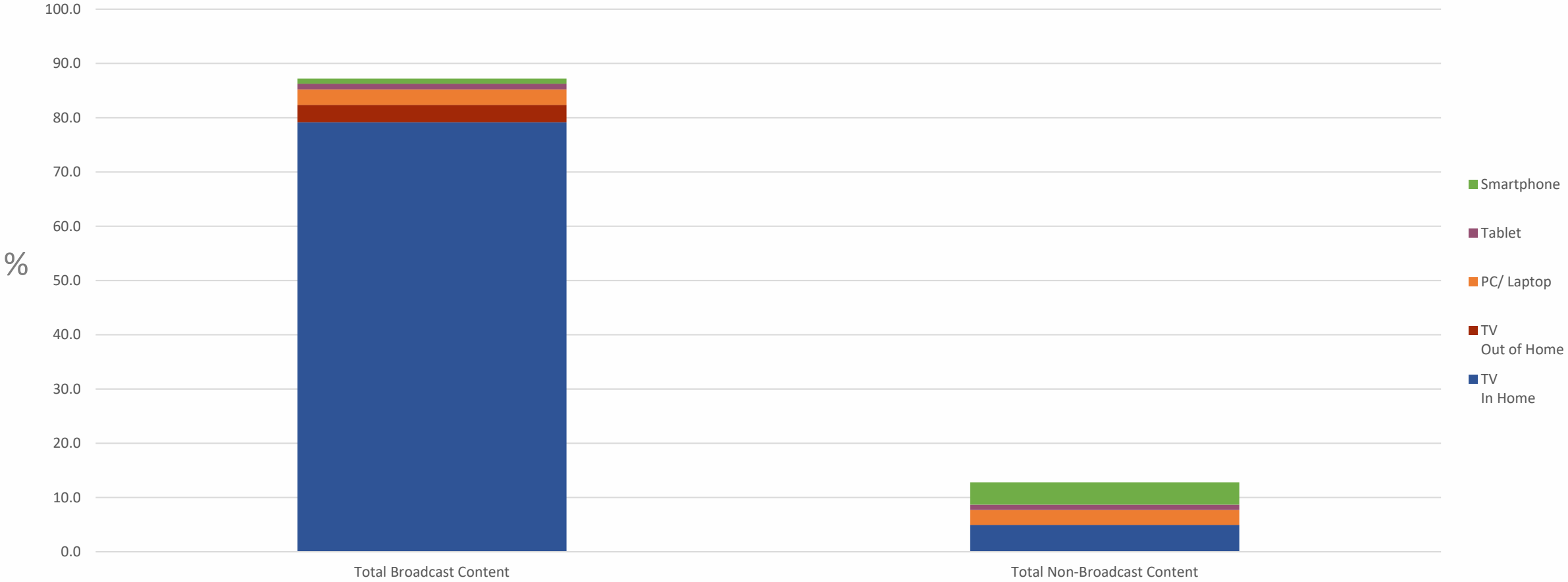
# Adults 15+

## Average Daily minutes - Total Video Format x Device



# Adults 15+

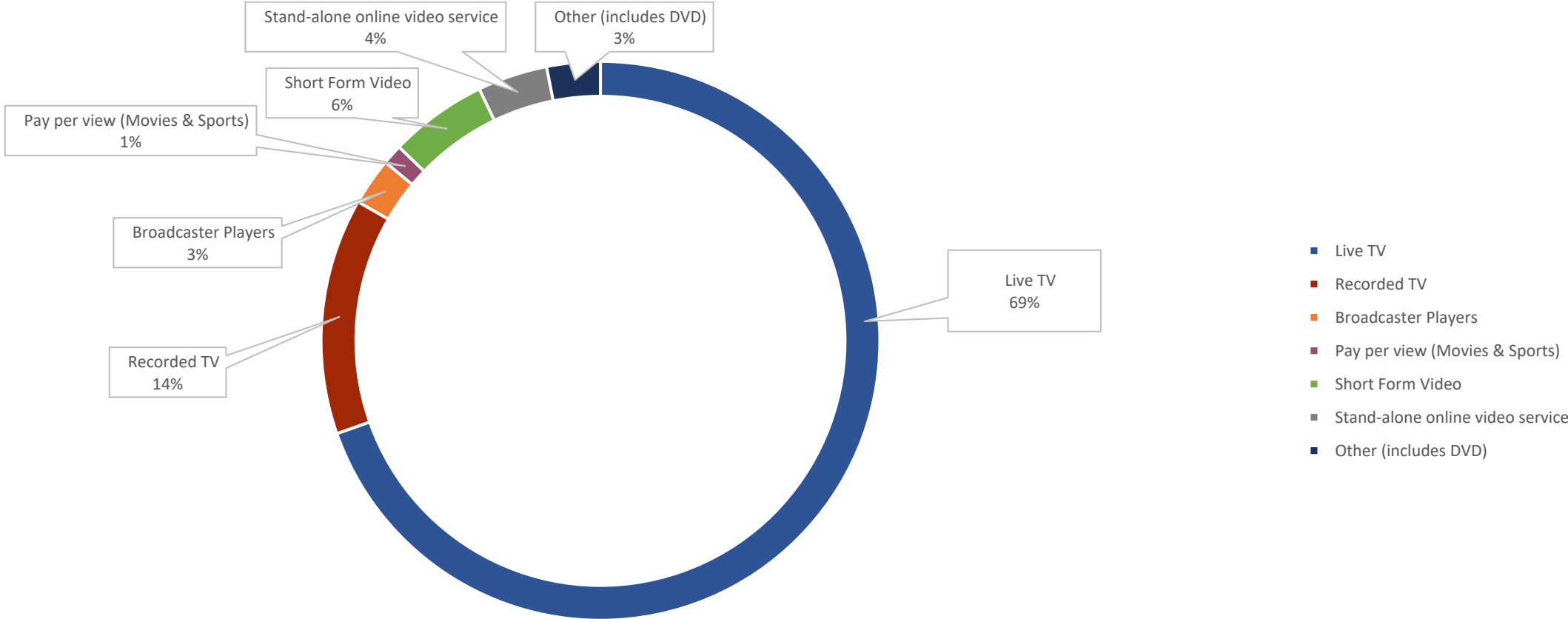
## Average Daily minutes - Total Video Device



# Adults 15+

## Average Daily Minutes - Total Video Format

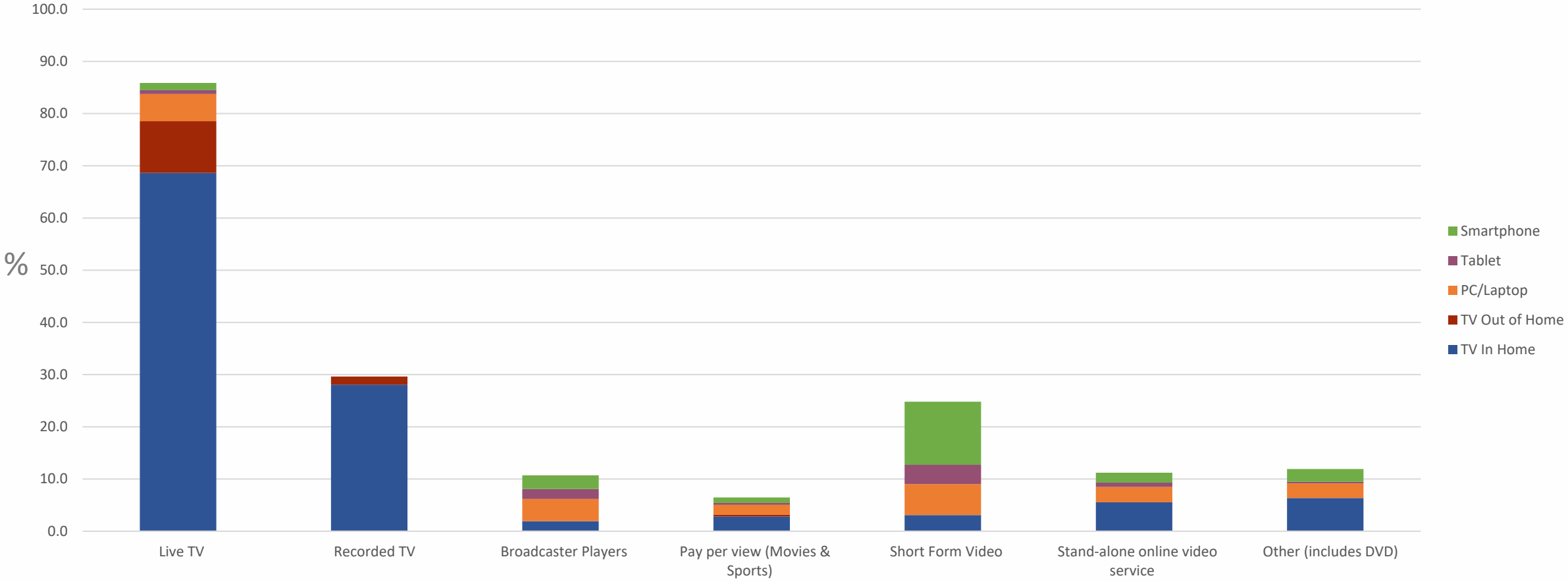
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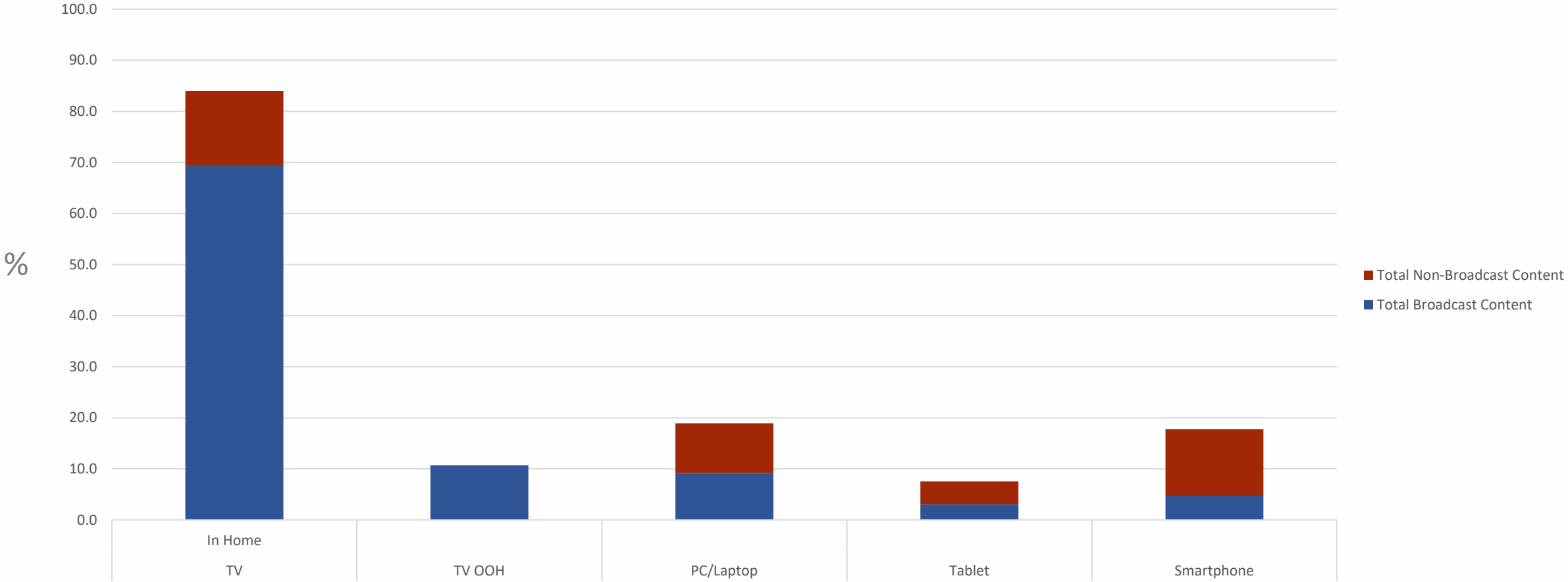
# Adults 15+

## Average Daily Reach - Total Video Format x Device



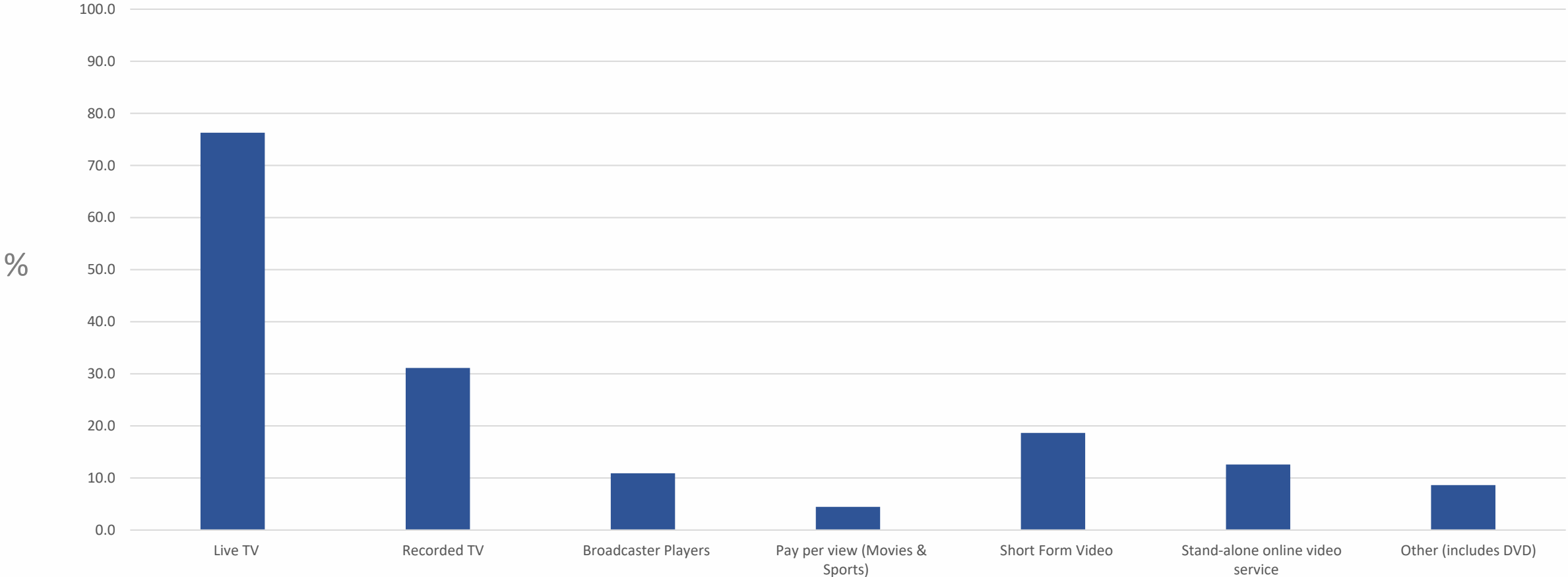
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## Average Daily Reach - Total Video Device



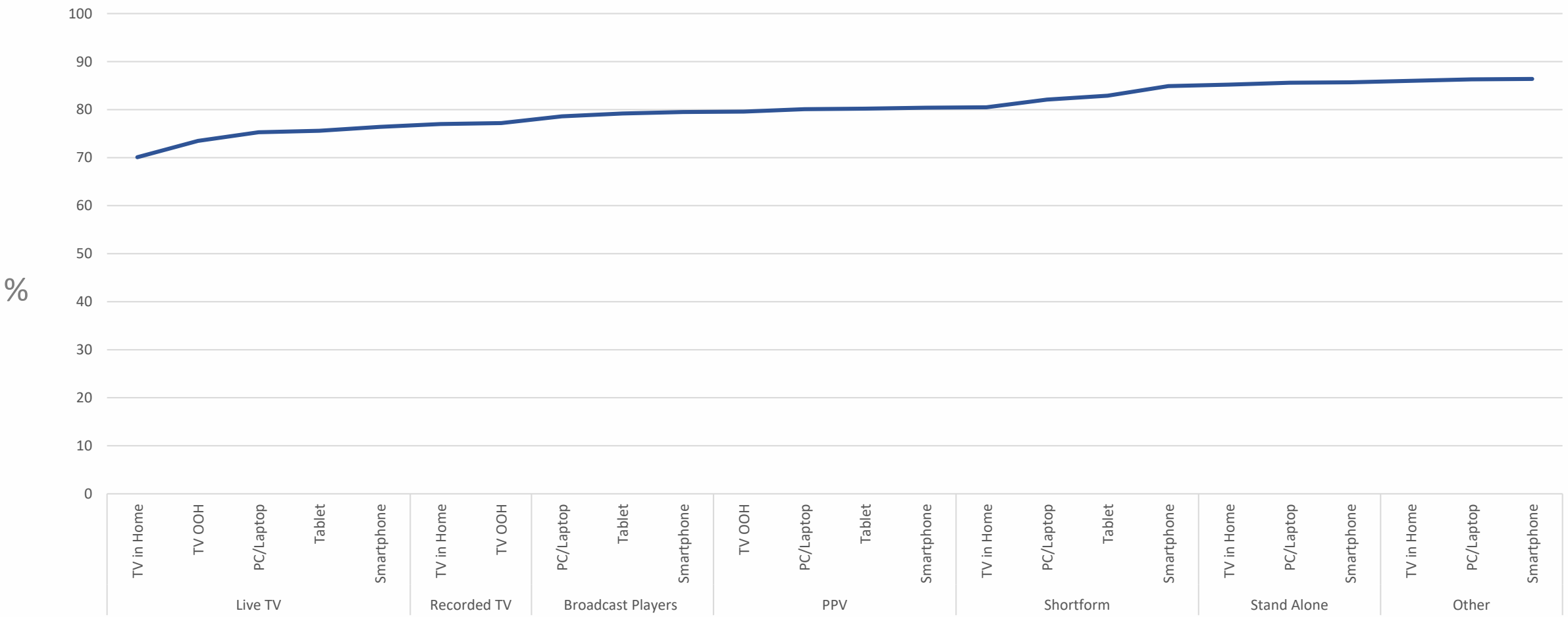
# Adults 15+

## Average Daily Reach Total Video Format



# Adults 15+

## Average Daily Incremental Reach - Total Video



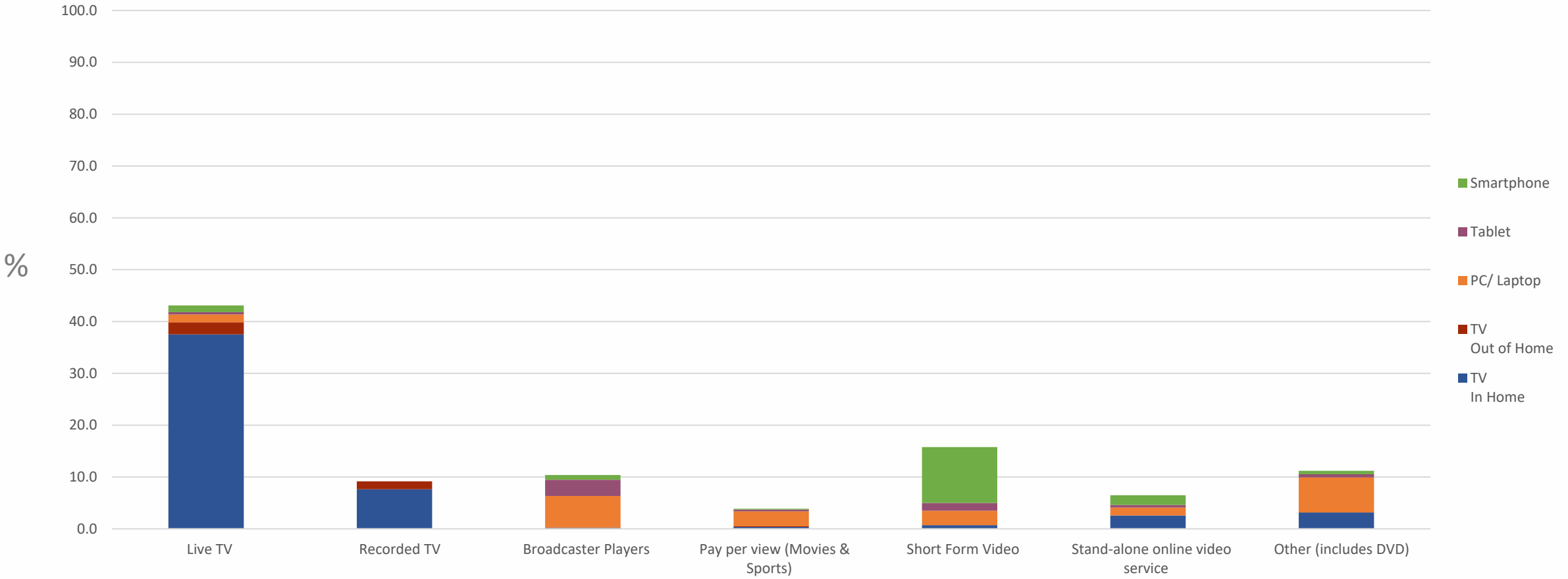
# ADULTS 15-24 YEARS

- [Average daily minutes % Total Video –Format x device](#)
- [Average daily minutes % Total Video x device](#)
- [Average daily minutes % Total Video x Format](#)
- [Average daily reach % Total Video – Format x device](#)
- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

%

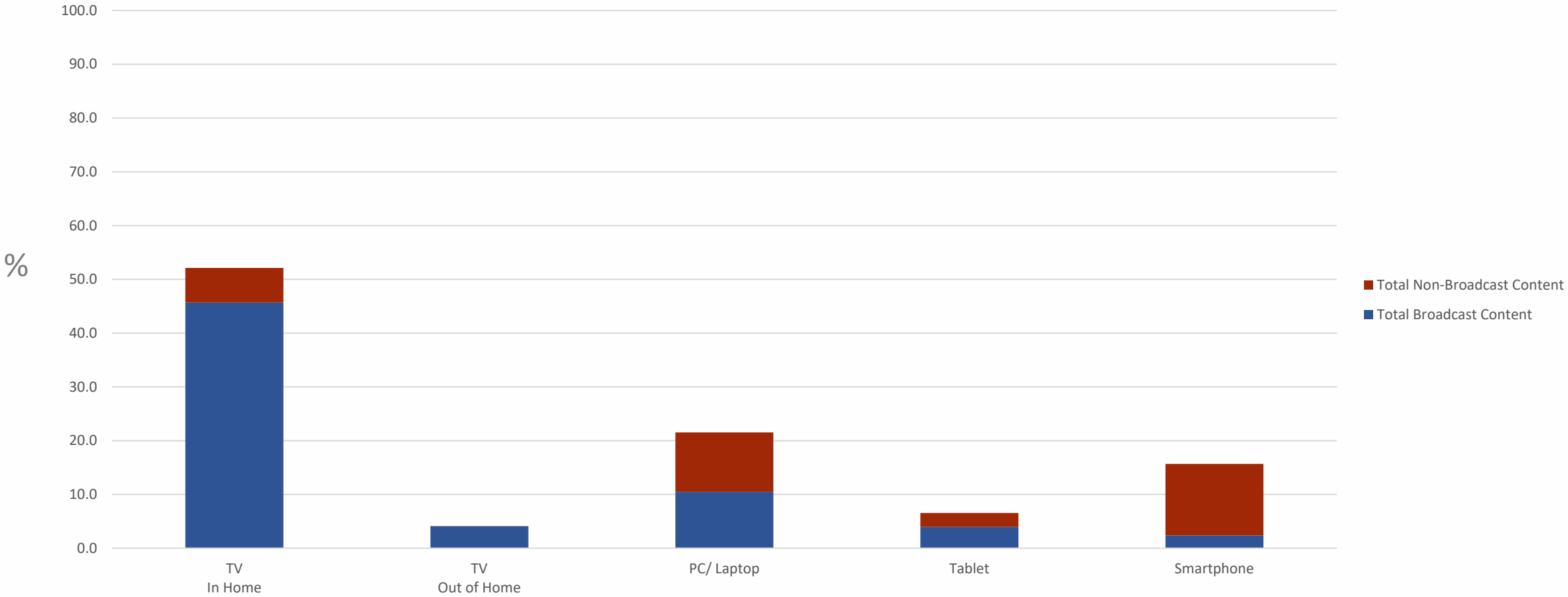
# Adults 15-24 yrs

## Average Daily Minutes - Total Video Format x Device



# Adults 15-24 yrs

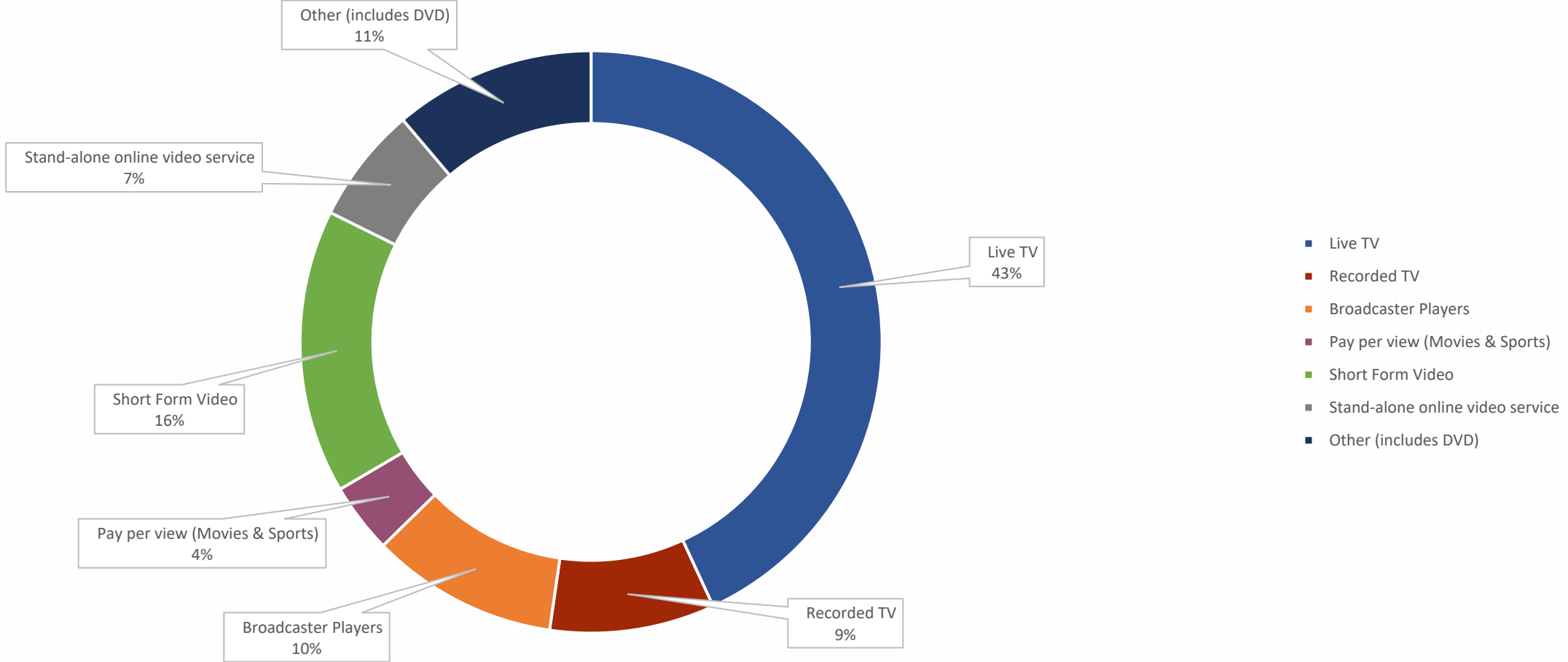
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# Adults 15-24 yrs

