NUMERIS

Announcing
the National Launch of our
Video Measurement Solution

Today, in a first for the Canadian marketplace, Numeris is pleased to announce the national expansion of our cross-platform video audience measurement (VAM) solution. Leveraging our successes in building VAM in Ontario & Quebec, our Board of Directors recently approved a national build of VAM with a Single Source panel; one panel capturing consumption of linear and digital content, reporting audience behaviours from all platforms and devices on a duplicated and unduplicated basis.

"Understanding the value of advertiser and agency video investments in media on a cross-platform basis has never been more critical. We strongly support a national VAM solution that will provide an understanding of the video landscape and audience behaviours across platforms and devices,"

Cathy Collier, Chair, Numeris Board of Directors

By unifying online video behaviour and consumption with linear television viewing at a National level, our video measurement solution will provide Numeris Members and the Canadian media industry a reliable, consistent, standardized and neutral source of video audience data and metrics that will greatly increase both the understanding and the credibility of the Canadian video landscape. Leveraging Numeris' most important and valuable asset, our panels – the core of best-in-class cross-platform measurement products design – this video measurement solution will provide greater transparency of cross-platform video consumption, add context to TV viewership and streaming and provide the industry with the ability to compare behaviour across the video landscape, by different demos, devices and platforms.

"National VAM is an integral element of our cross-media measurement strategy. We are delighted with the industry's support for VAM National and our cross-media strategy as we continue to expand audience measurement to meet the needs of our Members and the industry,"

Neil McEneaney, President & CEO, Numeris

Cross-platform video measurement has been our priority and a growing discussion within the Canadian and global media industry. A National Video solution builds upon our knowledge and experience from several years in designing, testing and now operating two separate panels in Ontario and French Quebec – PPM and Digital – with our partner Kantar. Numeris recently shared two preliminary datasets of our video measurement solution with a small group of Members. These initial and limited releases provided, for the first time in Canada, a view of the video landscape and understanding of the unduplicated audience and cross-platform behaviours per device and location. It was also the first instance of electronic, trendable and demographically informed consumption (linear, OTT, YouTube, etc.) in Canada, helping to illustrate full video consumer behaviour. Members' feedback was very positive and confirmed that VAM will provide value in planning across platforms, devices and brands based on a holistic understanding of audiences.

"In-depth understanding of cross-platform video usage has been a blindspot in the Canadian industry, and Numeris' national VAM rollout is an important step in understanding the complex relationship between linear television and online video consumption, including the all important measurement of unduplicated reach across platforms,"

Kristin Wozniak, Member VAM Tester,
Vice President, Analytics and Insight + Director, Impact Research (V7 Media)

About Numeris

Operating since 1944, Numeris provides broadcast measurement and consumer behaviour data, as well as industry-leading intelligence, to a membership and licensee base that includes Canadian broadcasters, advertisers and agencies, as well as other broadcast-related organizations. Using sophisticated data tracking and measurement technologies and services, we gather relevant information on audience behaviours during and after broadcasts, giving our members business-critical insights into the impact of broadcast content and consumer behaviour. By providing important audience and consumer behaviour information and intelligence, we **enable** our members to deliver relevant, high-quality programming that meets the needs and wants of Canadians.

About Kantar

Kantar is the world's leading evidence-based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.