



Not all Reach is Equal
DACH-Edition

Professor Karen Nelson-Field

5.

International Comparison
Consideration of generalisability



presented by
SCREENFORCE



Amplified Intelligence



presented by
SCREENFORCE



And why is this important?

Are these patterns normal?



Learning

When results are generalisable across boundary conditions, they are **meaningful**.



TV delivers the strongest sales uplift in all countries

STAS Index



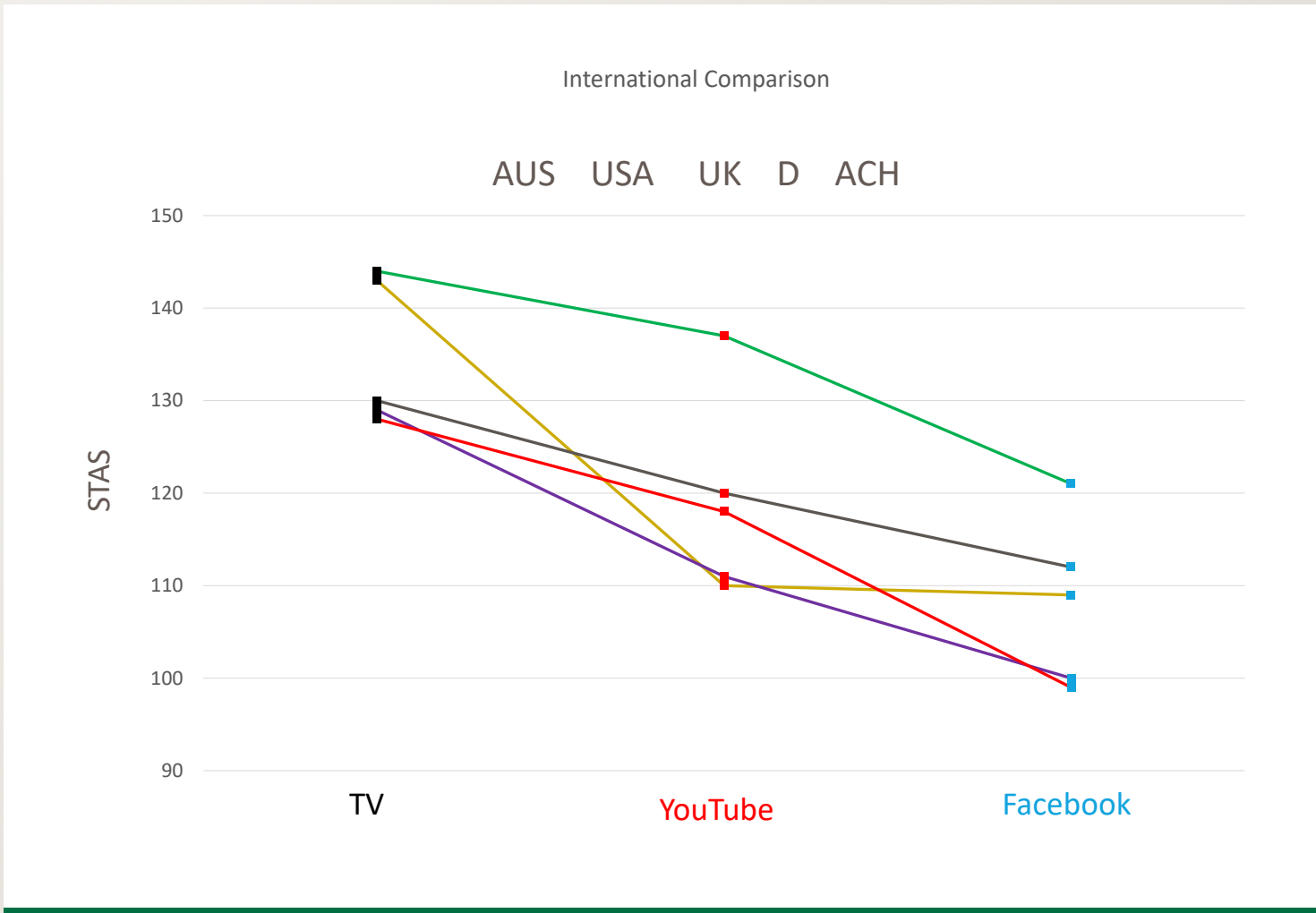
TV	129	128
BVOD	140	134*
YouTube	111	118
Instagram	106	100
Facebook	100	99

*low sample

The number of cases here is sometimes small, but we see comparable patterns in all three countries and the ranking is comparable.