## Average Daily Minutes -Total Video Format

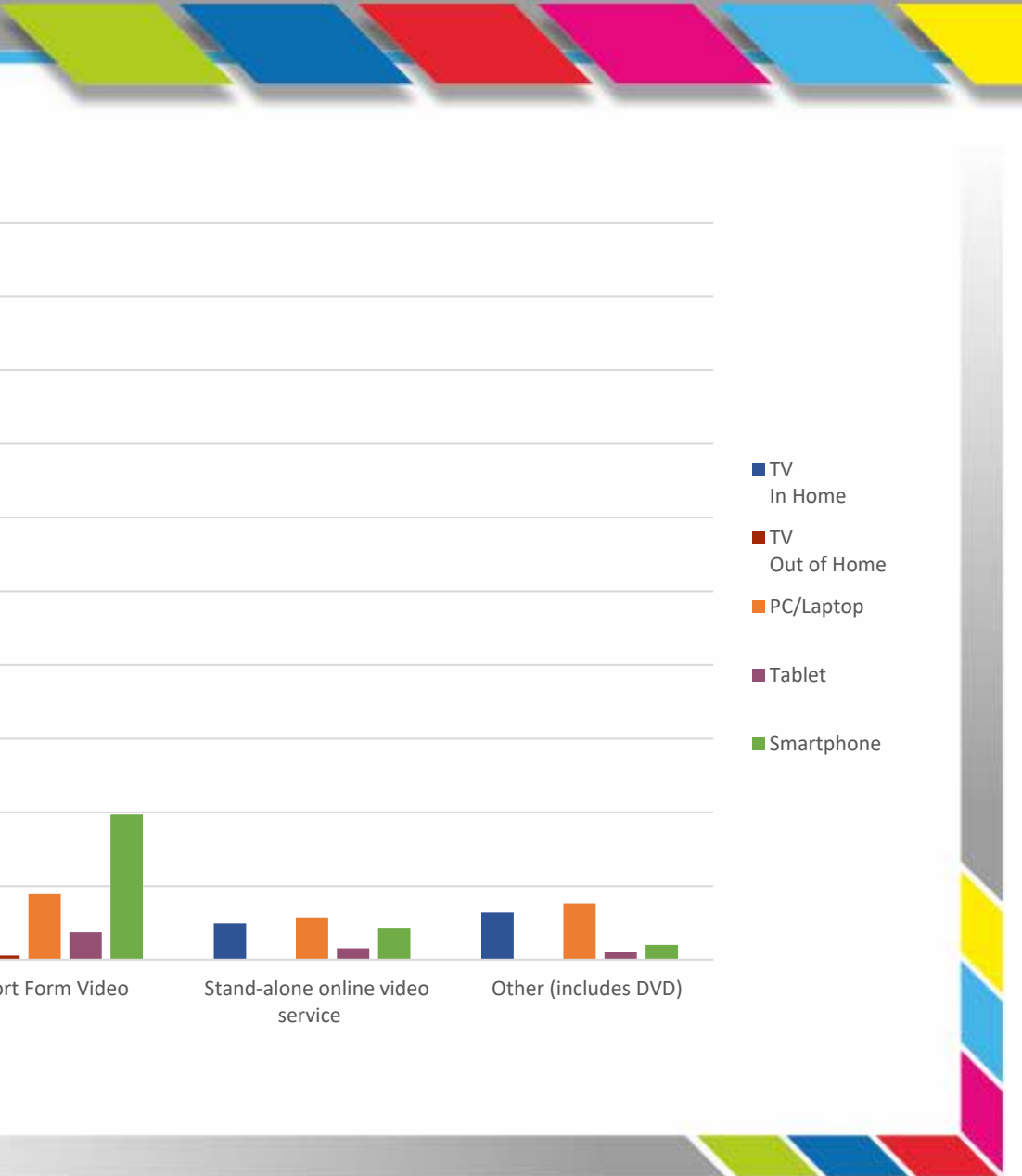
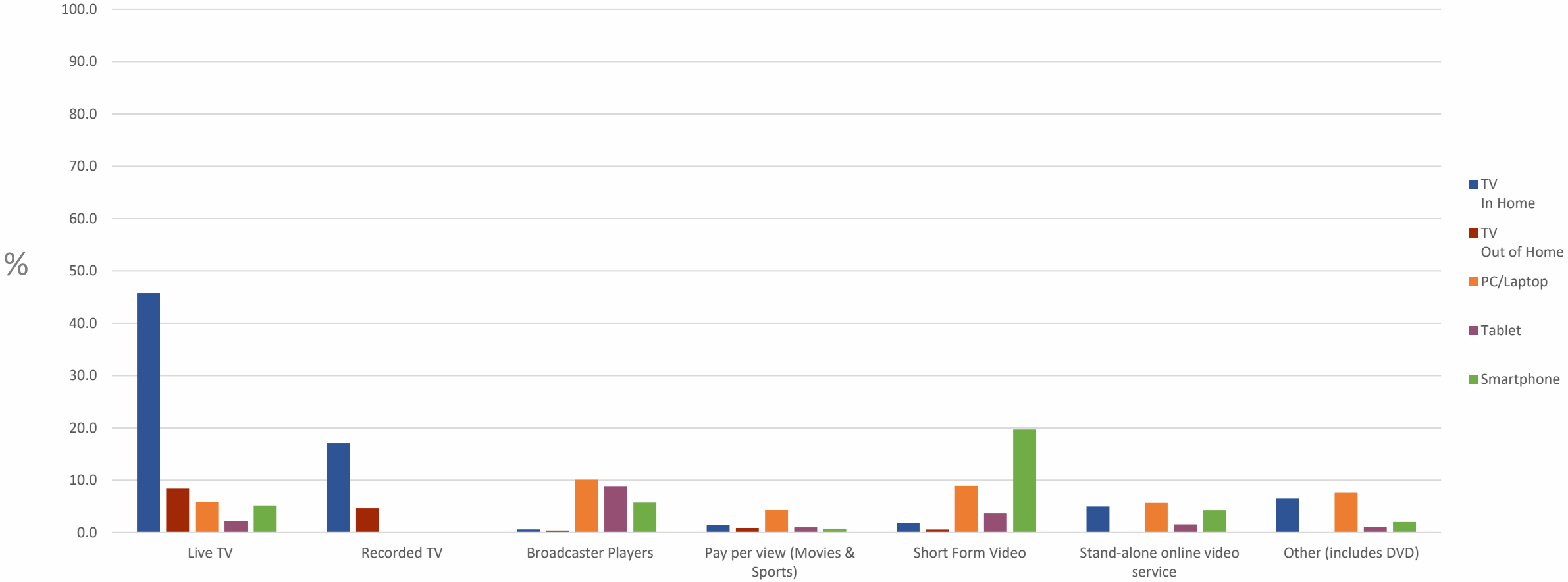
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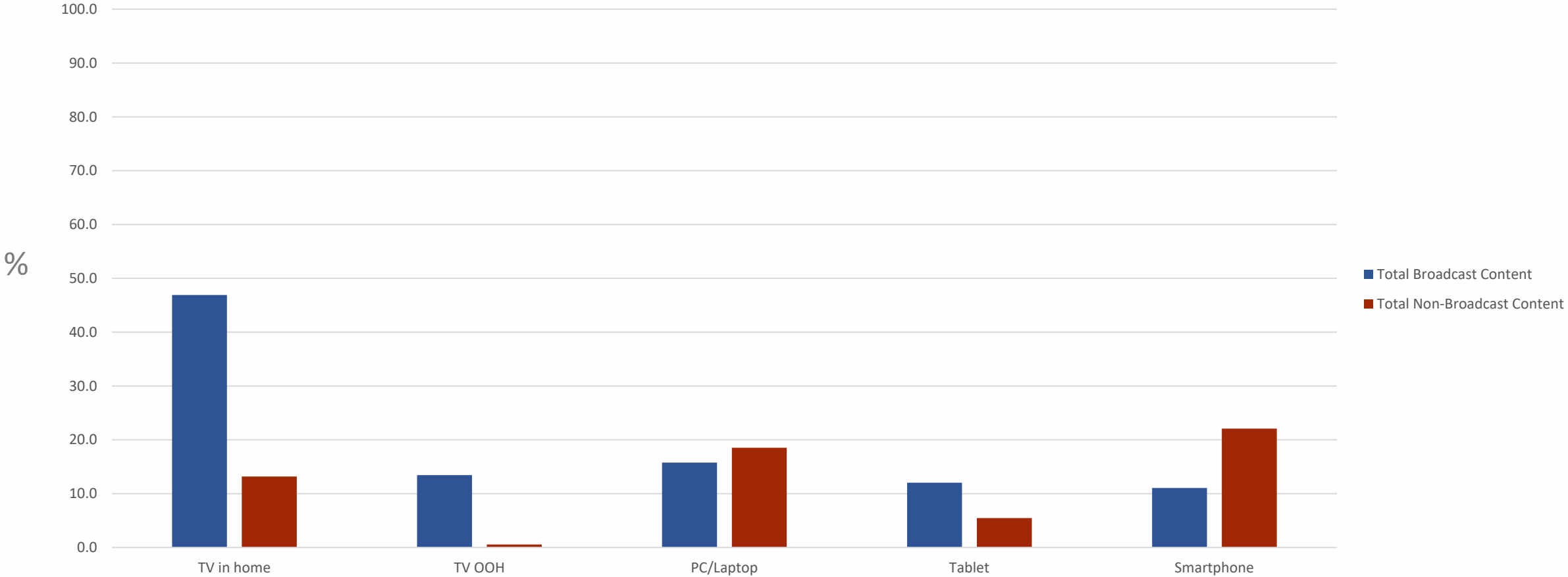
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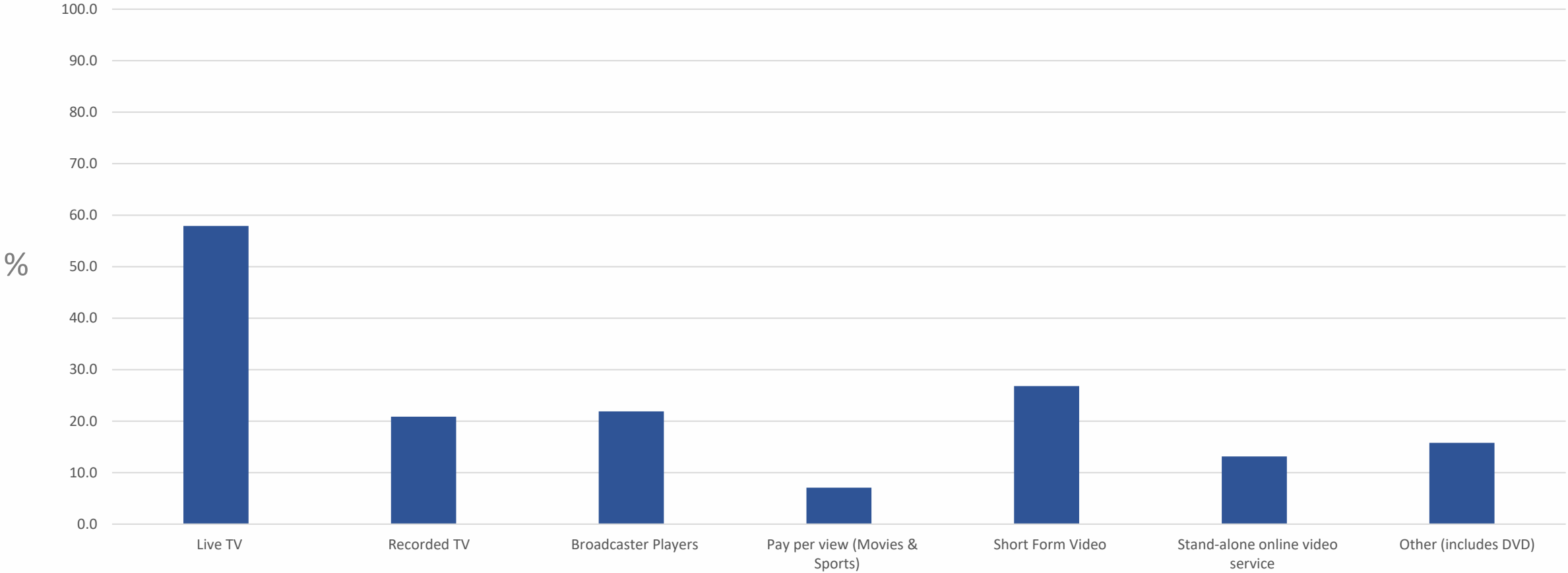
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## Average Daily Reach - Total Video Device



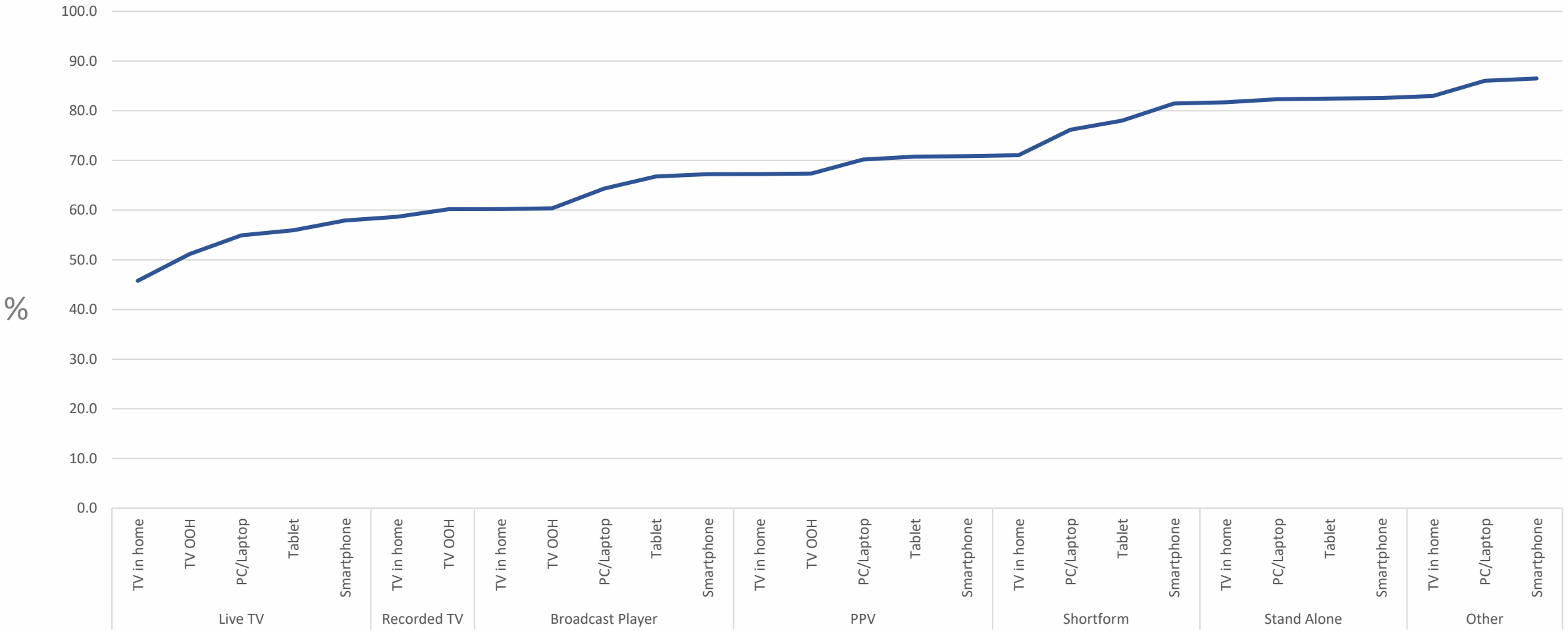
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## Average Daily Reach - Total Video Format



# Adults 15-24 yrs

## Average Daily Incremental Reach - Total Video

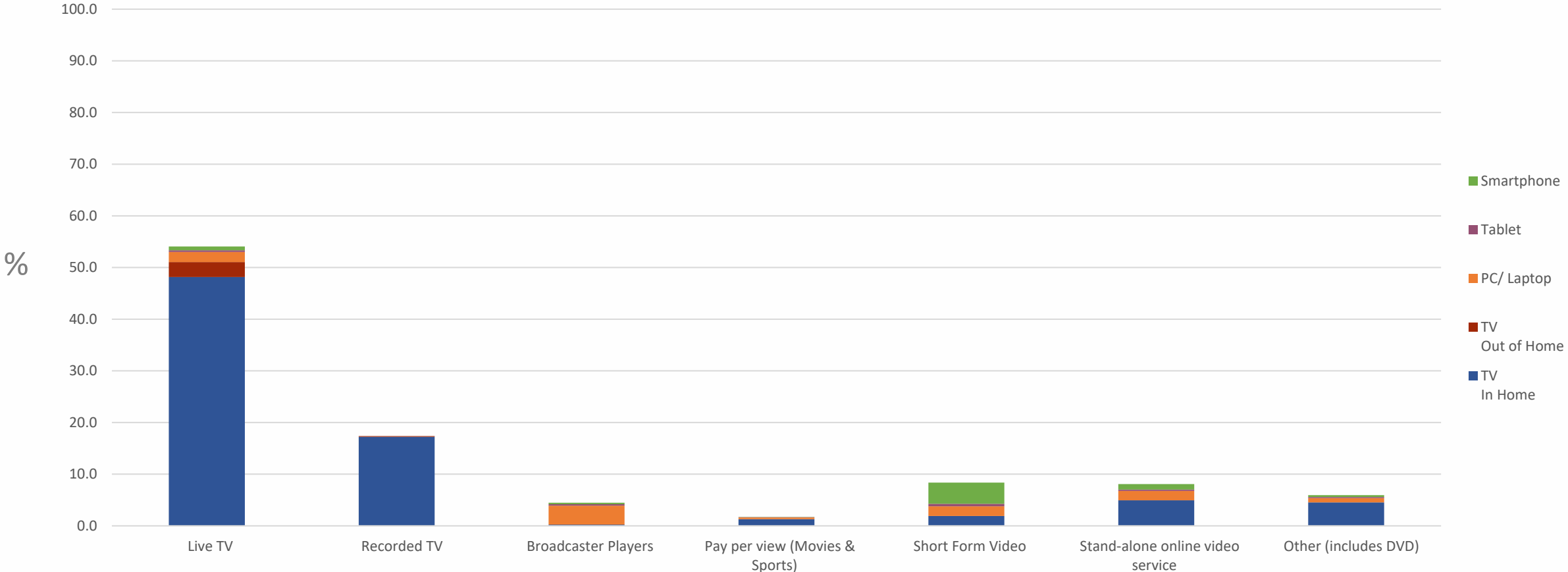


# ADULTS 25-34 YEARS

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- [Average daily minutes % Total Video x Format](#)
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- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

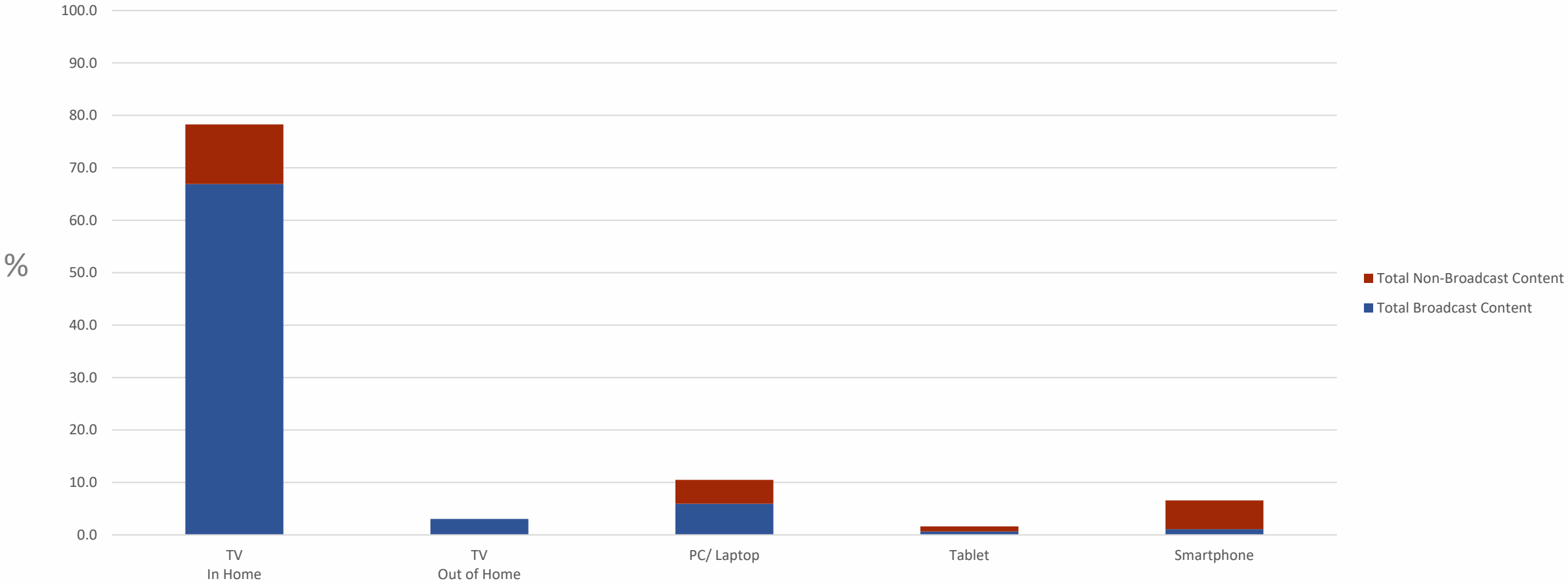
# Adults 25-34 yrs

## Average Daily Minutes - Total Video Format x Device



# Adults 25-34 yrs

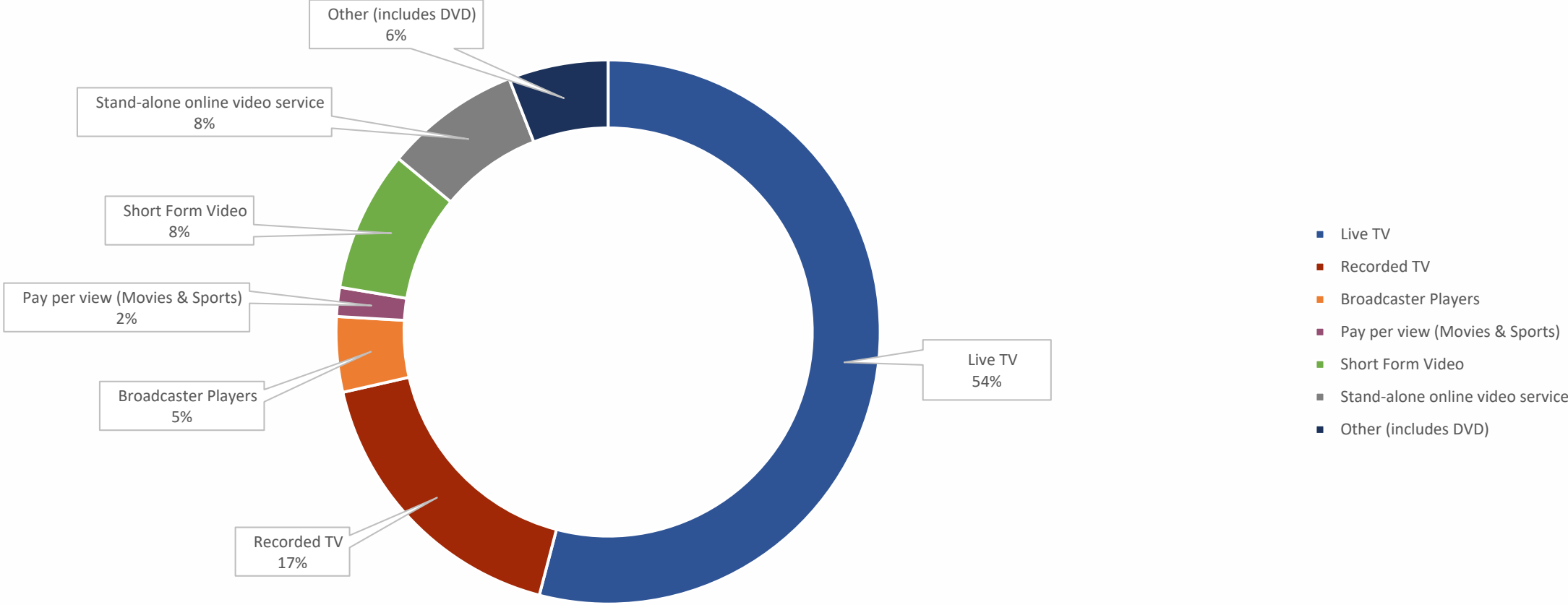
## Average Daily Minutes - Total Video Device



# Adults 25-34 yrs

## Average Daily Minutes -Total Video Format

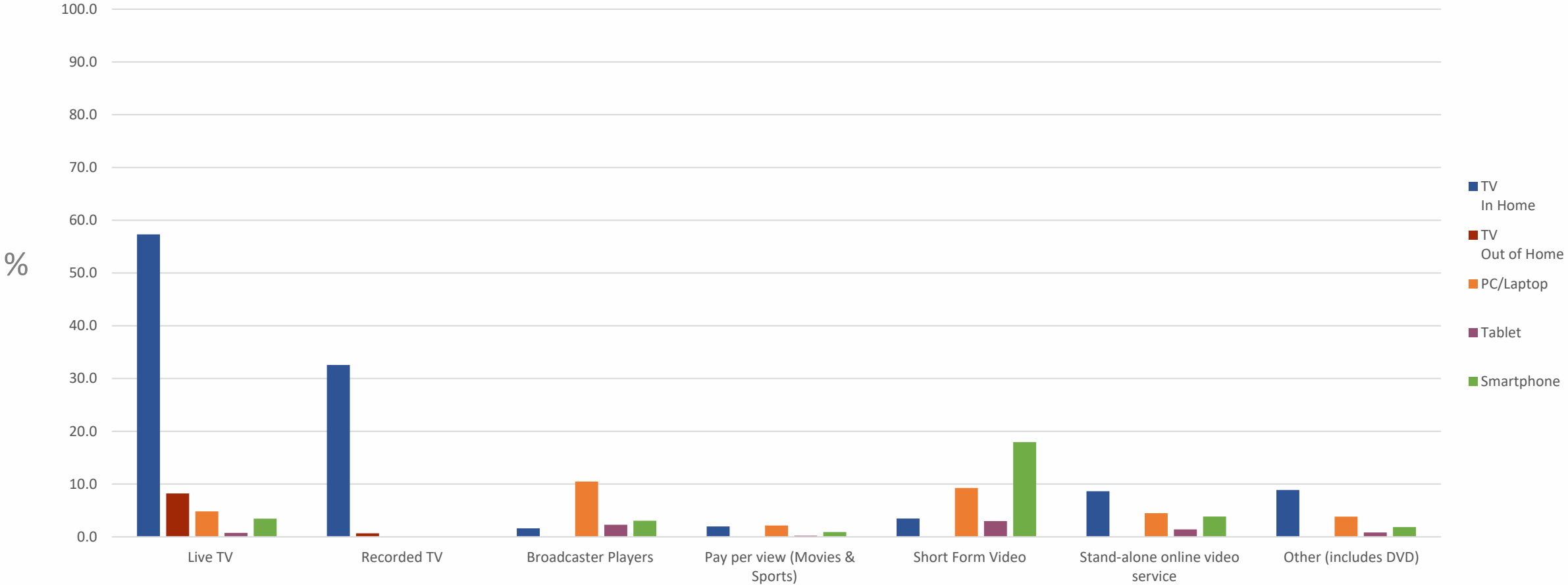
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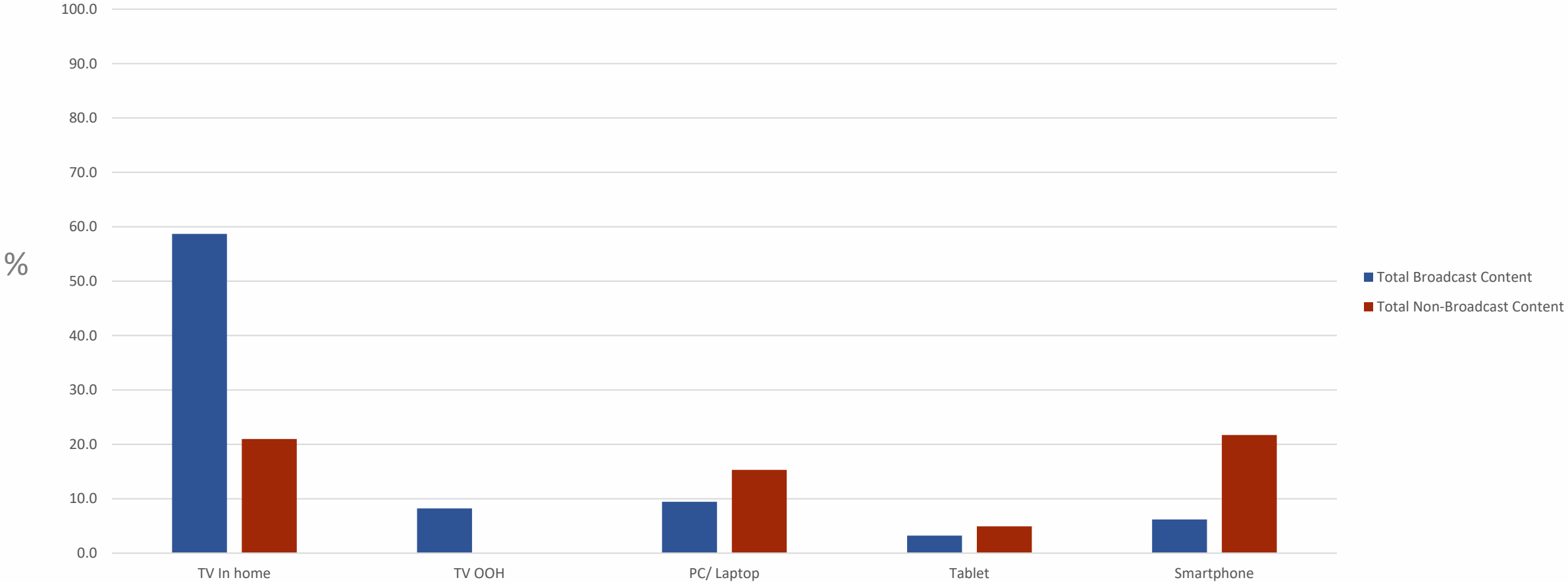
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## Average Daily Reach - Total Video Format x Device



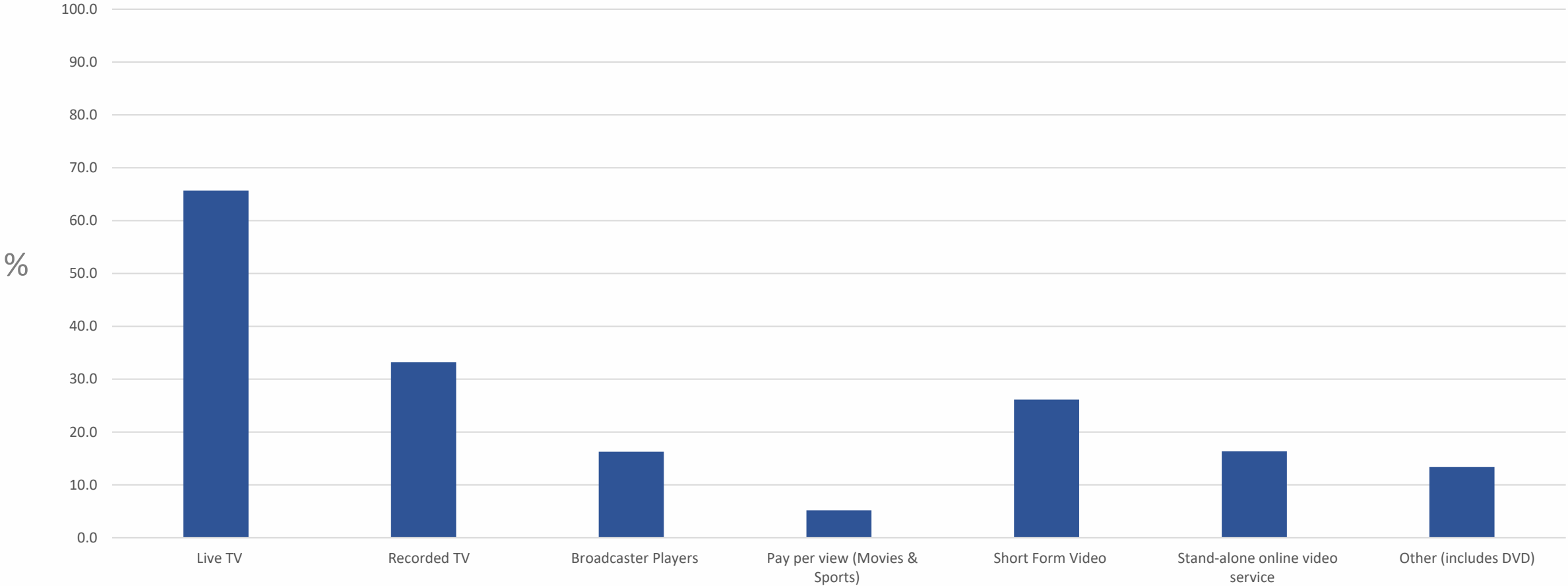
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## Average Daily Reach - Total Video Device



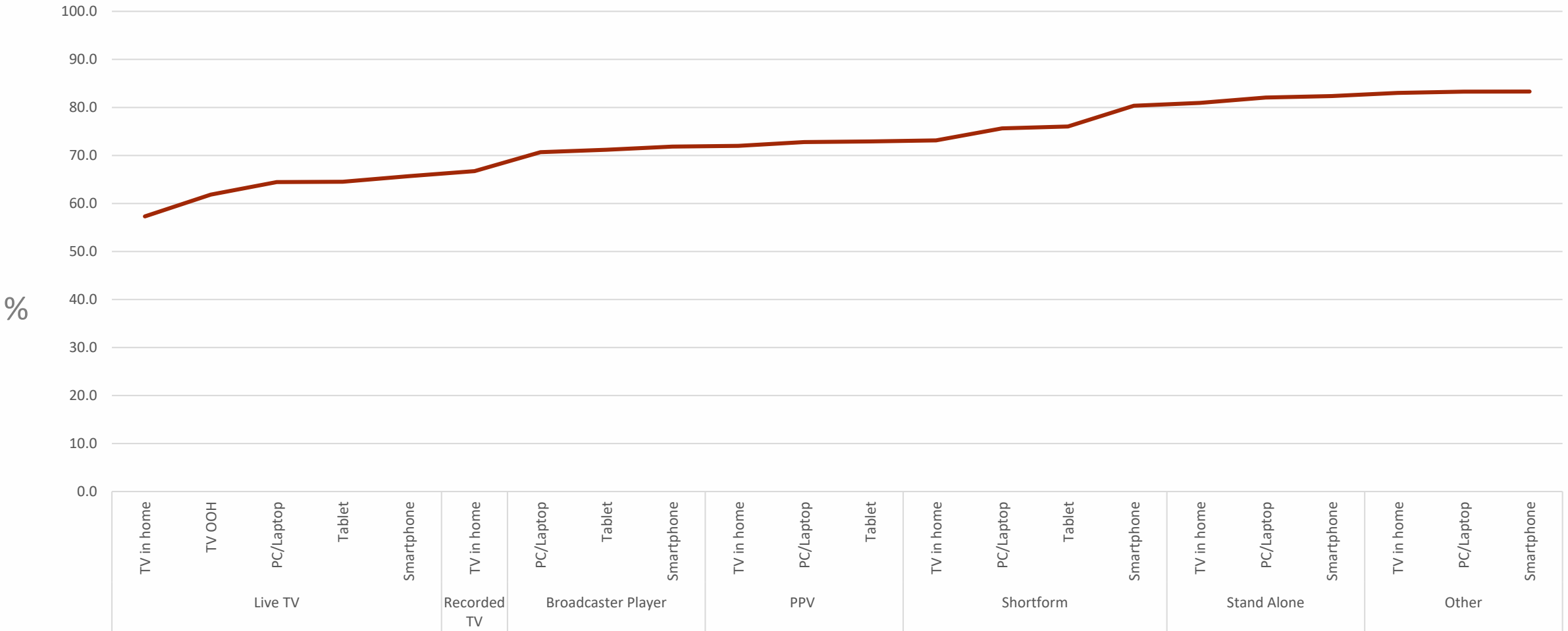
# Adults 25-34 yrs

## Average Daily Reach - Total Video Format



# Adults 25-34 yrs

## Average Daily Incremental Reach - Total Video

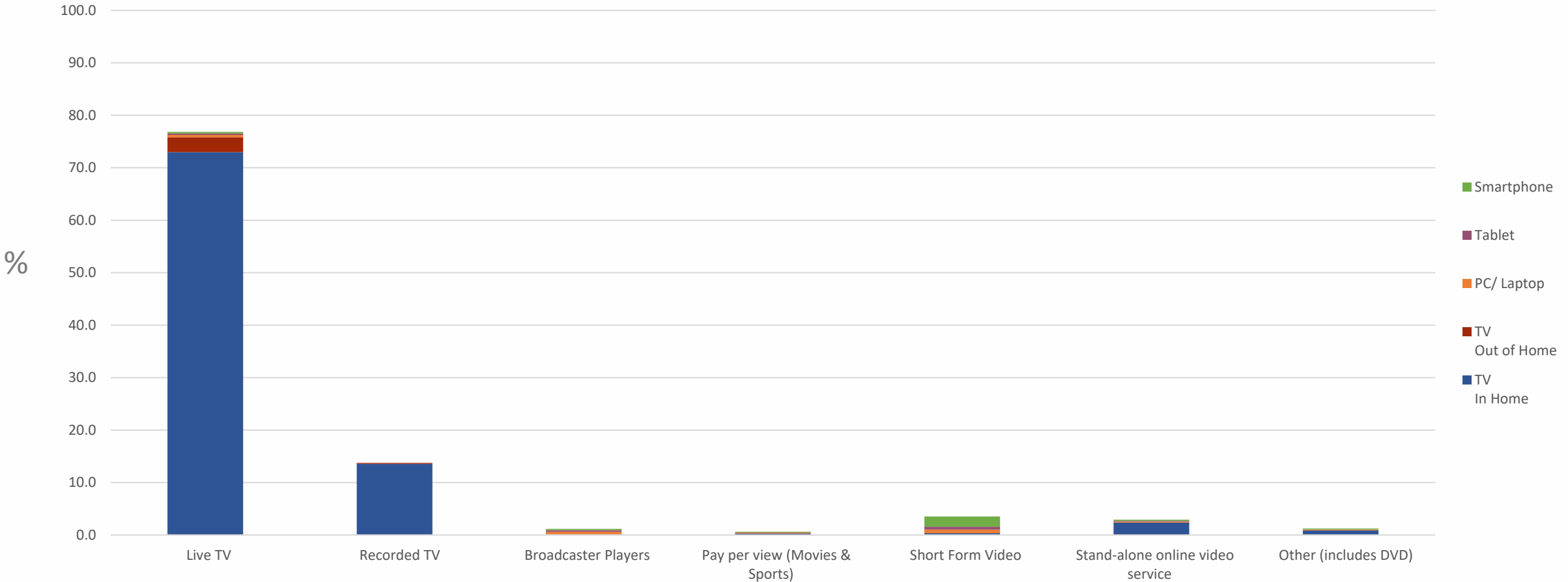


# ADULTS 35+

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- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

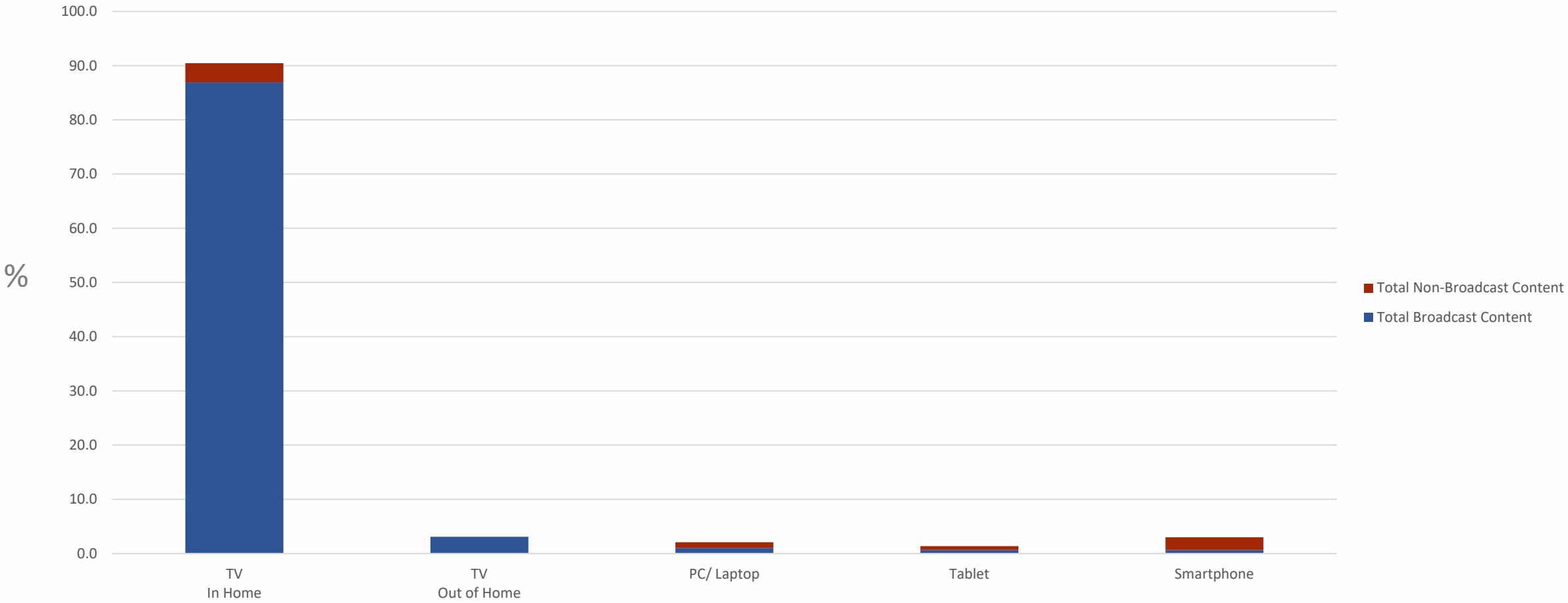
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## Average Daily Minutes - Total Video Format x Device



# Adults 35+ yrs

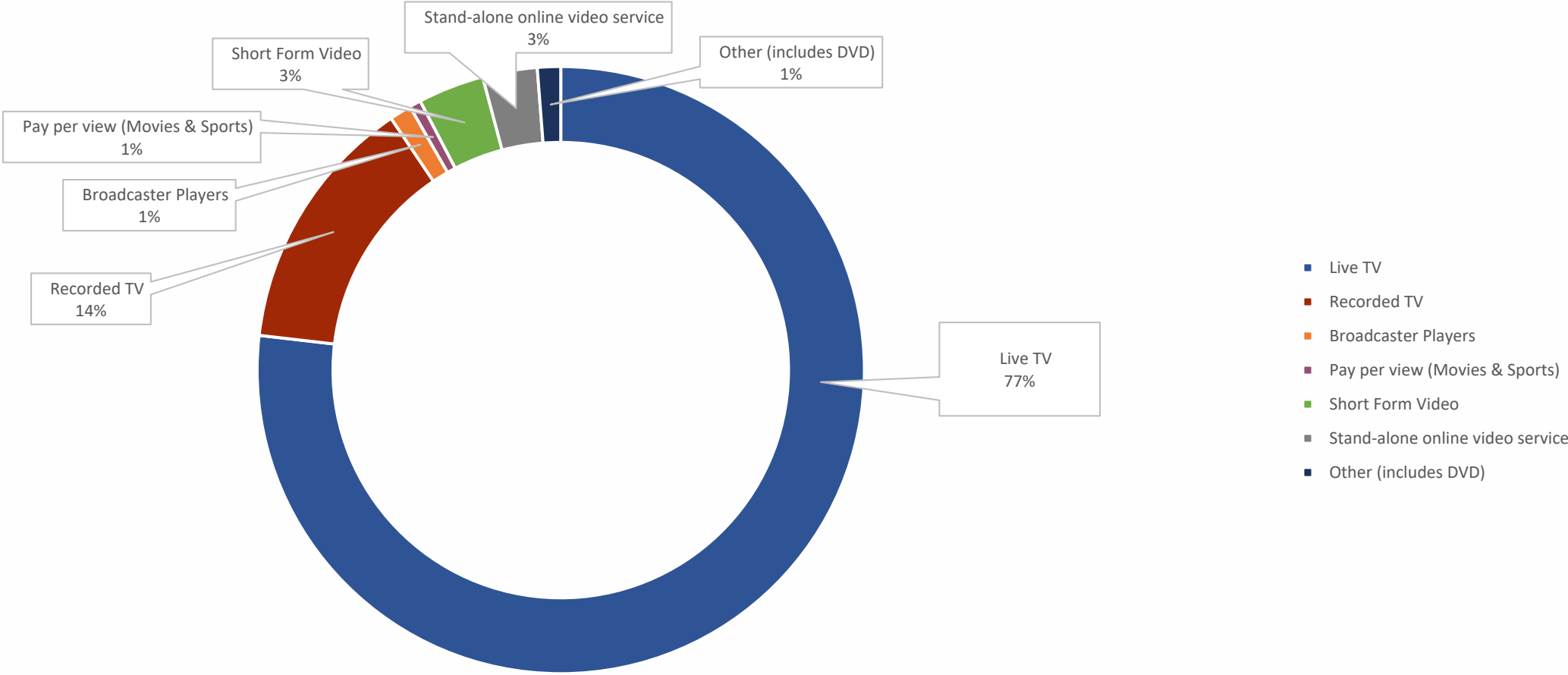
## Average Daily Minutes - Total Video Device