The power of TV is consistent across the globe



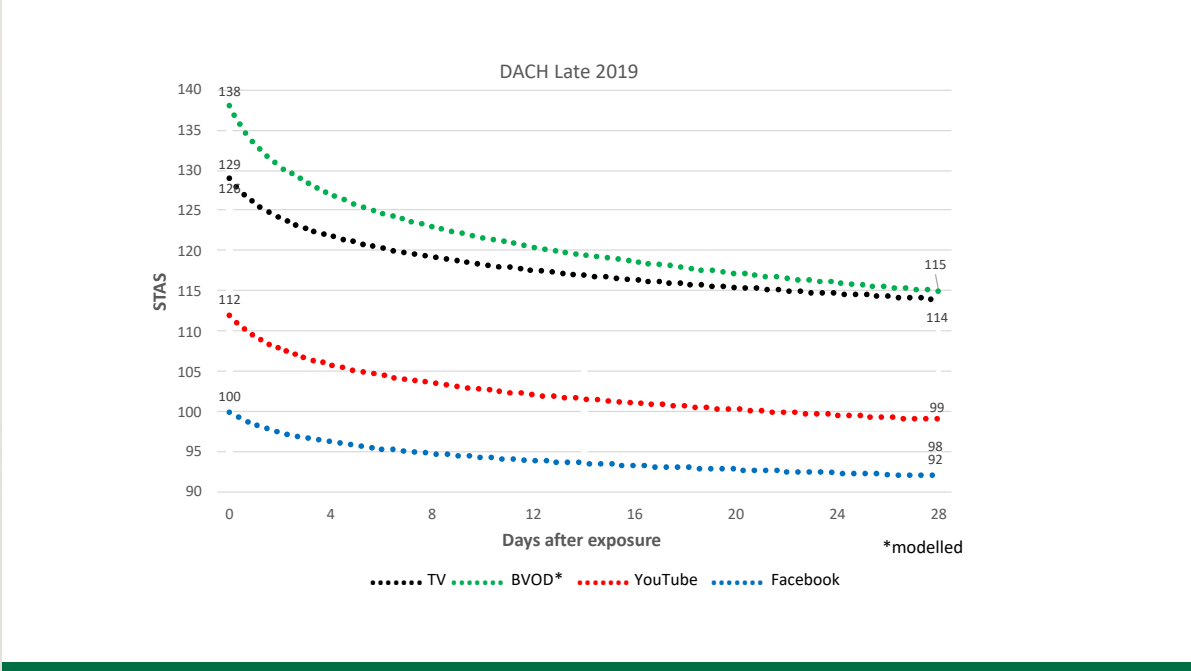
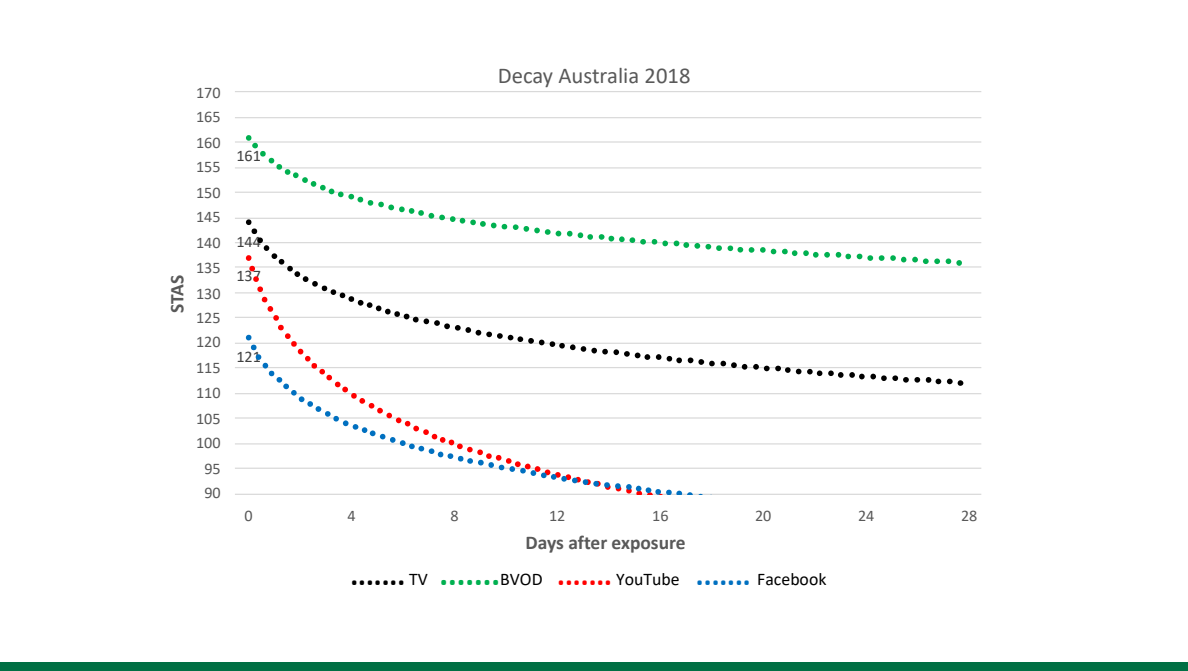
TV delivers the highest STAS in 6 countries, followed by YT then FB.

On avg. TV drives 2x greater STAS than YT and 5x than FB.

Same patterns in all countries (different years).









Decay patterns are very similar in AUS market






TV decay is slower than all other platforms down-under too.
 Also shows that patterns hold over time.
 (AUS 2017/18 collection, pre MRC membership)

Pixels have changed over time

%						
TV	100	100	100	100	100	100
BVOD	100	100	100	-	-	100
YouTube	100	100	100	98	97	82
Instagram	84	78	79	-	-	-
Facebook	83	91	74	65	66	58



Recall across countries

%		 
TV	29	28
BVOD	22	23
YouTube	18	17
Instagram	16	16
Facebook	15	18





Learning

All other variables are highly similar across all 6 countries.
Including: attention, playing time, coverage, pixels and sound.



Synergy patterns between two platforms in Australia, near identical to DACH

Combination	 Combined STAS	 Combined STASC
TV and YouTube	127	135
TV and Facebook	126	130

Supplementing social with TV adds value, but...no evidence that a second exposure on social **offers synergy to TV.**



Learning

Good science is based on replication and only findings that hold when re-tested under different conditions offer predictive value.
TV's consistent results are generalisable.



Every single reach point should be valued by:

- Ability to be seen (by a human)
- Ability to be heard
- Ability to drive incremental sales

That is why not all reach is equal.





Amplified Intelligence



presented by
SCREENFORCE