# Adults 35+ yrs

## Average Daily Minutes - Total Video Format

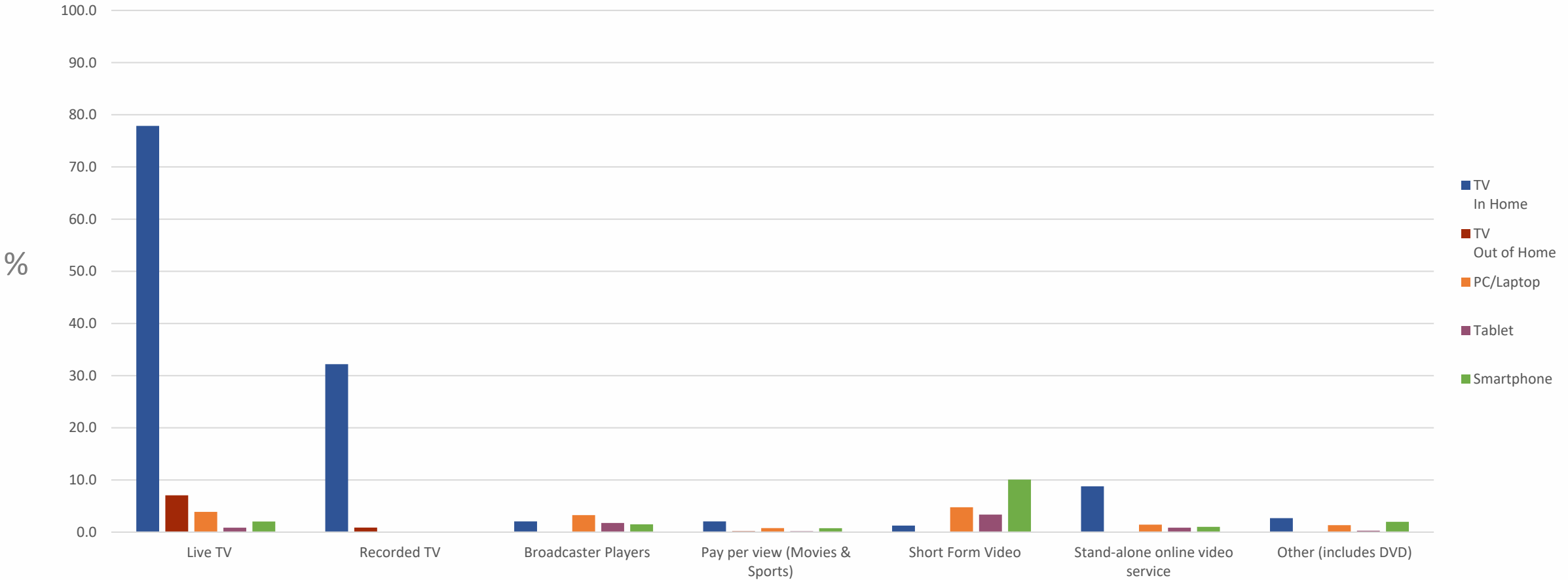
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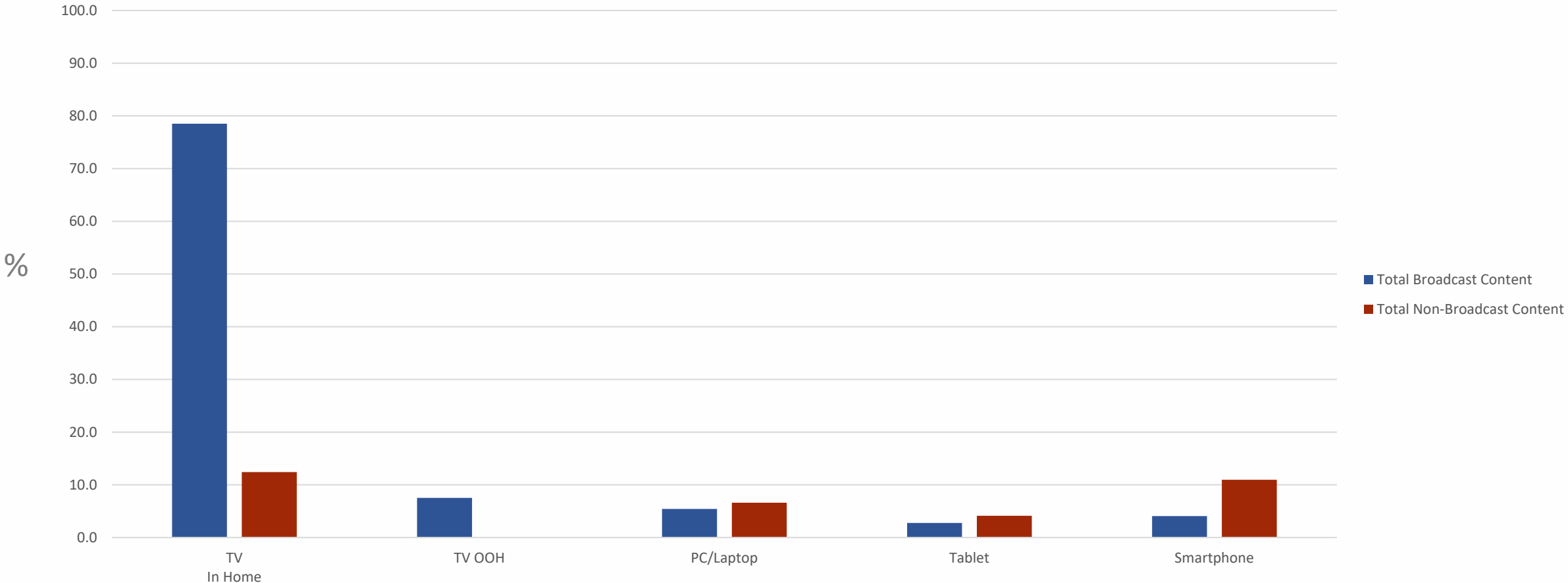
# Adults 35+ yrs

## Average Daily Reach - Total Video Format x Device



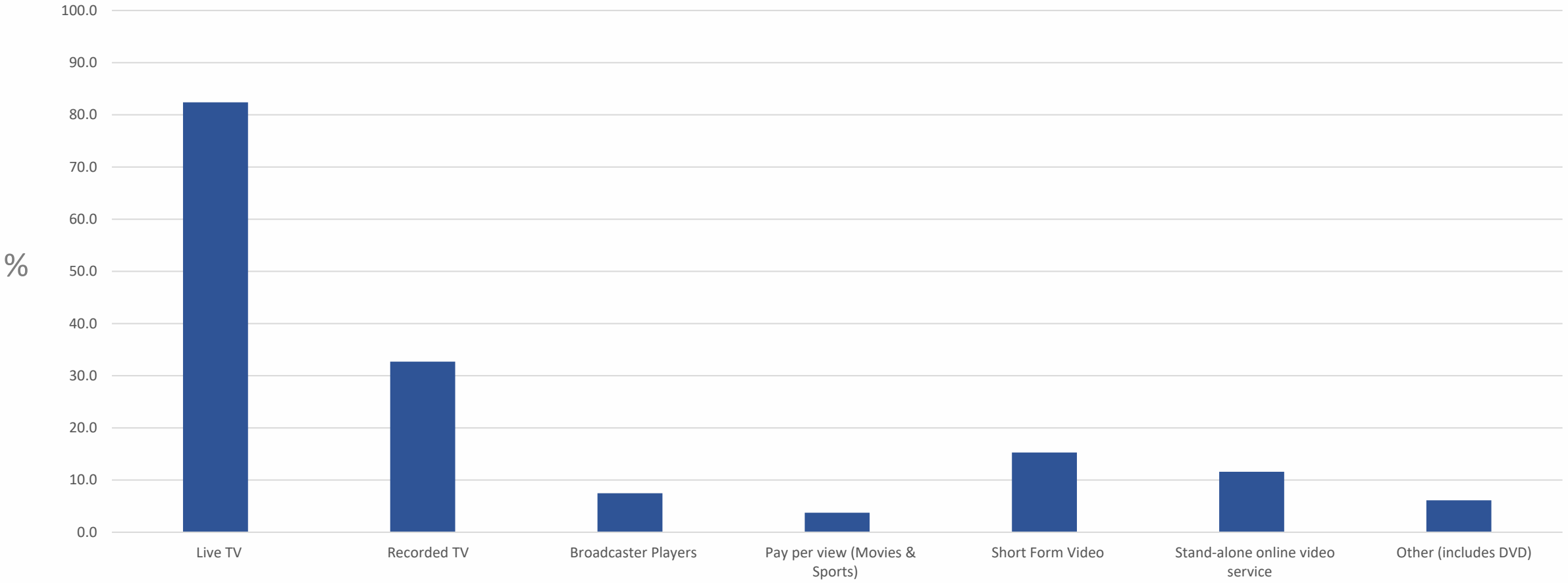
# Adults 35+ yrs

## Average Daily Reach - Total Video Device



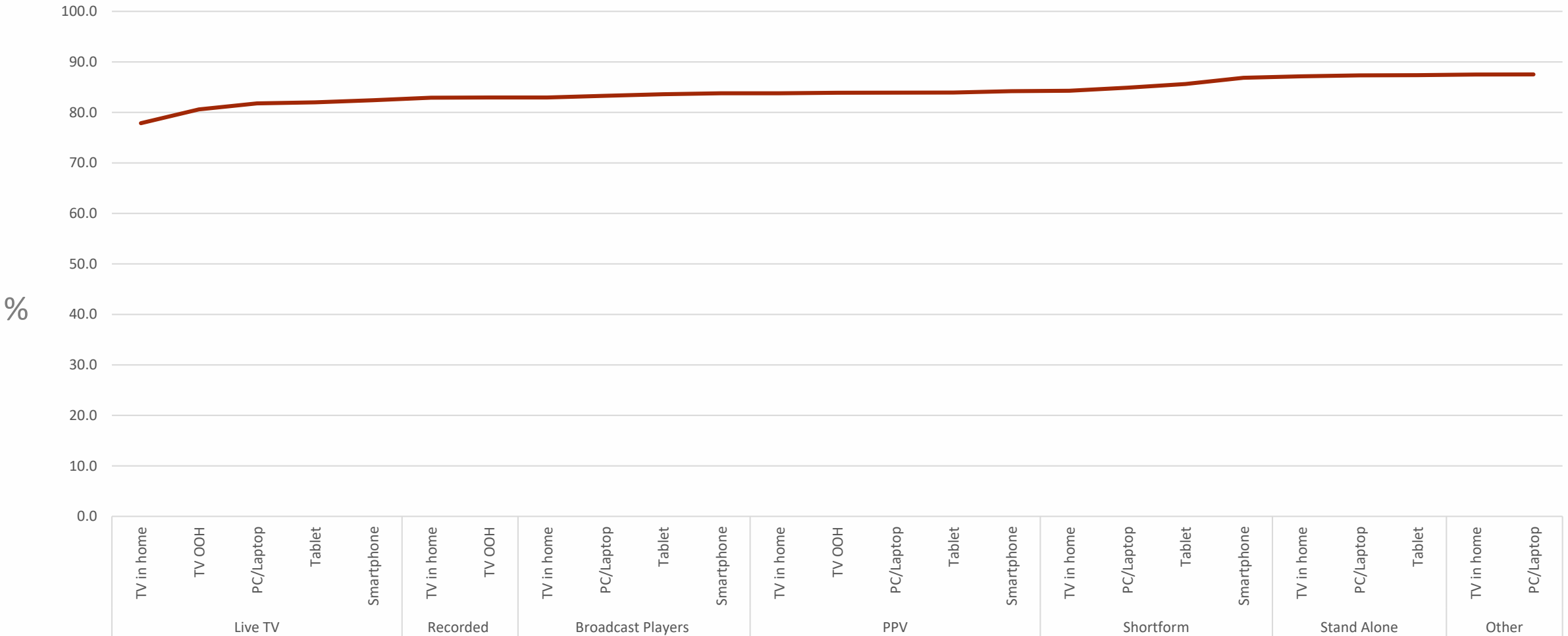
# Adults 35+ yrs

## Average Daily Reach - Total Video Format



# Adults 35+ yrs

## Average Daily Incremental Reach - Total Video

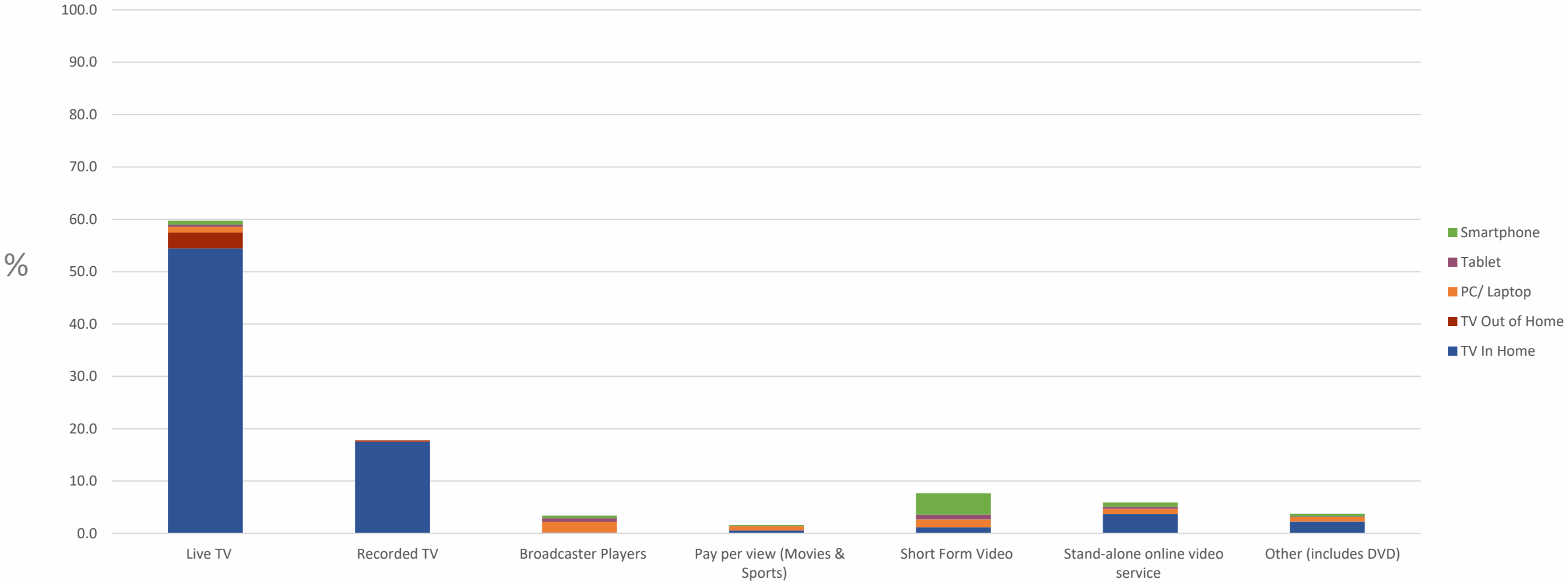


# ABC1 ADULTS

- [Average daily minutes % Total Video –Format x device](#)
- [Average daily minutes % Total Video x device](#)
- [Average daily minutes % Total Video x Format](#)
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- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

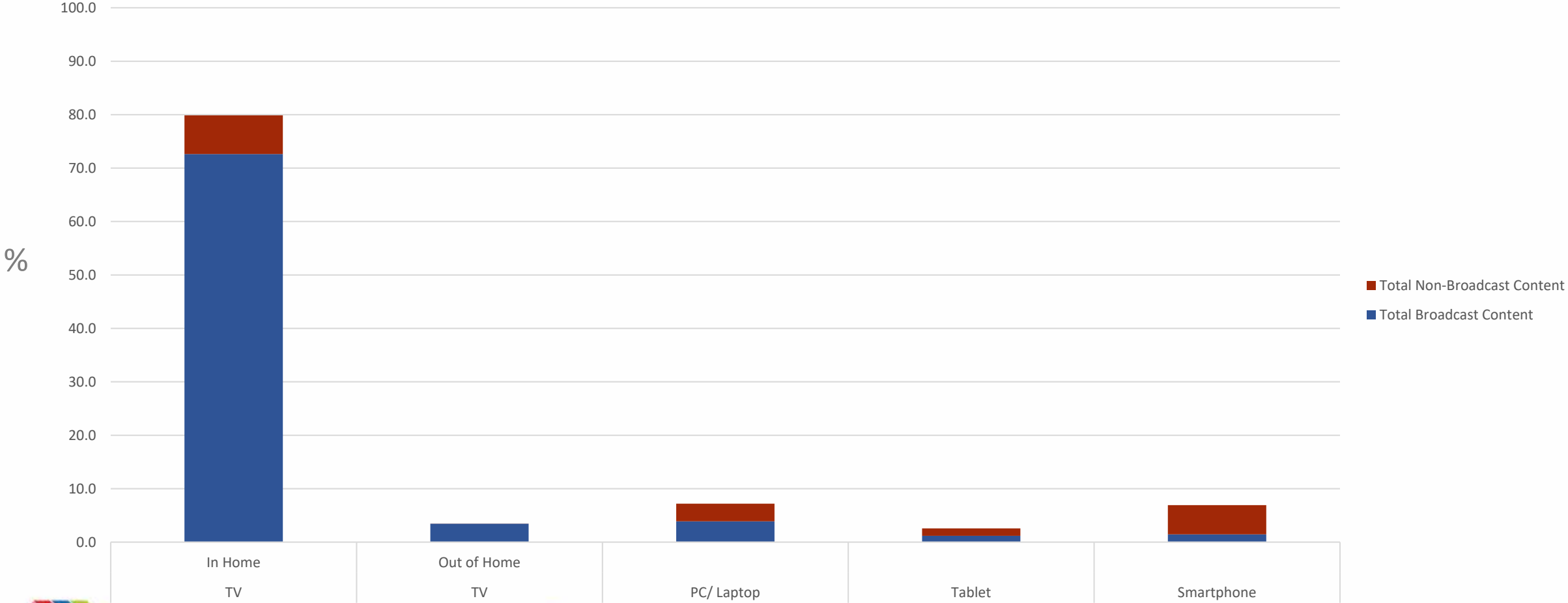
# ABC1 Adults

## Average Daily Minutes - Total Video Format x Device



# ABC1 Adults

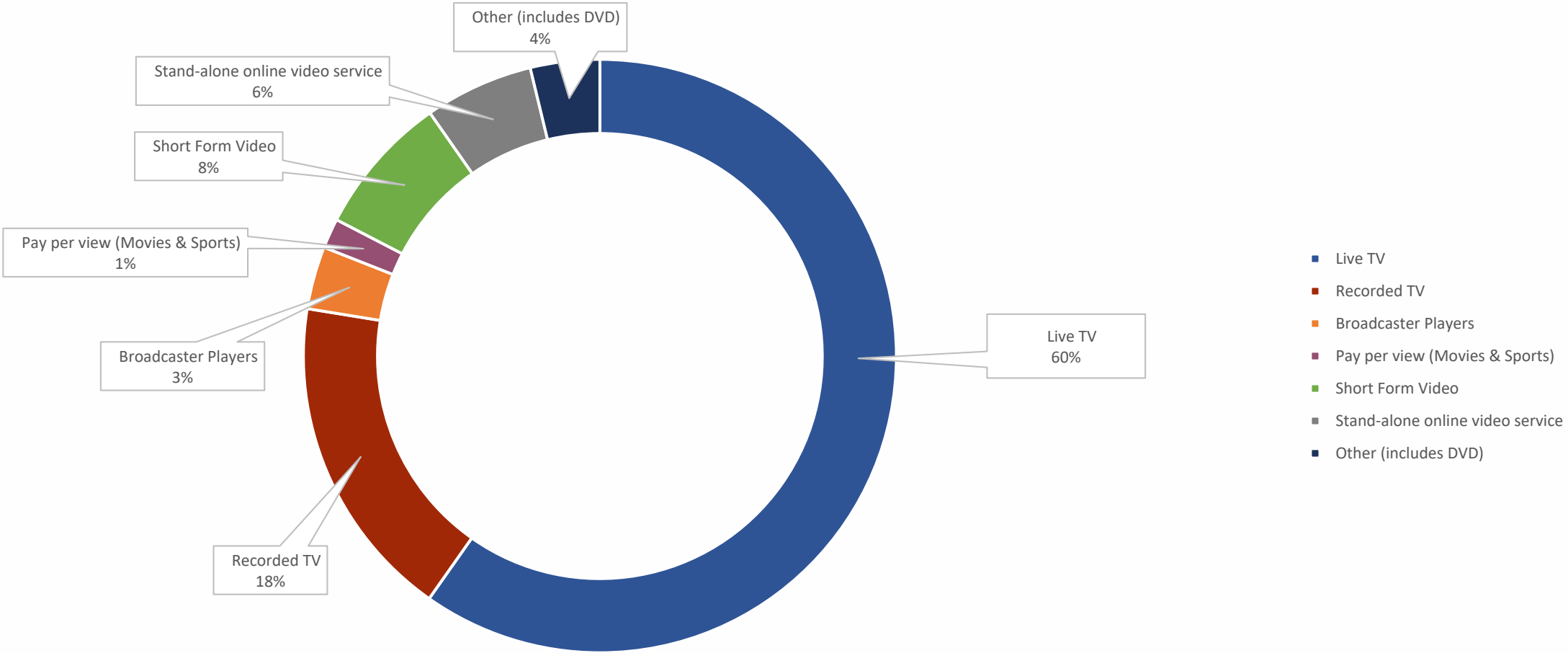
## Average Daily Minutes - Total Video Device



# ABC1 Adults

## Average Daily Minutes -Total Video Format

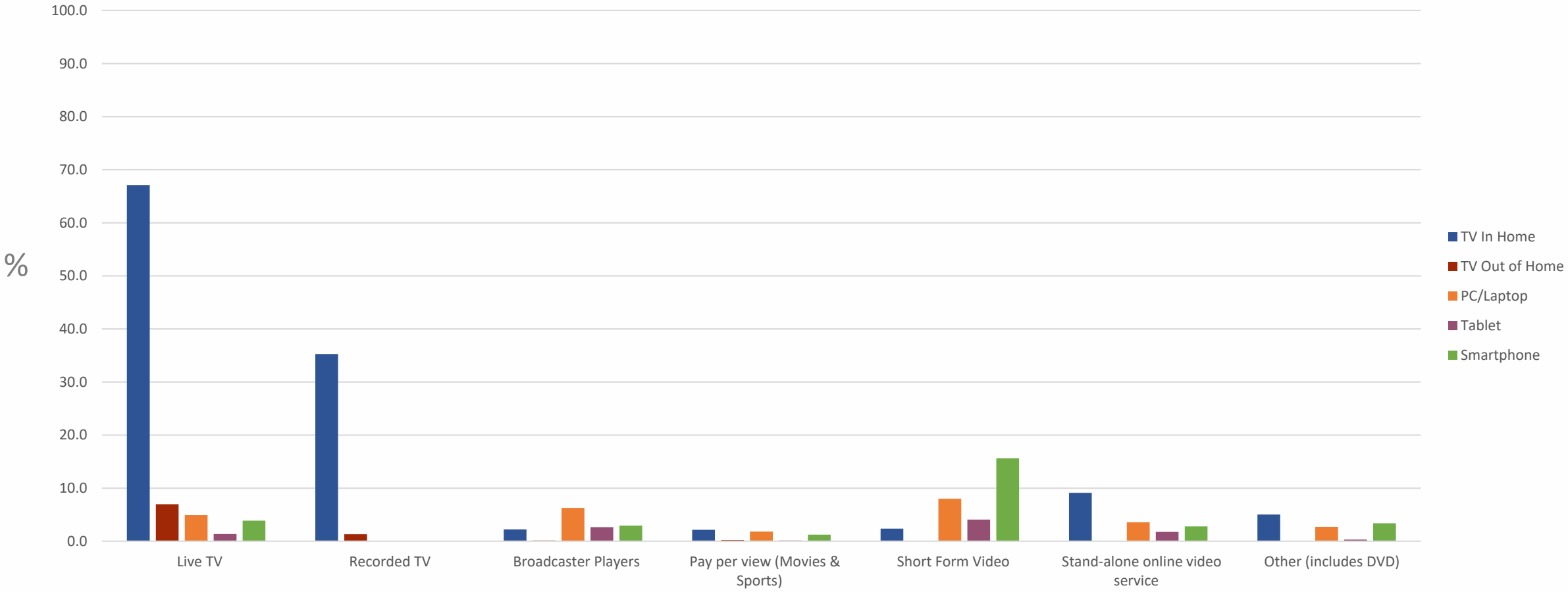
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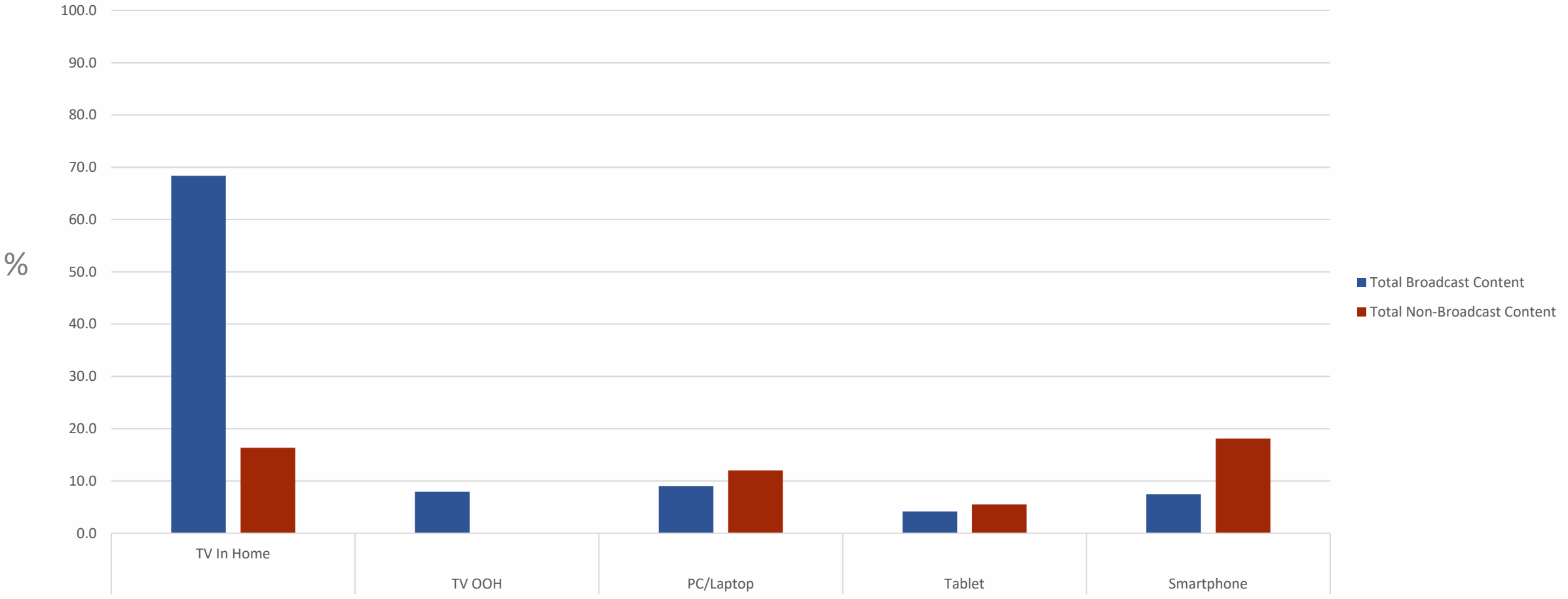
# ABC1 Adults

## Average Daily Reach - Total Video Format x Device



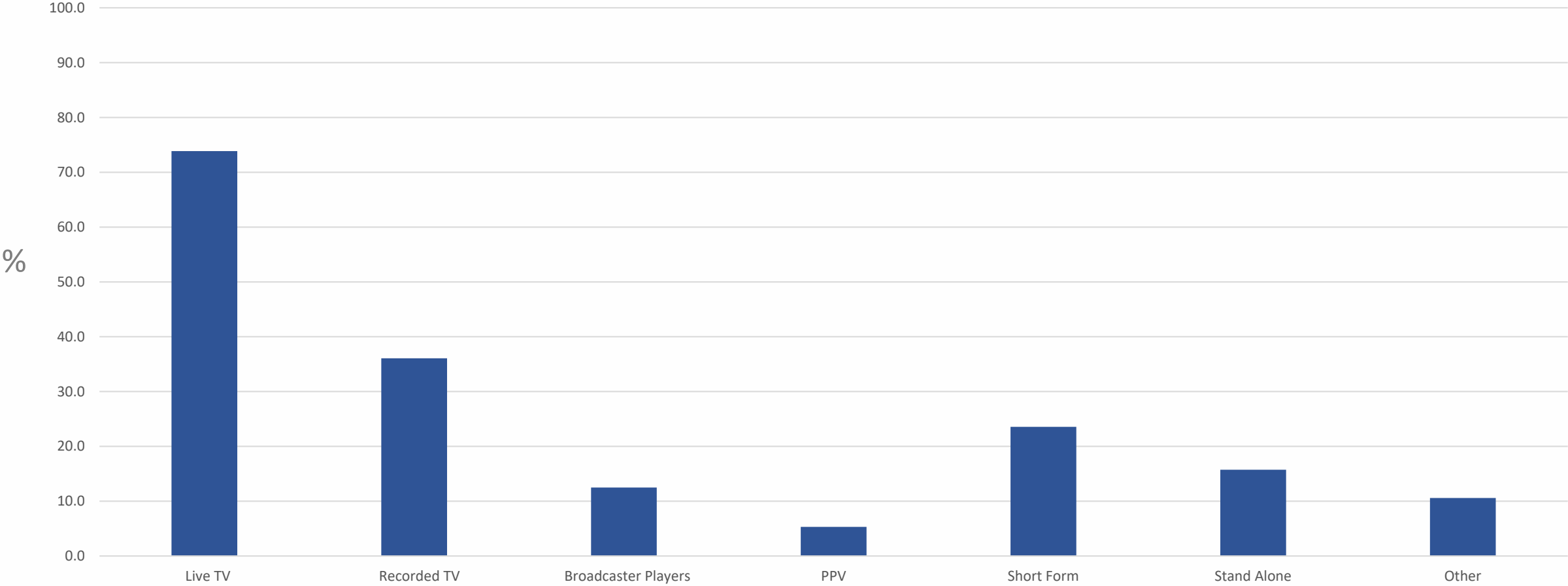
# ABC1 Adults

## Average Daily Reach - Total Video Device



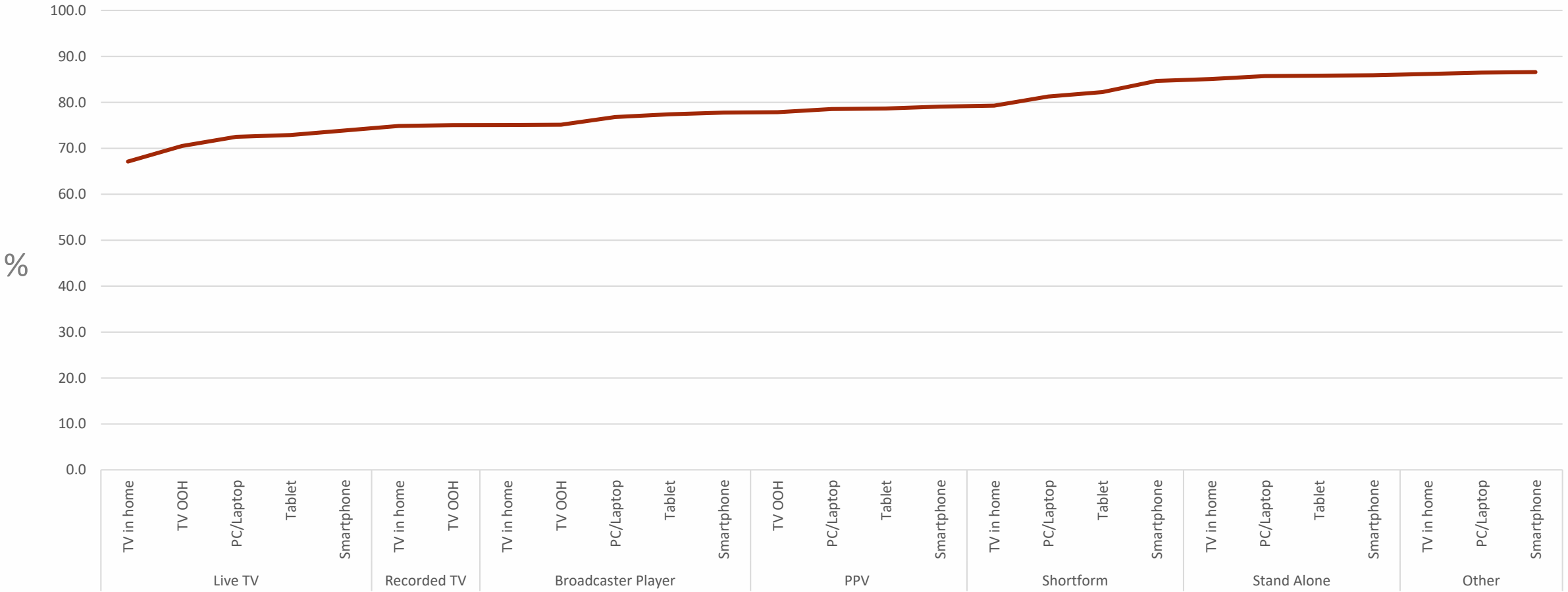
# ABC1 Adults

## Average Daily Reach - Total Video Format



# ABC1 Adults

## Average Daily Incremental Reach Total Video

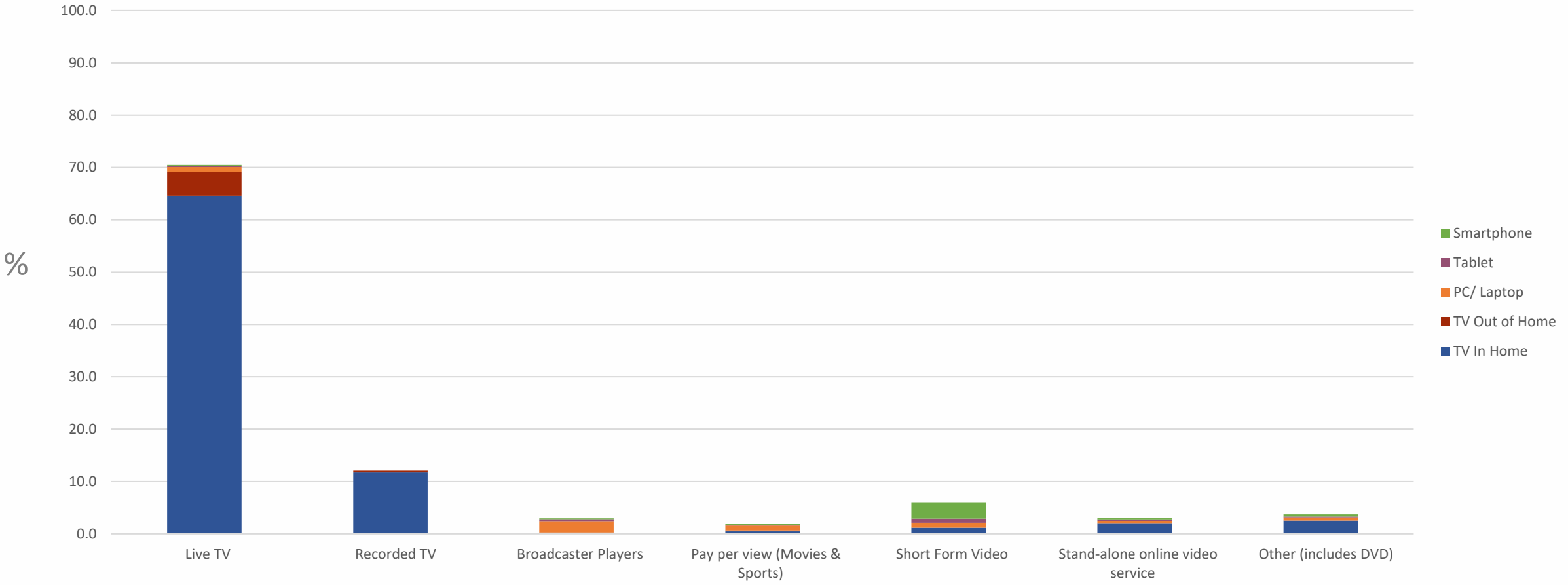


# MEN 15+ YEARS

- [Average daily minutes % Total Video –Format x device](#)
- [Average daily minutes % Total Video x device](#)
- [Average daily minutes % Total Video x Format](#)
- [Average daily reach % Total Video – Format x device](#)
- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

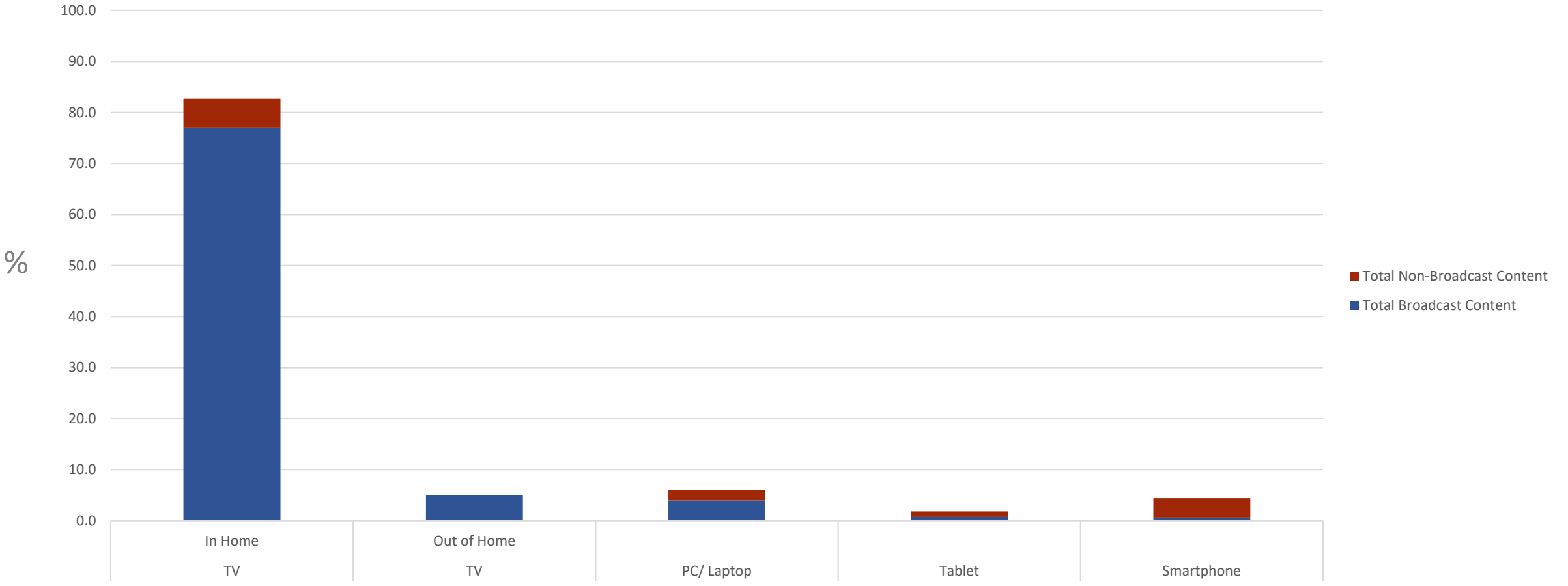
# Men 15+ yrs

## Average Daily Minutes - Total Video Format x Device



# Men 15+ yrs

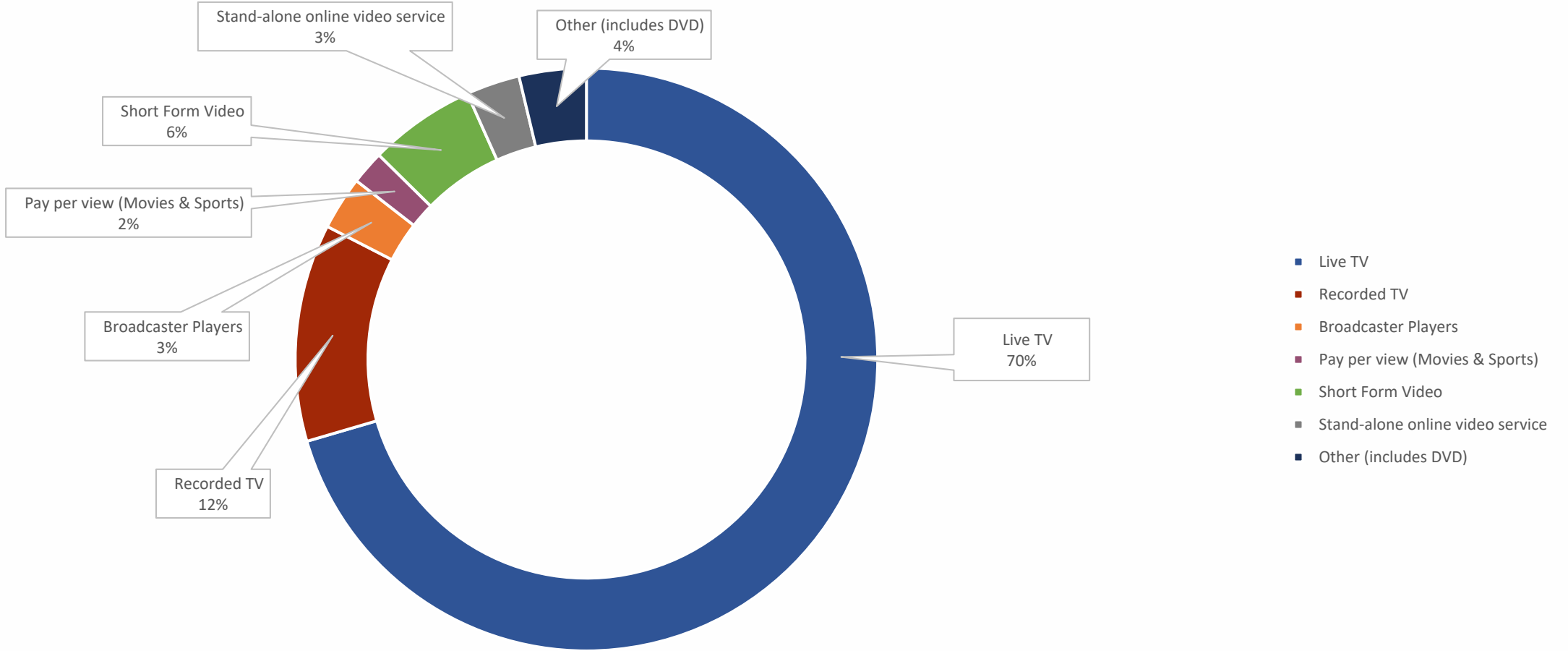
## Average Daily Minutes - Total Video Device



# Men 15+ yrs

## Average Daily Minutes -Total Video Format

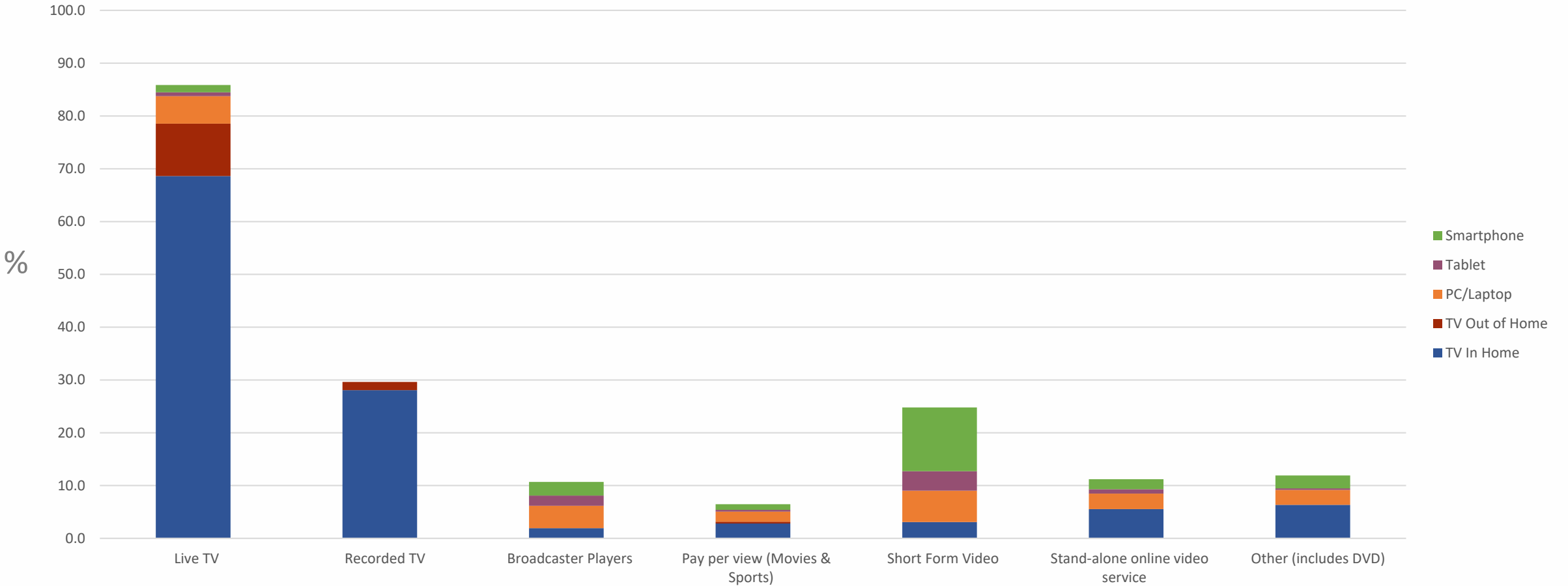
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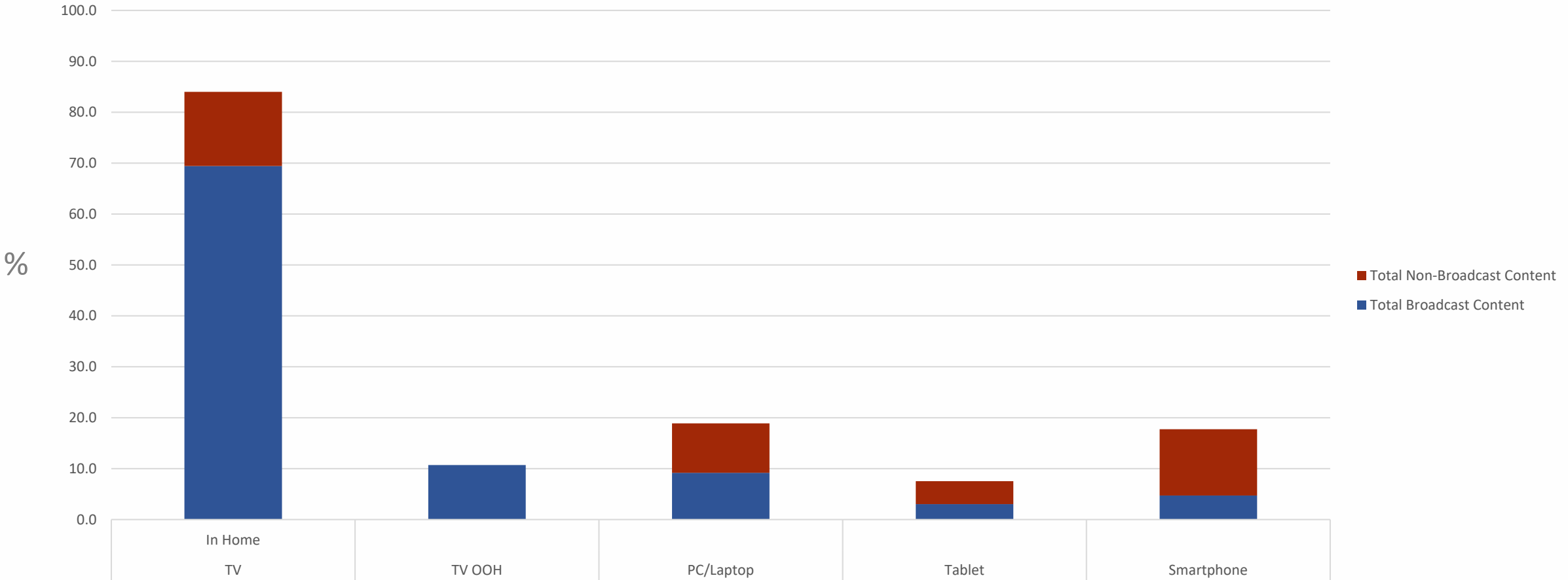
# Men 15+ yrs

## Average Daily Reach - Total Video Format x Device



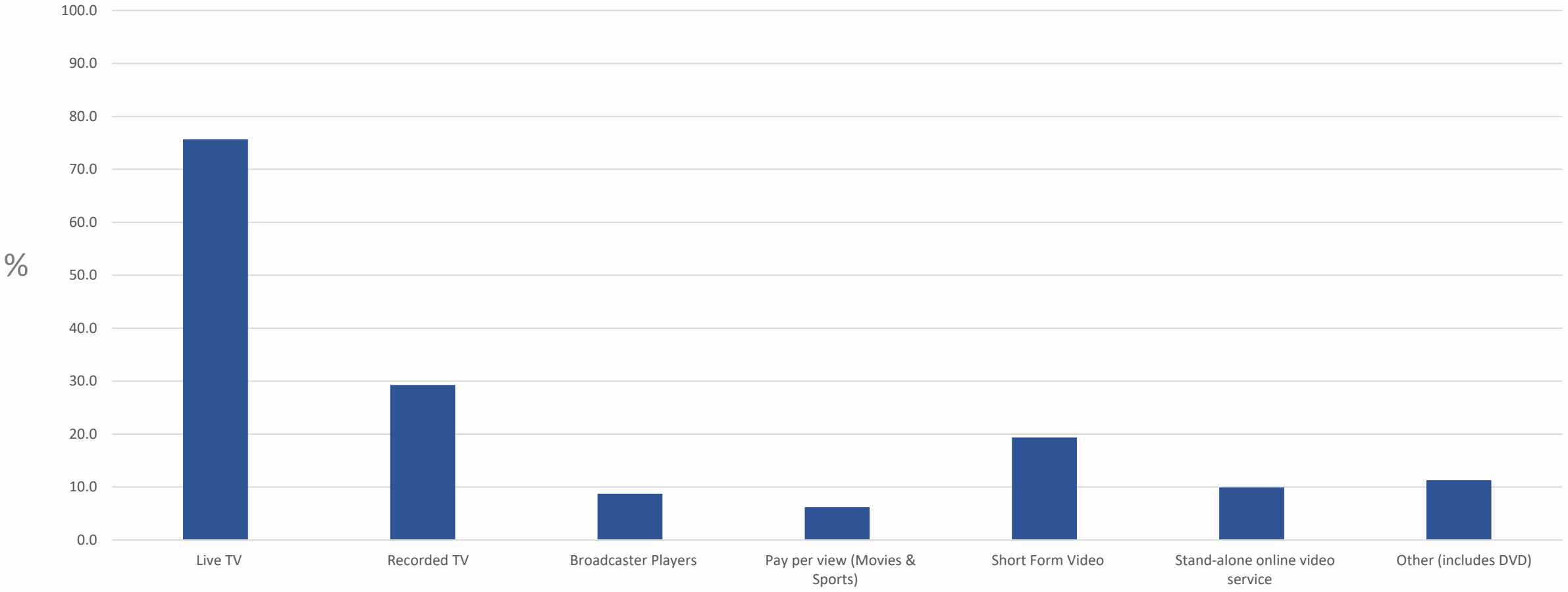
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## Average Daily Reach - Total Video Device



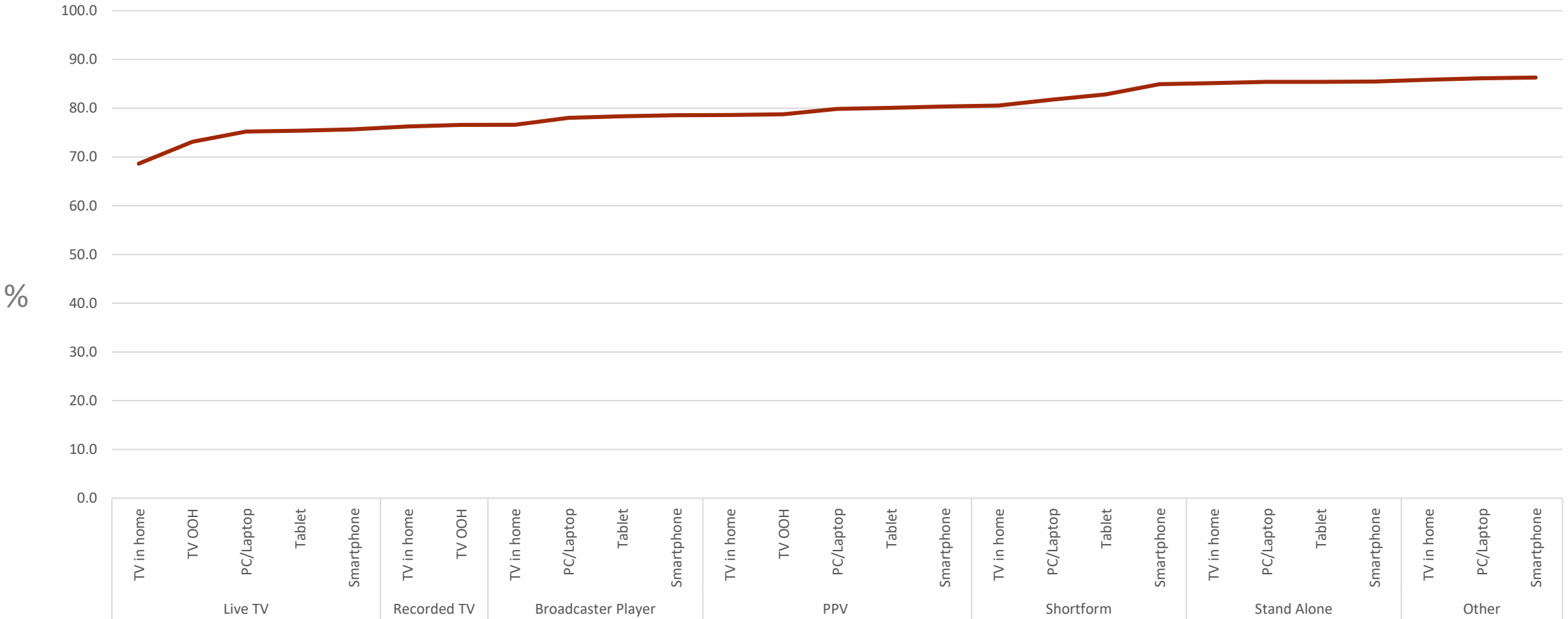
# Men 15+ yrs

## Average Daily Reach - Total Video Format



# Men 15+ yrs

## Average Daily Incremental Reach - Total Video



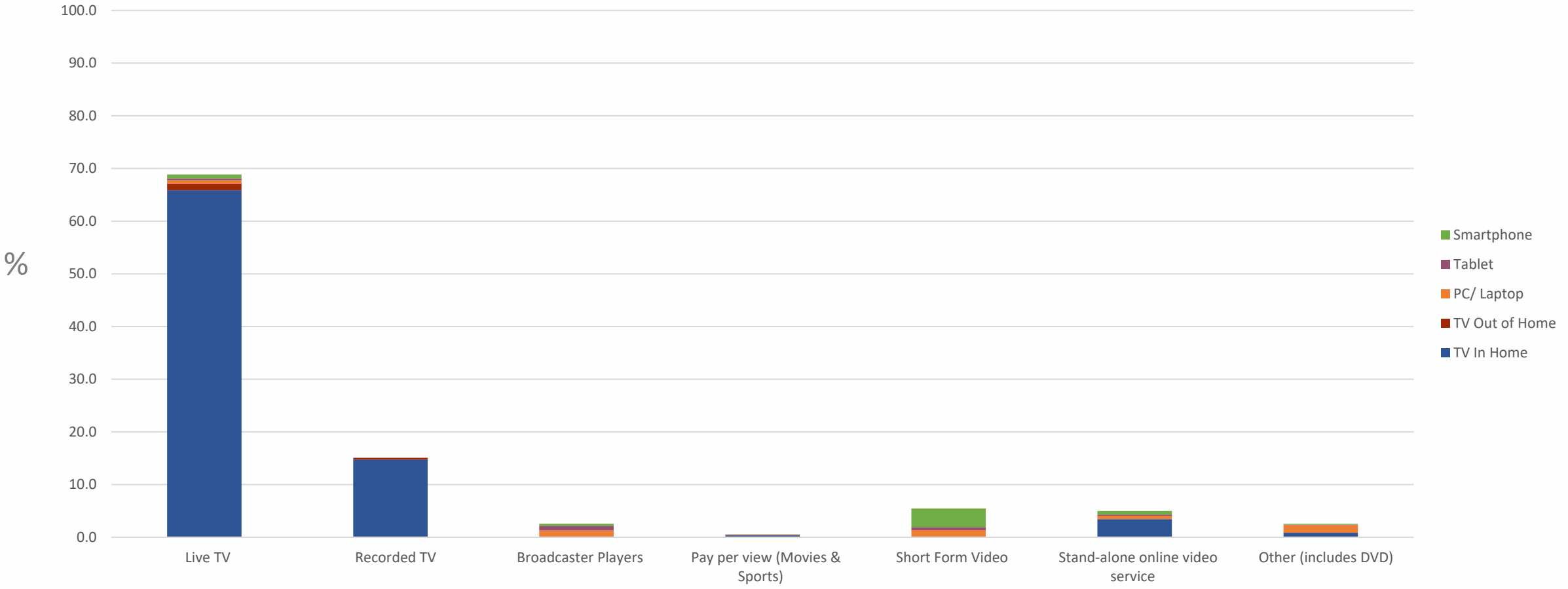


# WOMEN 15+ YEARS

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- [Average daily minutes % Total Video x device](#)
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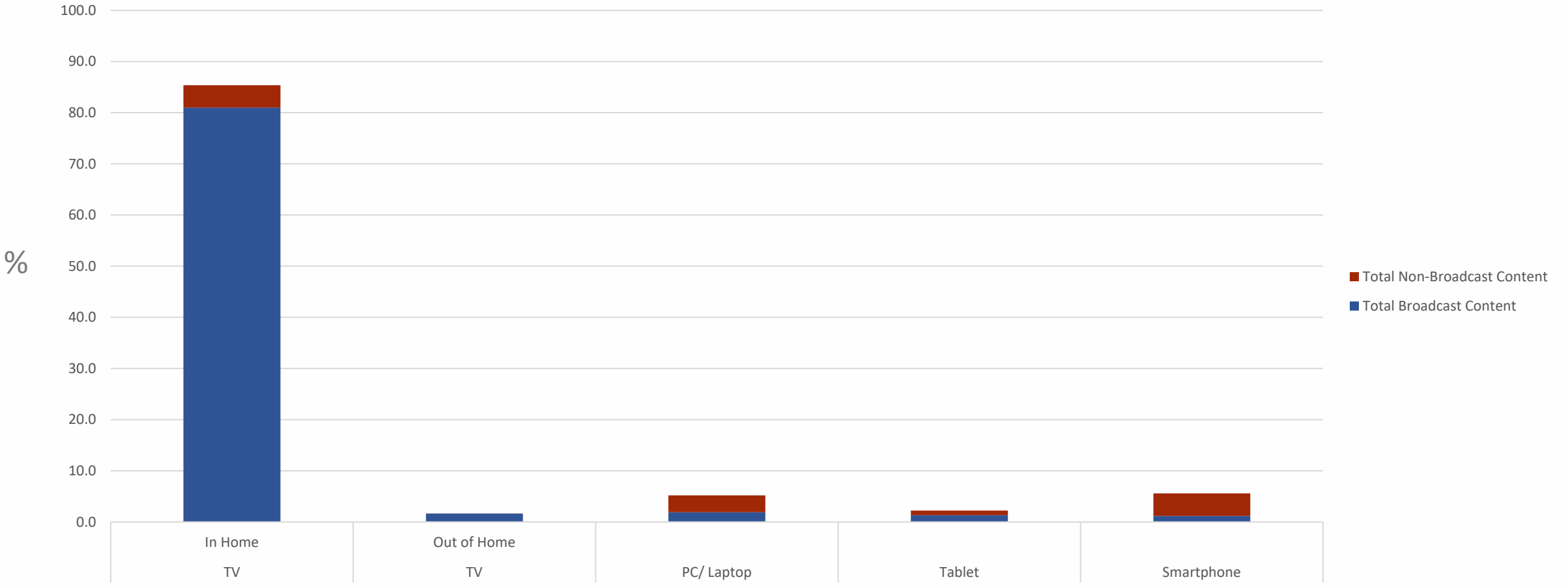
# Women 15+ yrs

## Average Daily Minutes - Total Video Format x Device



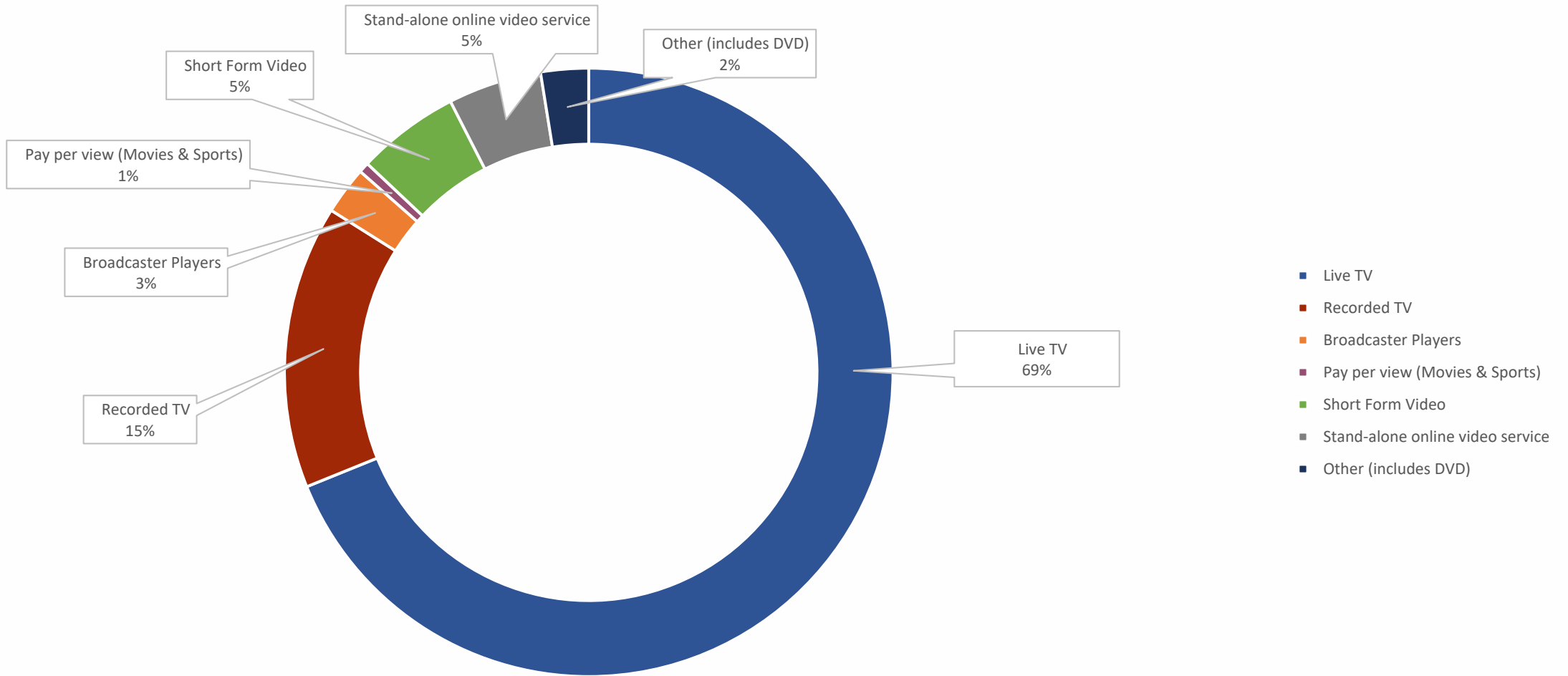
# Women 15+ yrs

## Average Daily Minutes - Total Video Device



# Women 15+ yrs

## Average Daily Minutes - Total Video Format

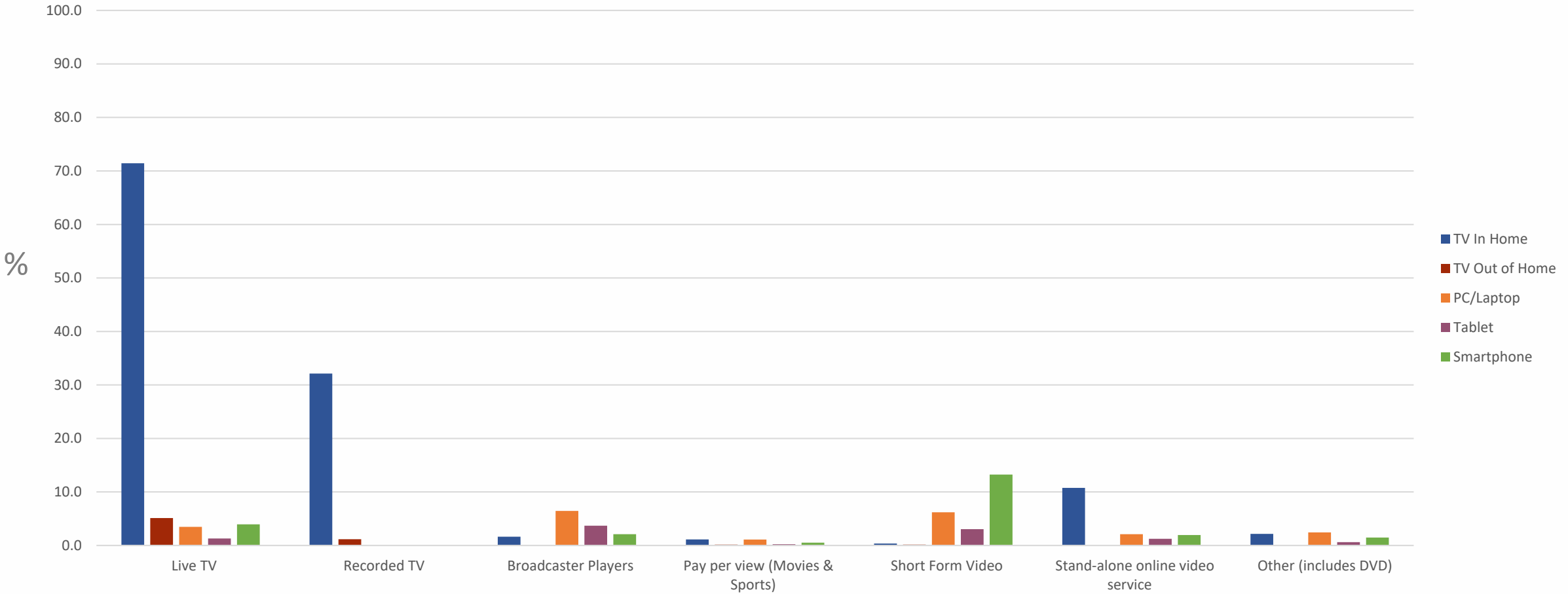


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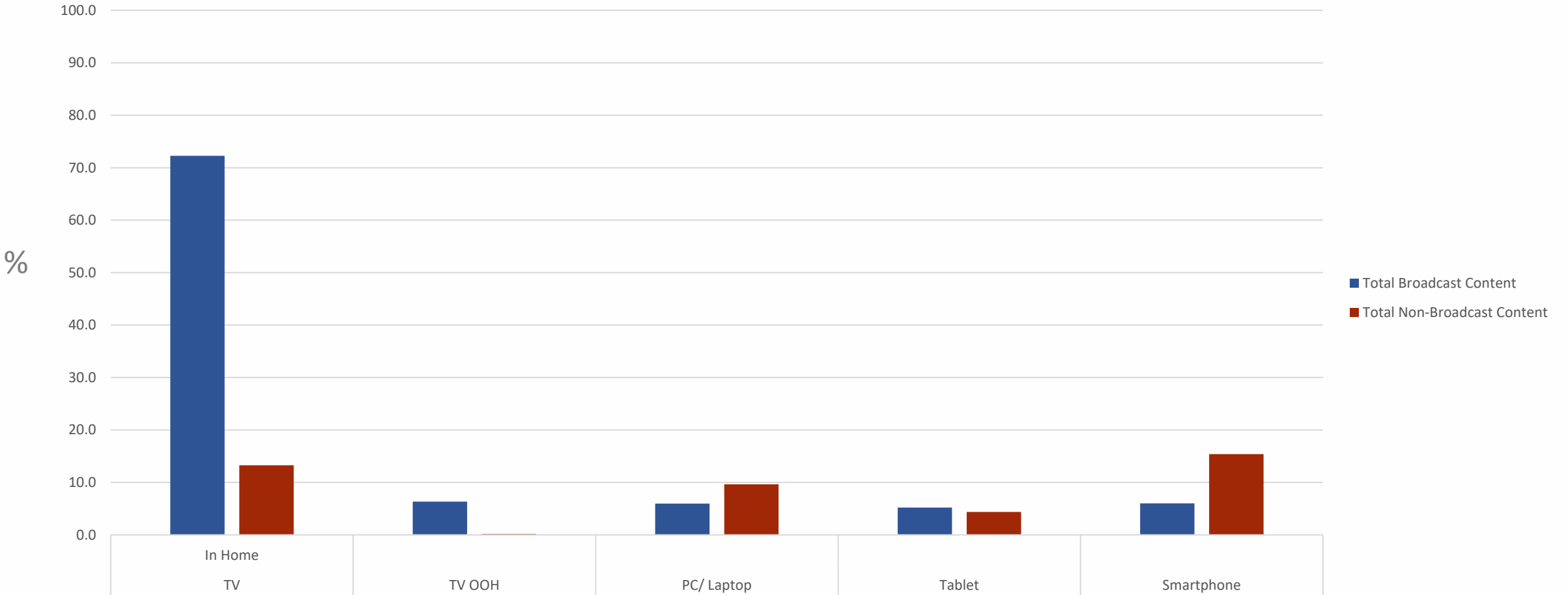
# Women 15+ yrs

## Average Daily Reach - Total Video Format x Device



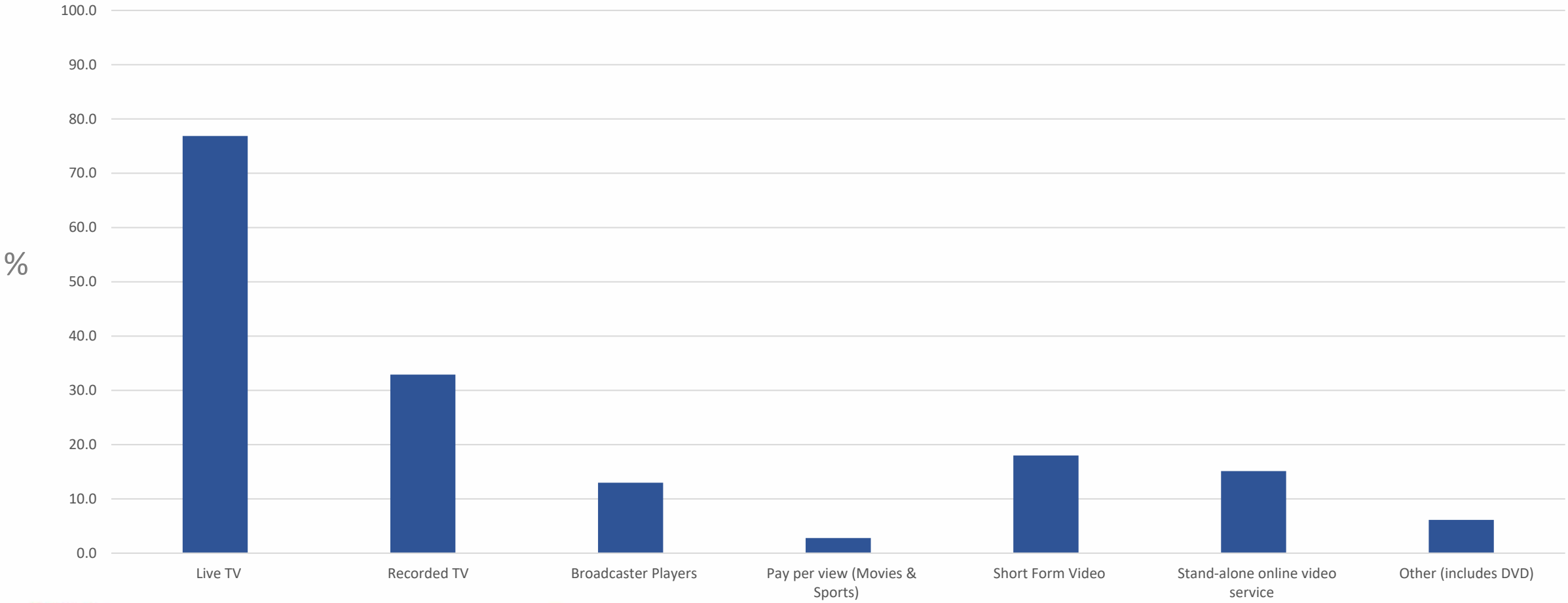
# Women 15+ yrs

## Average Daily Reach - Total Video Device



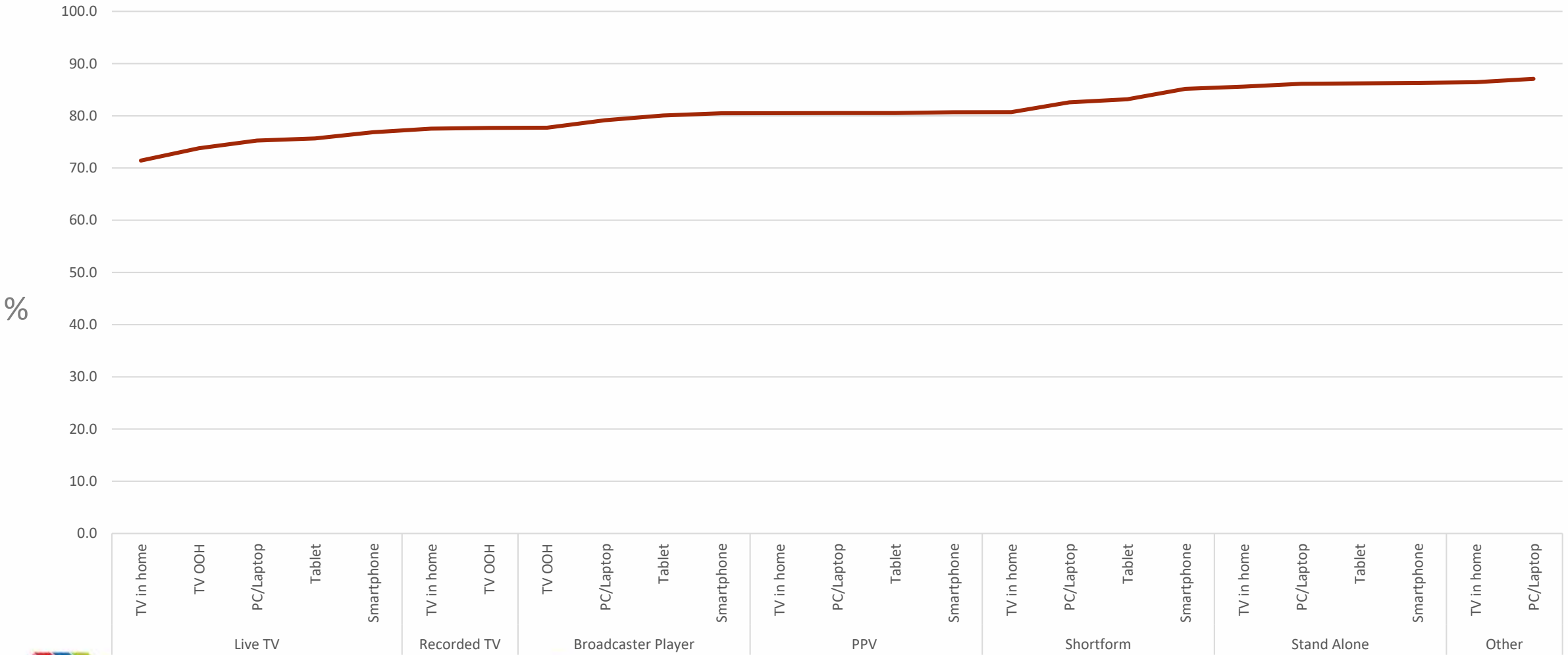
# Women 15+ yrs

## Average Daily Reach - Total Video Format



# Women 15+ yrs

## Average Daily Incremental Reach - Total Video

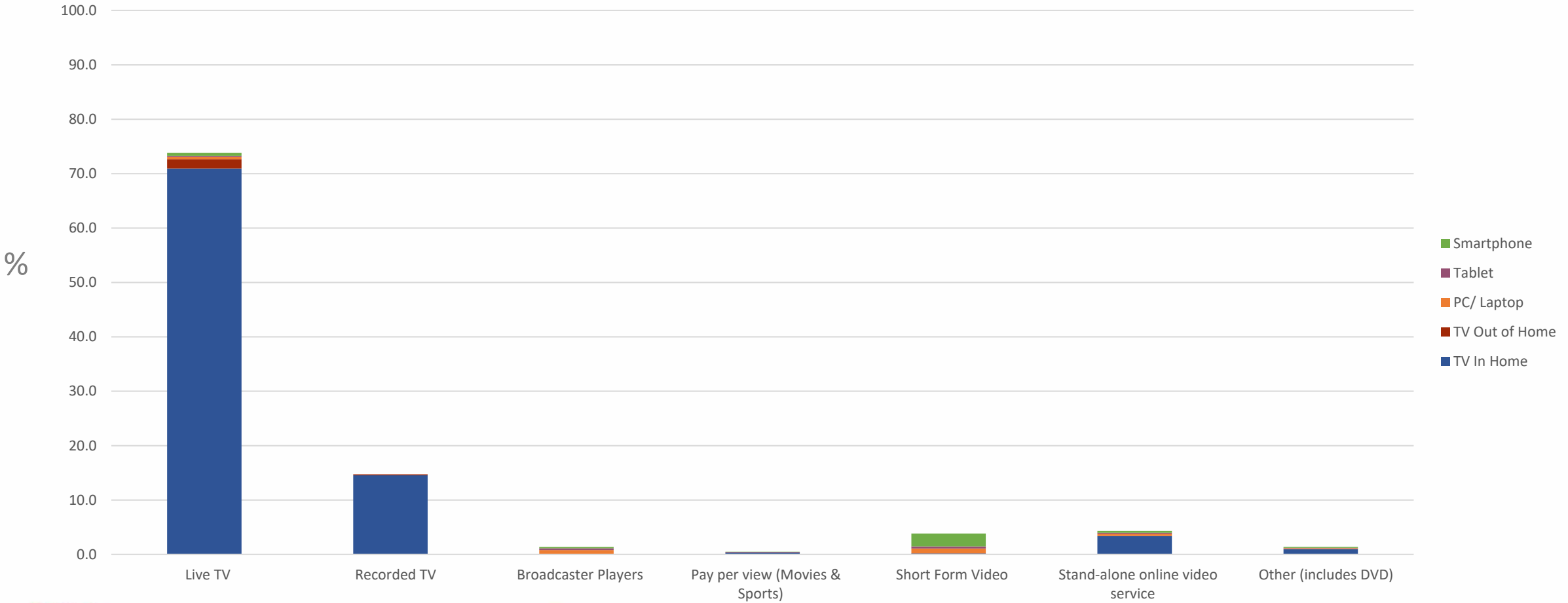


# HOUSEKEEPERS

- [Average daily minutes % Total Video –Format x device](#)
- [Average daily minutes % Total Video x device](#)
- [Average daily minutes % Total Video x Format](#)
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- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

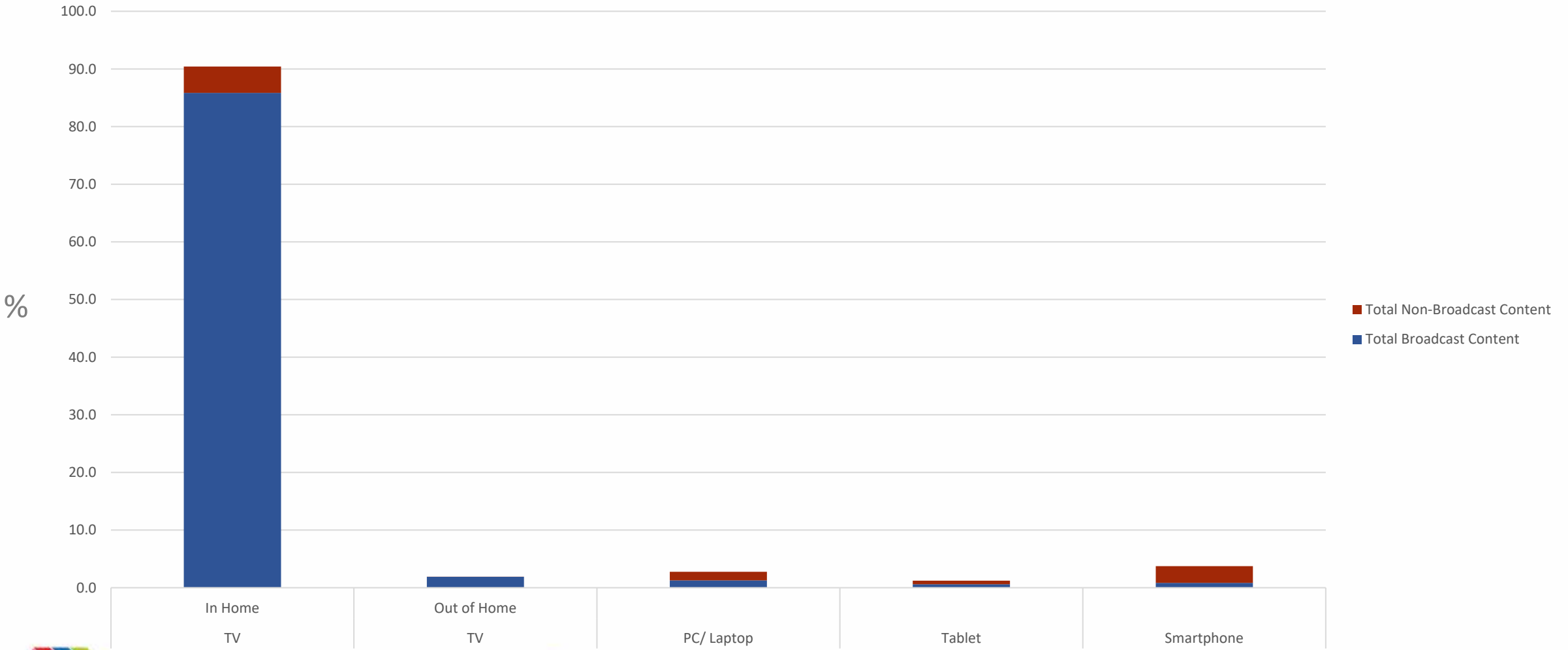
# Housekeepers

## Average Daily Minutes - Total Video Format x Device



# Housekeepers

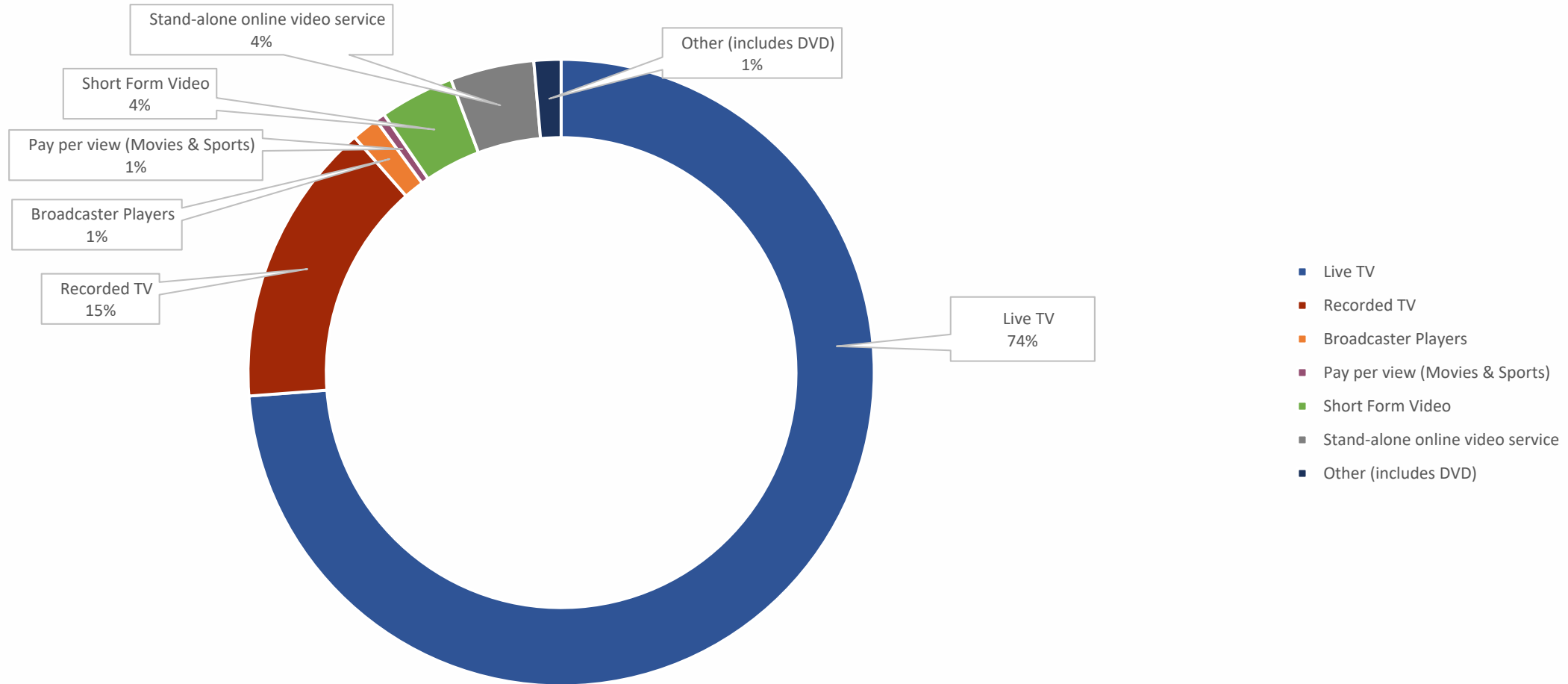
Average daily minutes % Total Video x device



# Housekeepers

## Average Daily Minutes - Total Video Format

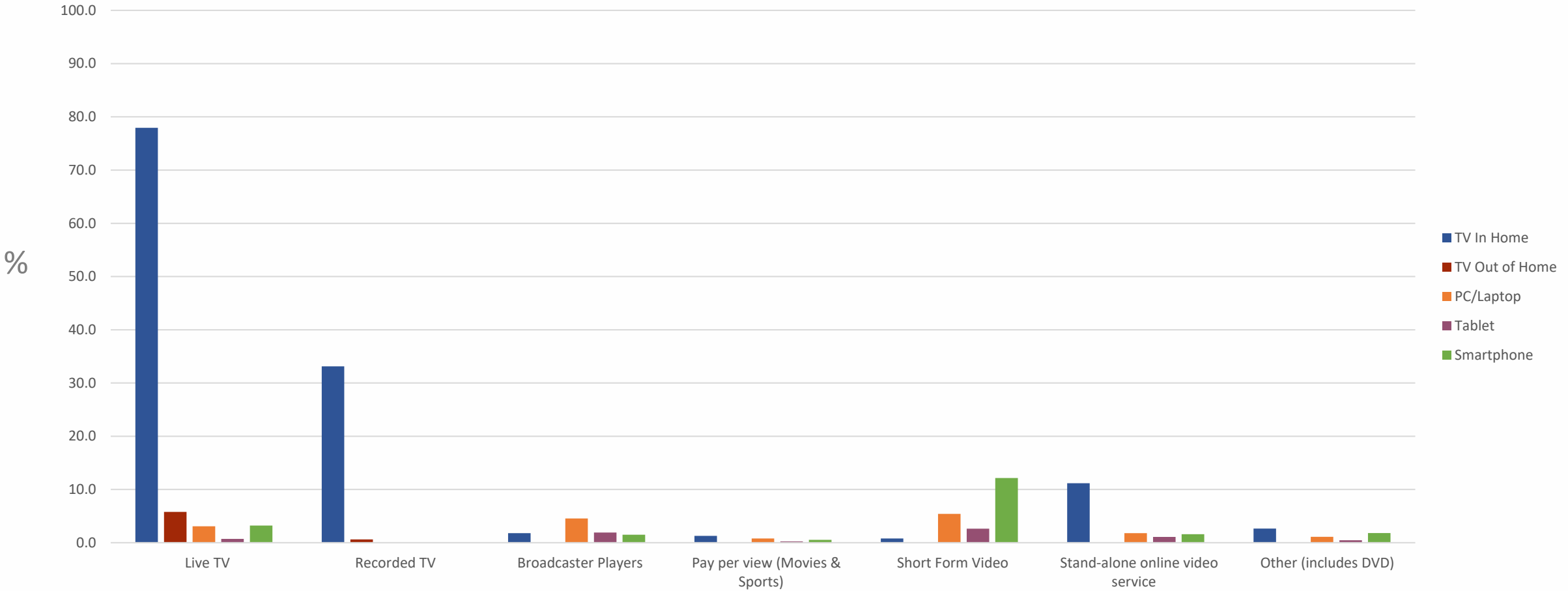
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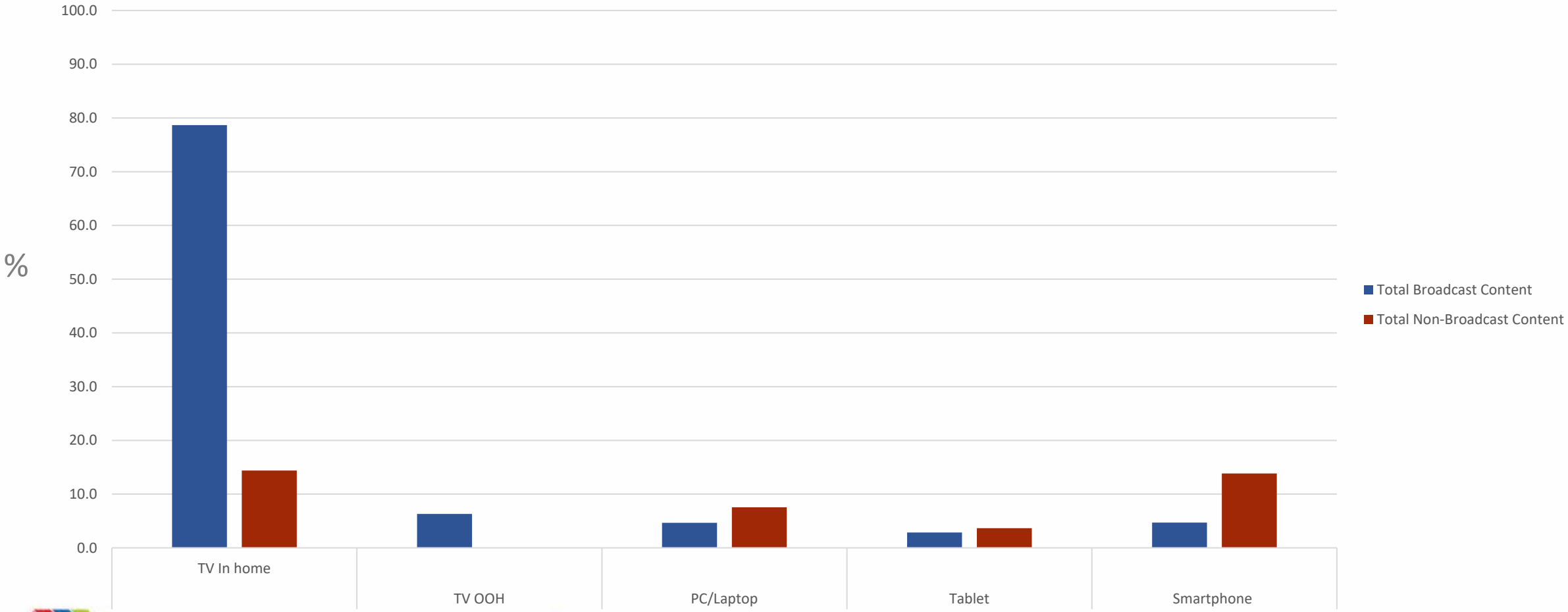
# Housekeepers

## Average Daily Reach - Total Video Format x Device



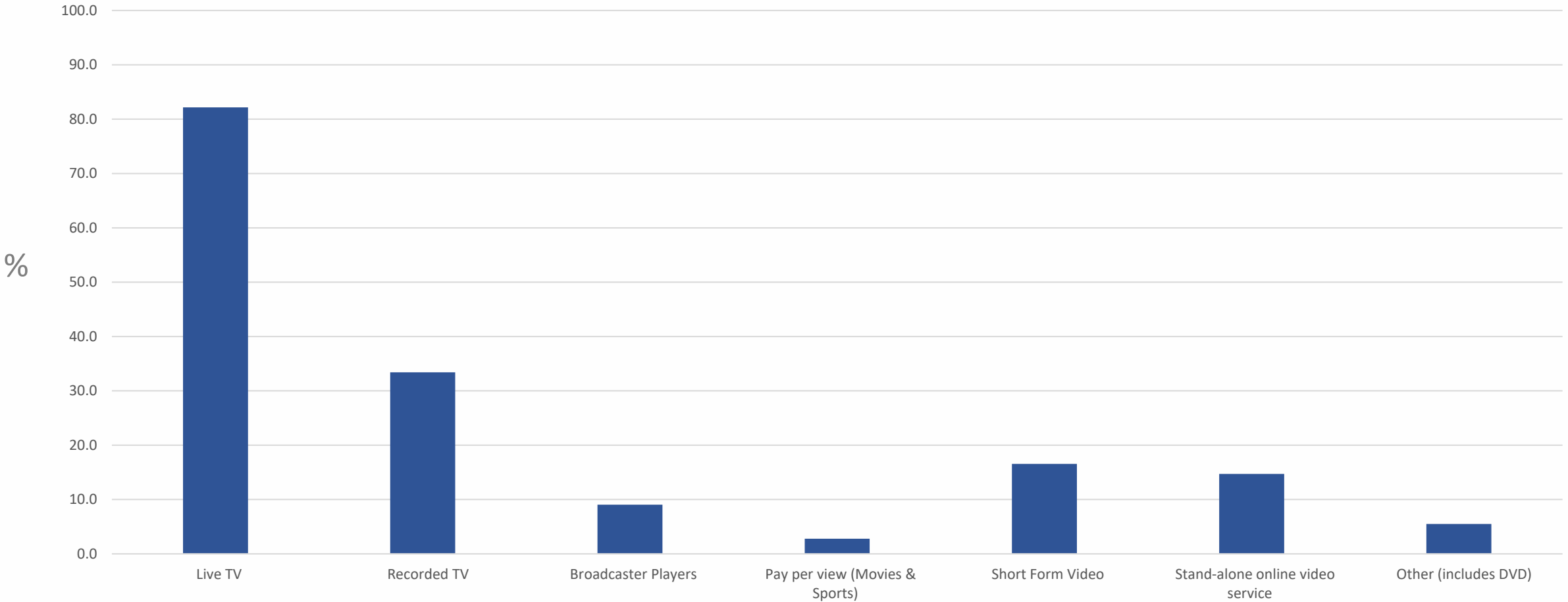
# Housekeepers

## Average Daily Reach - Total Video Device



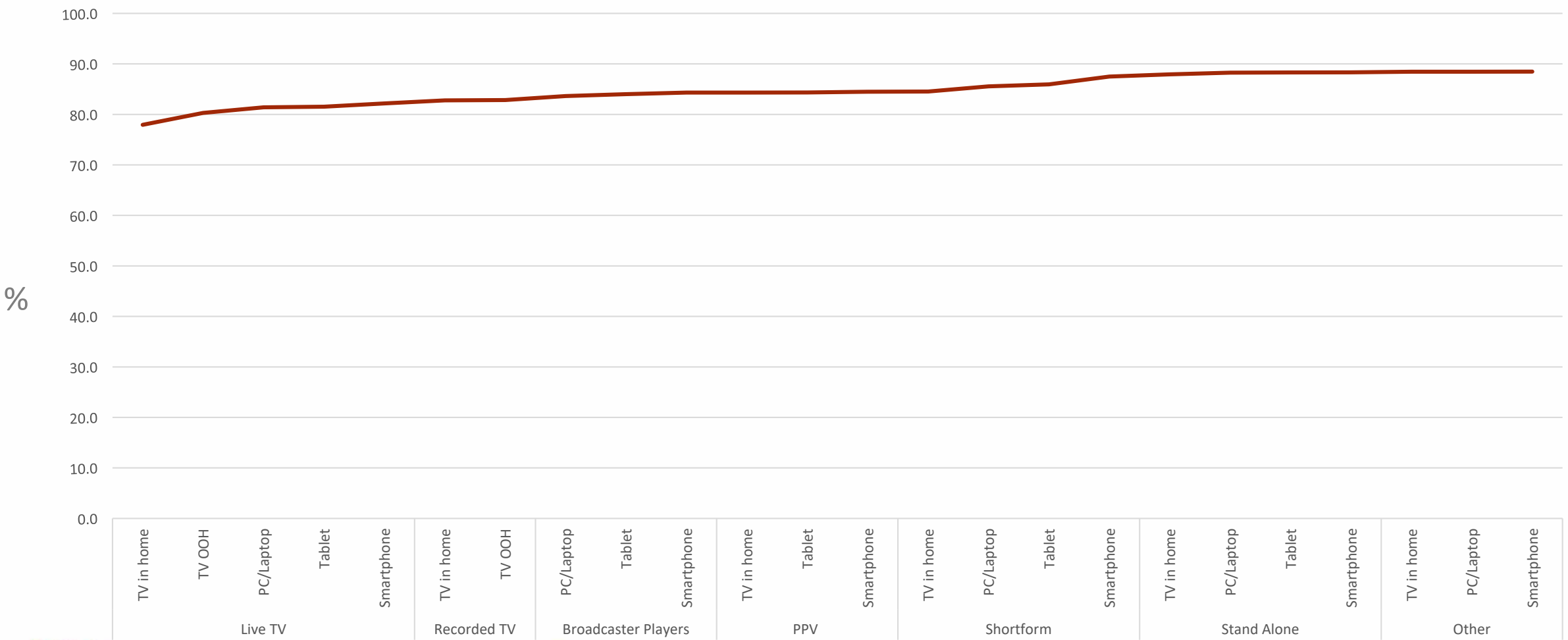
# Housekeepers

## Average Daily Reach - Total Video Format



# Housekeepers

## Average Daily Incremental Reach - Total Video



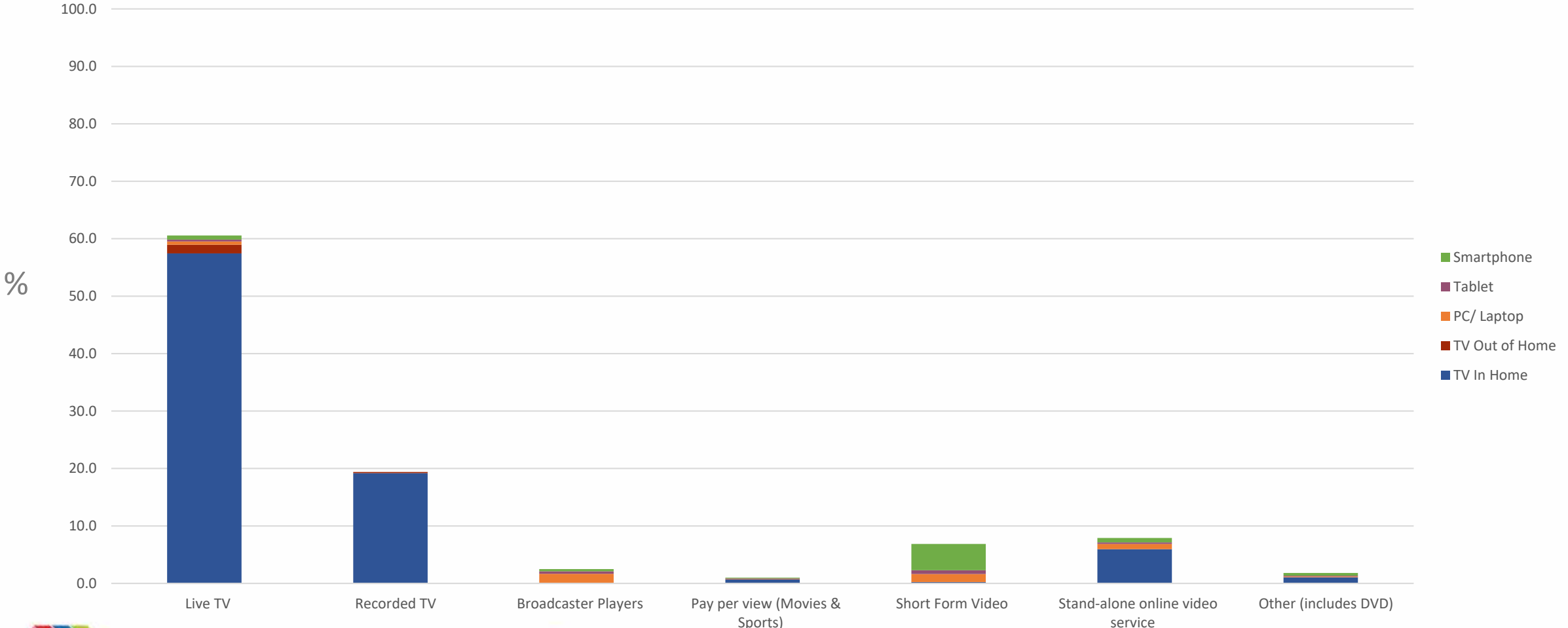


# HOUSEKEEPERS WITH KIDS

- [Average daily minutes % Total Video –Format x device](#)
- [Average daily minutes % Total Video x device](#)
- [Average daily minutes % Total Video x Format](#)
- [Average daily reach % Total Video – Format x device](#)
- [Average daily reach % Total Video x device](#)
- [Average daily reach % Total Video x Format](#)
- [Daily % Incremental Reach](#)

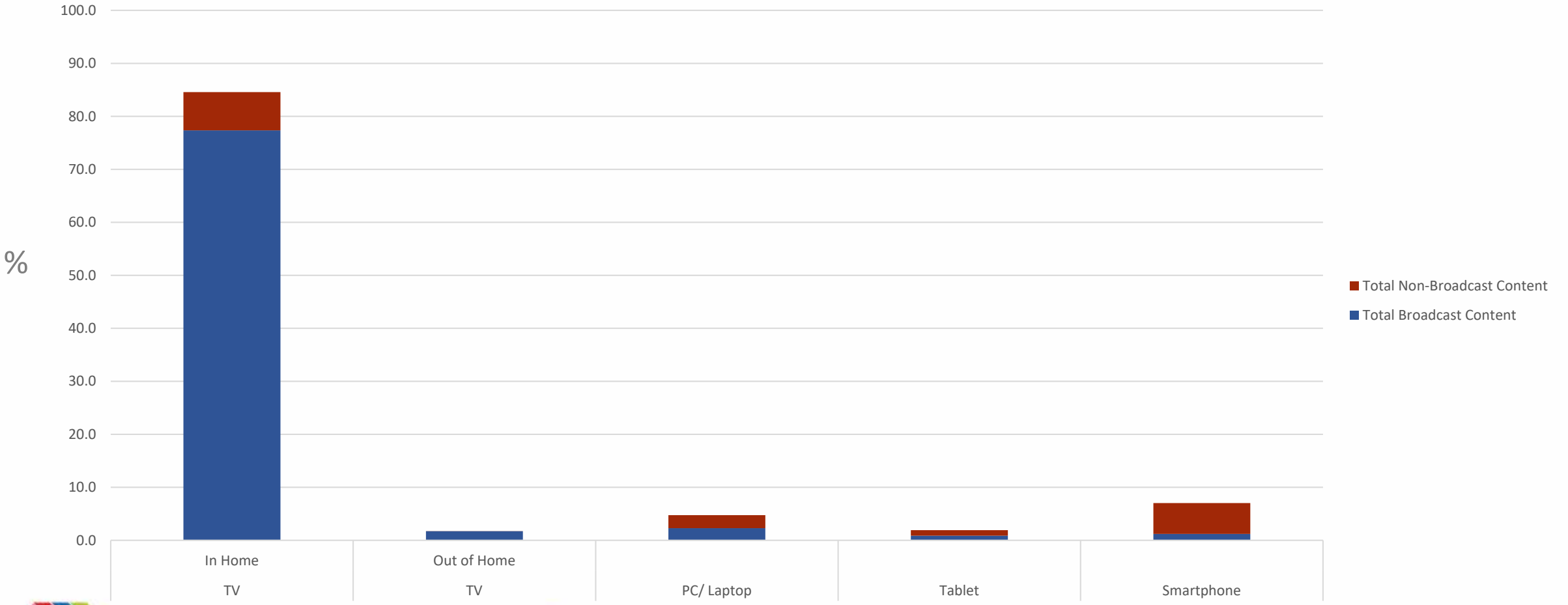
# Housekeepers with Kids

## Average Daily Minutes - Total Video Format x Device



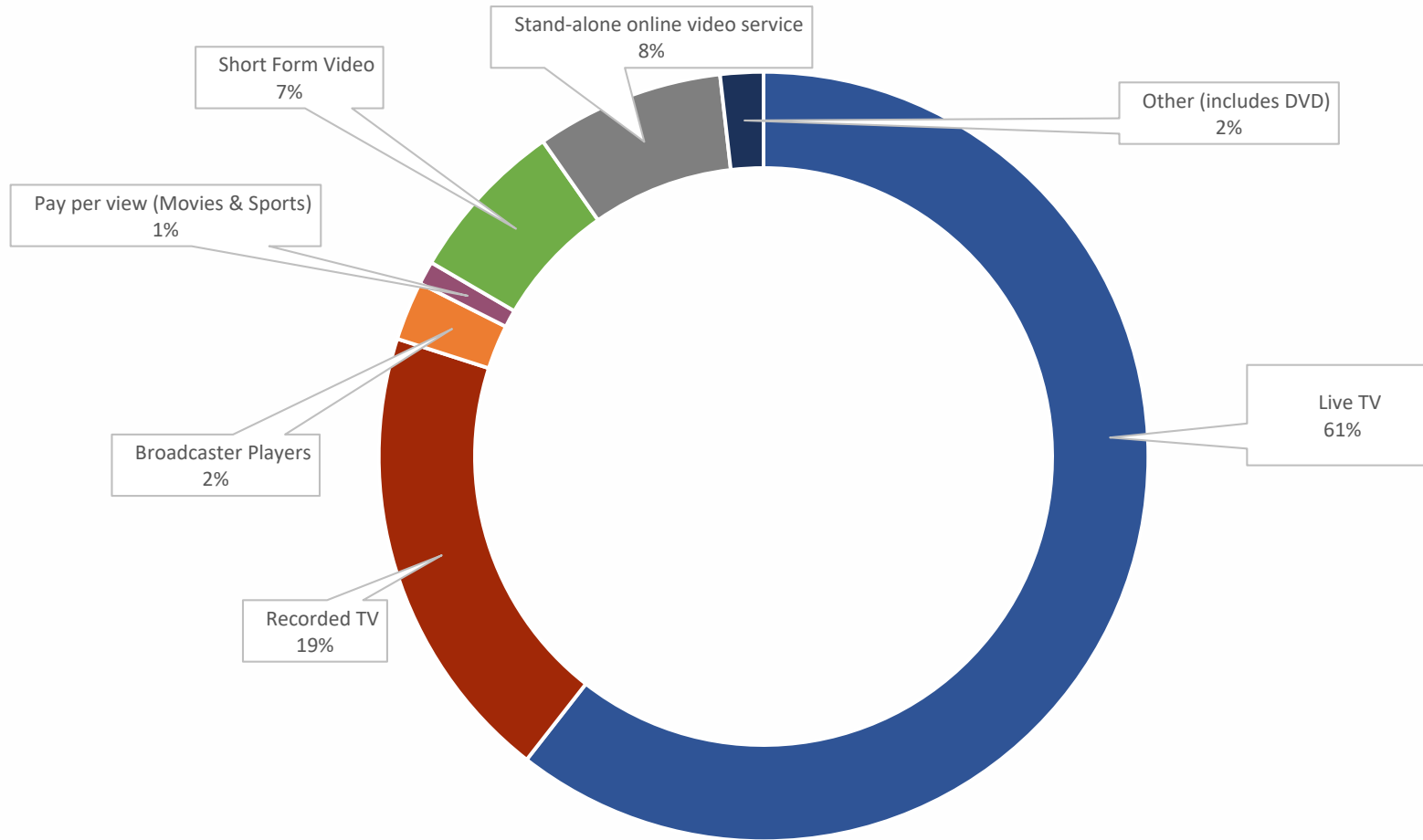
# Housekeepers with Kids

## Average Daily Minutes - Total Video Device



# Housekeepers with Kids

## Average Daily Minutes - Total Video Format

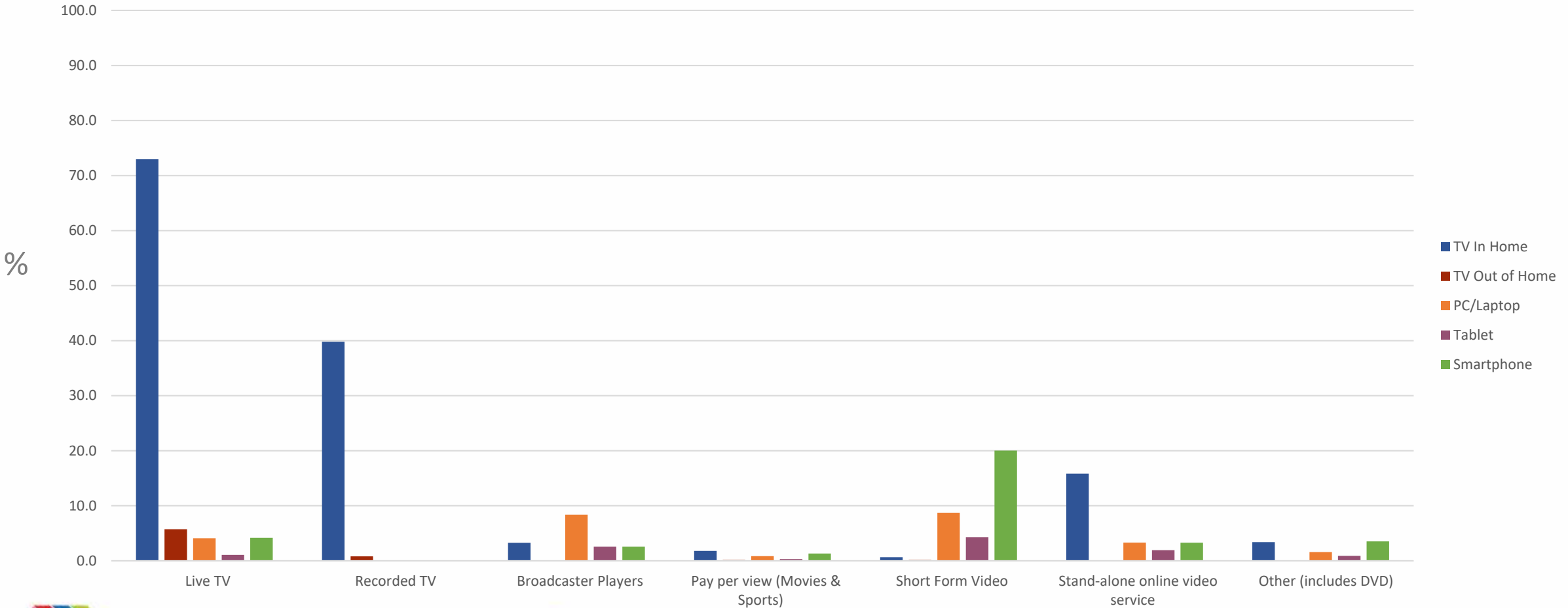


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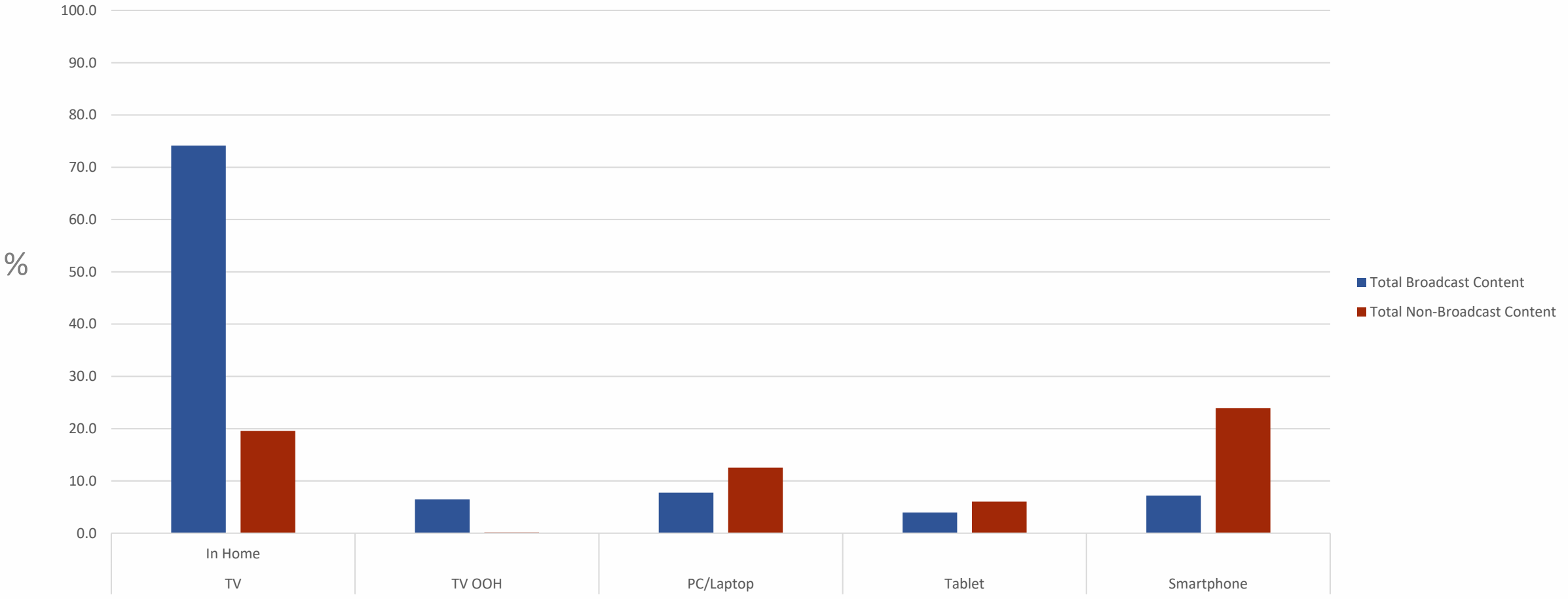
# Housekeepers with Kids

## Average Daily Reach - Total Video Format x Device



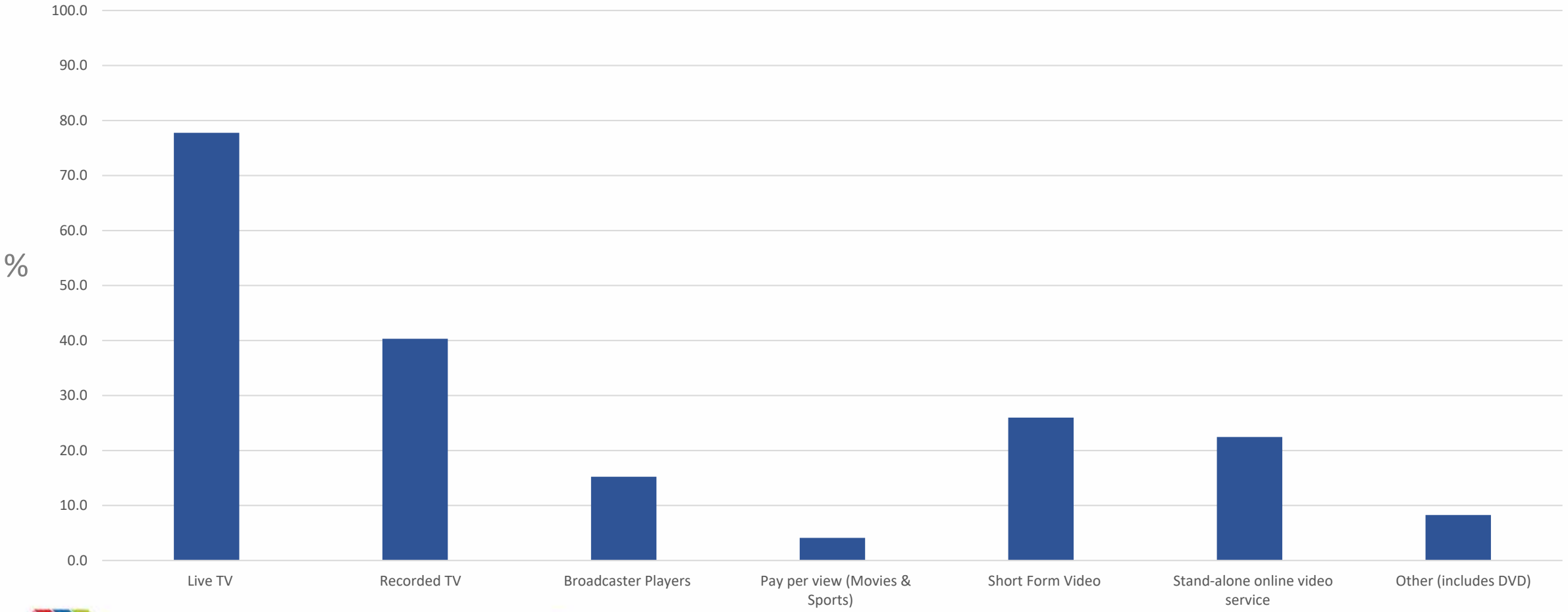
# Housekeepers with Kids

## Average Daily Reach - Total Video Device



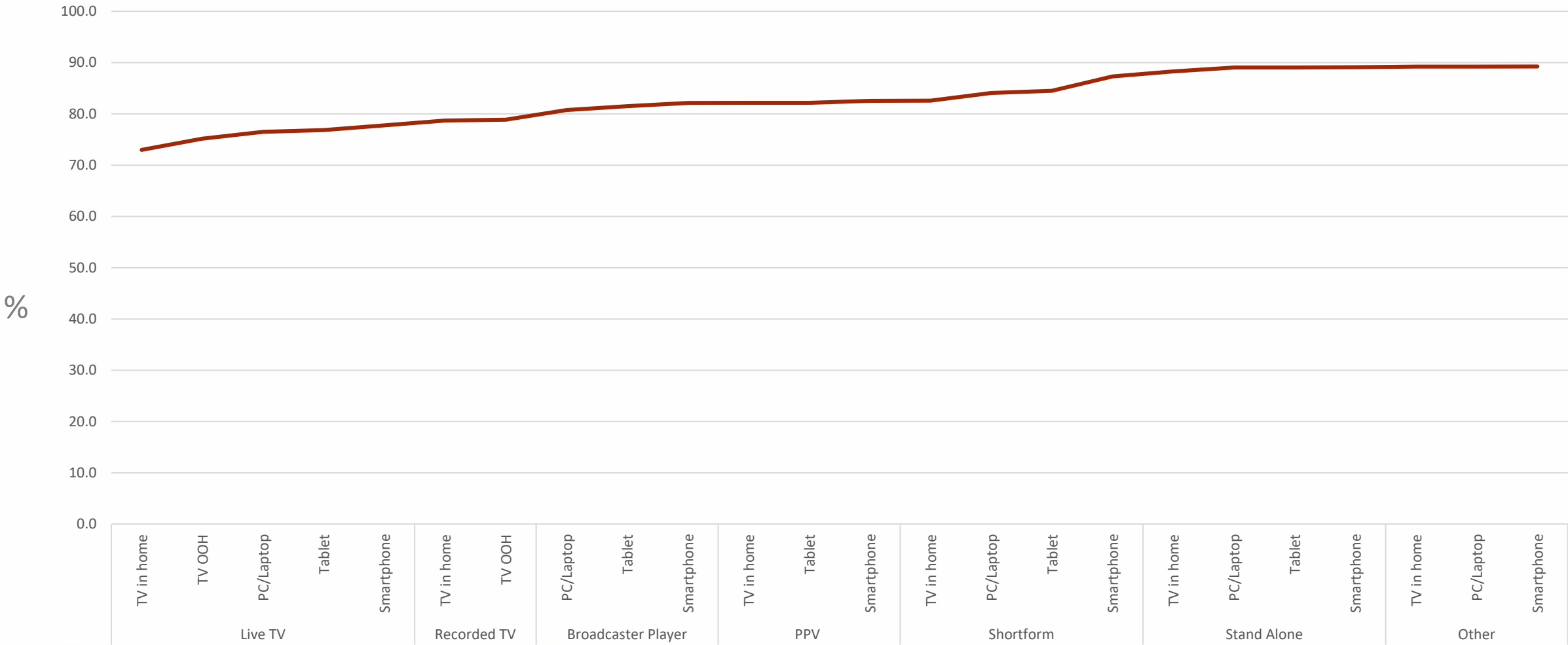
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## Average Daily Reach - Total Video Format



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## Average Daily Incremental Reach - Total Video



# CAVEATS & NOTES



# Caveats and Notes

## Notes and Caveats:

The formats of AV viewing are classified differently in the Total Viewing Study (TVS) and TAM panel data sets. In the TVS data there are more formats which are uniquely reported on. As the desire was to split each format out uniquely for each device Nielsen profiled TAM non-live TV data by TVS data based on four demographics.

- Nielsen calculated profiles by viewing format for all formats (except Live TV), using time spent watching recorded and other on TV sets in home (from TVS data) the assumption would be that the live format in TVS is similar to the definition of live viewing in the TAM data.
- Any viewing/reach reported in Recorded by non TV devices has been included in Broadcast Players